



<All-Encompassing Movie Theme for Hibiya Entertainment District>
**Screening Topical Movies on Giant Outdoor Screen in Collaboration with
 31st Tokyo International Film Festival
 Includes Special Event: You Can be Spider Man, Too!**


 Friday, October 12 to Saturday, November 3, 2018 (national holiday)

HIBIYA CINEMA FESTIVAL
 日比谷シネマフェスティバル 2018 **Hibiya Cinema Festival 2018**

Tokyo, Japan, August 30, 2018 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will hold the Hibiya Cinema Festival in Tokyo Midtown Hibiya from Friday, October 12 to Saturday, November 3 (national holiday), 2018.

Hibiya has historically been one of Tokyo's main entertainment districts with its many theaters and cinemas. A host of events centered on the theme of movies, one of the most intimate of entertainments, will be held to mark the first fall since the opening of Tokyo Midtown Hibiya. In a tie-up with *Spider Man: Into the Spider-Verse*, the latest in the Spider Man series scheduled to screen in cinemas from Friday, October 12 and nationwide in 2019, the Company will run a special event in which participants appear on a giant outdoor screen as Spider Man in videos produced using 3D Creator, a cutting-edge app pre-installed in Sony's Xperia smartphones. Special programs will run from Thursday, October 25, such as showing topical movies like *The Greatest Showman on the giant outdoor screen*, which serves as the Hibiya venue of the 31st Tokyo International Film Festival.

During the Hibiya Cinema Festival period, popular Tokyo Midtown Hibiya restaurants will offer Spider Man-inspired menus and everyone who watches a movie at TOHO Cinemas Hibiya can enter a scratch card draw, turning Hibiya into a world of movies. Be sure to enjoy the new movie experience at Tokyo Midtown Hibiya.

* Hibiya will be added to the list of venues at the 31st Tokyo International Film Festival, whose venues are in or near Roppongi

< Hibiya Cinema Festival: Main Events >

■ You Can be Spider Man, Too! Star on the giant screen harnessing Sony's latest technology! Held: Friday, October 12 to Wednesday October 24, 2018

After filming in a studio booth set up in the basement plaza using 3D Creator, an app pre-installed in Xperia smartphones, you can enjoy watching yourself as Spider Man on the giant outdoor screen in a premiere screening! Everyone taking part will receive their own original video after the screening, and restaurants in Tokyo Midtown Hibiya will serve Spider Man-inspired menus for a limited period to generate buzz for the event.

■ 31st Tokyo International Film Festival Hibiya Venue Special Programs Held: Thursday, October 25 to Saturday, November 3, 2018 (national holiday)

A new venue will be added to the 31st Tokyo International Film Festival, one of the largest film festivals in Asia. A high-resolution outdoor cinema with premium sound quality will be set up at Hibiya Step Square, which will be the venue for three special programs—the Hibiya Opening Event A Profusion of Masterpieces screening of topical movies as a collaboration between the Tokyo International Film Festival and November 3 is Video Day, and *Godzilla. Fest 2018*. Admission is free to all special programs, bringing the ultimate movie experience to Hibiya.

* Please note that events may be canceled or postponed due to rain or inclement weather.

** More details of the programs are scheduled to be announced around mid-September.

**31st Tokyo International Film Festival
Hibiya Venue**

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You Can be Spider Man, Too! Star on the Giant Screen with Sony's Latest Technology!

■Come to Tokyo Midtown Hibiya—You Can be Spider Man, Too!

This event is a tie-up between *Spider Man: Into the Spider-Verse*, the latest in the Spider Man series in cinemas nationwide in 2019. Premiere videos will be screened starring members of the public as Spider Man, filmed using Sony's latest 3D Creator technology, which can capture 3D photos of users' faces, in a space set up in the underground plaza. Participants can enjoy seeing themselves as Spider Man on the giant screen. After the screening, they can access a special website using a QR code to receive their own original video.

An interactive photography system will be available near the giant screen set up at Hibiya Step Plaza before and after trailer screenings so that visitors can take pictures of themselves in the frame with Spider Man. This is a digital interactive event that allows many people to enjoy Spider Man, because the system does not require 3D Creator to take pictures.

<Event Outline>

Title: You Can be Spider Man, Too!

Dates: Friday, October 12, 2018 to Wednesday, October 24, 2018

Organizers: Mitsui Fudosan Co., Ltd. / Hibiya Area Management Association

Special cooperation: Sony Corporation / Sony Mobile Communications Inc. / Sony Pictures Entertainment (Japan) Inc.

Venue: Hibiya Arcade / Hibiya Step Square *Screenings will be cancelled in the event of inclement weather

Fee: free

★*Spider-Man: Into the Spider-Verse* Official website: <http://www.intothespiderverse.movie/>

<STEP 1> Special booth at B1 Hibiya Arcade Facial photography using 3D Creator

After the trailers are screened, participants can share them on social media using their mobile devices

<STEP 2> Screening time information displayed on participants' mobile phone screens



<STEP 3> Hibiya Step Square Premiere of trailers featuring members of the public shown on giant screen



A trailer video with the facial image of participants synthesized with Miles Morales, star of *Spider Man: Into the Spider-Verse*, is premiered.

* All images are shown for illustration purposes only. Some changes may be made, because the program is still under development.

31st Tokyo International Film Festival Hibiya Venue Special Programs

Traditionally a film and theater district, Hibiya is a new venue for the 31st Tokyo International Film Festival, one of the largest film festivals in Asia. An outdoor cinema with high-resolution, ultra-large LED screen and audio system with premium sound quality will be set up at Hibiya Step Plaza. Admission to all events during the film festival period is free, bringing the ultimate movie experience to Hibiya.

<Event Outline>

Title: 31st TOKYO INTERNATIONAL FILM FESTIVAL 2018 Hibiya Venue

Co-sponsors: Mitsui Fudosan Co., Ltd. / Hibiya Area Management Association / Gurunavi, Inc.

Venue: Hibiya Step Square, Tokyo Midtown Hibiya

*In case of rain, the event will be canceled or postponed

Admission fee: free



1) 31st TIFF Hibiya Opening Event

Date: Thursday, October 25, 2018

Organizer: UNIJAPAN (31st Tokyo International Film Festival Executive Committee)

On Thursday, October 25, the opening day of the 31st Tokyo International Film Festival, the Hibiya Opening Event will take place, bringing the excitement of the red-carpet event held in Roppongi directly to participants.

(2) Hibiya Opening Event “A Profusion of Masterpieces” screening of topical movies as a collaboration between the Tokyo International Film Festival and “November 3 is Video Day”

Date: Friday, October 26, 2018 to Friday, November 2, 2018

Organizers: UNIJAPAN (31st Tokyo International Film Festival Executive Committee) / Japan Video Software Association (Home Video Day Executive Committee)



Event in collaboration between the Tokyo International Film Festival and “November 3 is Video Day” held from Friday, October 26 to Friday, November 2, 2018

“A Profusion of Masterpieces” screening of hit movies on video as a collaboration between the Tokyo International Film Festival and “November 3 is Video Day” will show the most talked-about movies on video supplied by various video production companies, including *The Greatest Showman*, *Mickey Mouse Christmas and Halloween Special*, and *Spider Man: Homecoming* at the outdoor cinema.



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Image of an outdoor cinema at HIBIYA CINEMA FESTIVAL

(3) Godzilla Fest 2018

Date: Saturday, November 3, 2018 (national holiday)

Organizers: Godzilla Fest 2018 Executive Committee / UNIJAPAN (31st Tokyo International Film Festival Executive Committee)

On Saturday, November 3, which is a national holiday and the last day of the festival, the special program, Godzilla Fest 2018, will be held. This is a well-attended event launched last year to mark Godzilla's birthday.

★At the venue, there will be a movie-themed food and drinks booth presented by Gurunavi, Inc. ★

* Please note that these events are held outdoors and may be canceled or postponed due to rain or inclement weather.



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About the Tokyo International Film Festival <https://2018.tiff-jp.net/en/>

The Tokyo International Film Festival (TIFF) marks its 31st year in 2018. It is the only international film festival in Japan recognized by the International Federation of Film Producers Associations. Starting in 1985 as the first large-scale film festival in Japan, TIFF has had a lasting influence on the movie industry and cultural development in Japan and Asia, and today has grown into one of the largest international film festivals in Asia. Attracting outstanding films from around the world to Tokyo, site of Asia's hottest movie festival, TIFF brings the cream of movie talent from Japan and elsewhere, providing an opportunity for movie lovers to experience and appreciate new talent as well as socialize.



Collaboration menus with popular restaurants

During the Hibiya Cinema Festival period, Billboard café and dining and Värmen, popular restaurants in Tokyo Midtown Hibiya, will serve Spider Man-inspired menus to spice up the event. These menus were developed in collaboration with the restaurants. Other restaurants will also be offering limited seasonal menus. Menus range from filling main courses to gourmet take-out foods that are perfect for eating on the go. Every item is a masterpiece to look at as well as taste. In Japan, fall is the season for appreciating food and art. You can enjoy both at Tokyo Midtown Hibiya!

<Spider Man-inspired menus> (TBC)*

■ 3F Billboard café & dining



Spider Berry ¥1,000
(excluding tax)

Cocktail expressed in the Spider Man colors of red and blue with cranberry juice and Blue Curacao, with a cute strawberry Spider Man on the cocktail stick.



Spider chocolate ¥900
(excluding tax)

Hot chocolate is poured over berry sauce. The spider web chocolate on the side has a crunchy texture.



Spider Web Fondant Chocolate
¥1,280 (excluding tax)

Enjoy the cocoa-rich, slightly bitter fondant chocolate with vanilla ice cream

■ 2F Värmen



Capreze-Man (Pinchos) ¥500
(excluding tax)

* Per piece



Web Cheesecake ¥700
(excluding tax)

Enter to win a prize in the fall cinema scratch card draw!

A scratch card is handed out for every TOHO Cinemas Hibiya movie ticket. Scratch the card and win the following prizes!

* Participants in the You Can be Spider Man, Too! event will also receive a scratch card during the scratch card campaign period.

<Event Outline>

Dates: Wednesday, October 17, 2018 to Sunday, October 21, 2018 11:00-19:00

Claim prizes at: Space adjacent to NEUTRALWORKS HIBIYA on 3F

Prize: Restaurant and shopping voucher for ¥500

Shopping voucher for ¥2000

One movie ticket

Smith three-piece limited edition Hibiya set, etc.

Reference information

Events held in Tokyo Midtown (Roppongi)

Tokyo Midtown DESIGN TOUCH 2018

Tokyo Midtown DESIGN TOUCH is in its 12th year with the concept of enjoying design with all five senses. This year's theme is Ideas for the Future. The event brings together the best and most promising designers and designs from Japan and overseas and will continue to evolve as an event that provides hands-on experience of the appeal and potential of design.

Dates: Friday, October 19, 2018 to Sunday, November 4, 2018

Venue: Various places within Tokyo Midtown (Roppongi)

Main events:

- PARK PACK by ULTRA PUBLIC PROJECT
- Swell
- DESIGN TOUCH CONFERENCE by Tokyo Midtown Design Department
- Schools of the future powered by Ars Electronica
—GOODBYE WORK EXHIBITION—
- Salone in Roppongi Vol.6 2018

* Please see the following release for details.

http://www.tokyo-midtown.com/jp/news/upload/designtouch2018_3.pdf



▲ Image of PARK PACK (mobile park)