Solving Social Issues through Neighborhood Creation

The Mitsui Fudosan Group has created new value
by solving a broad array of social issues through neighborhood creation.
Several examples are introduced below.

Case 1 Kasumigaseki Building

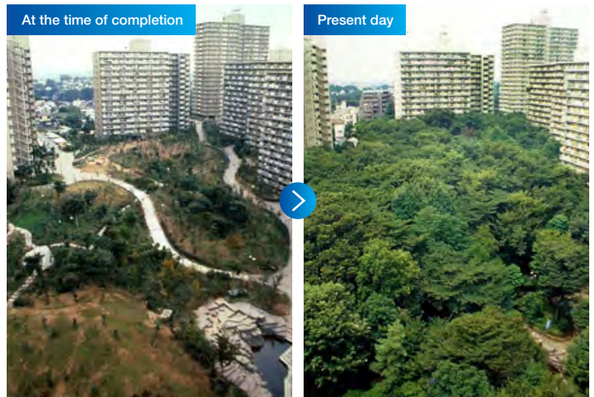
Creation of a New Urban Space during the Period of Rapid Economic Growth

**As a forerunner in making advanced use of urban space,
we constructed Japan's first skyscraper, achieving effective use of land
in a city center along with contribution to the community
through the creation of open areas and green spaces.**

Case 2 Suncity

An Initiative to Create a Multi-Generational Community

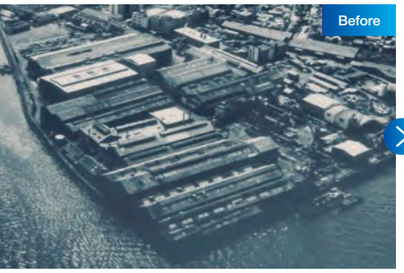
**By viewing a well-knit community of tenants and local residents as
a new asset value and by creating a forest on the grounds of a condominium building,
we achieved the formation of a multi-generational community connected by forest.**

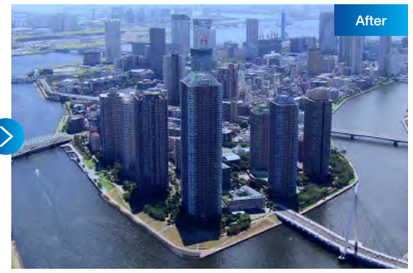


Case 3 Okawabata River City 21

Tackling Regional Revitalization through Urban Waterfront Development

By redeveloping old factories, warehouses, and other assets into housing in the bay area of central Tokyo, which faces a shrinking residential population, we enhanced urban disaster readiness functions and achieved a population increase in the Bay area through providing new living spaces.





Case 4 LaLaport

Creating Spaces Where People Can Enjoy a Rich and Fulfilling Time

In a mature consumer society, we created spaces where visitors can enjoy a rich and fulfilling time by providing retail facilities that serve as "places to prosper, eat, play, and gather."

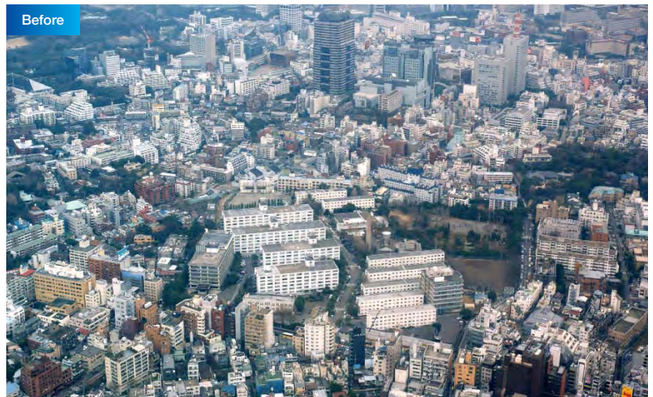
Case 5 Real Estate Securitization

Promoting of Urban Revitalization through a Sound and Open New Real Estate Market

We helped reenergize the real estate market,
which had stalled following the burst of the bubble economy,
by adding liquidity that combines real estate transactions with finance
through the creation of a real estate investment trust market.
We also supported urban revitalization efforts
through increased development-type projects.

Case 6 TOKYO MIDTOWN

Enhancing Tokyo's Competitiveness as an International City

By creating a brand-new type of mixed-use type neighborhood that closely integrates work, play, rest, and living, we sublimated a former Defense Agency site into our flagship site and enhanced the urban competitiveness of Tokyo through a concentration of diverse companies and an increase in visitors to the neighborhood.

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