



July 14, 2016

東京2020ゴールド街づくりパートナー

Press Release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Tokyo 2020 Gold Partner (Real Estate Development) partner.

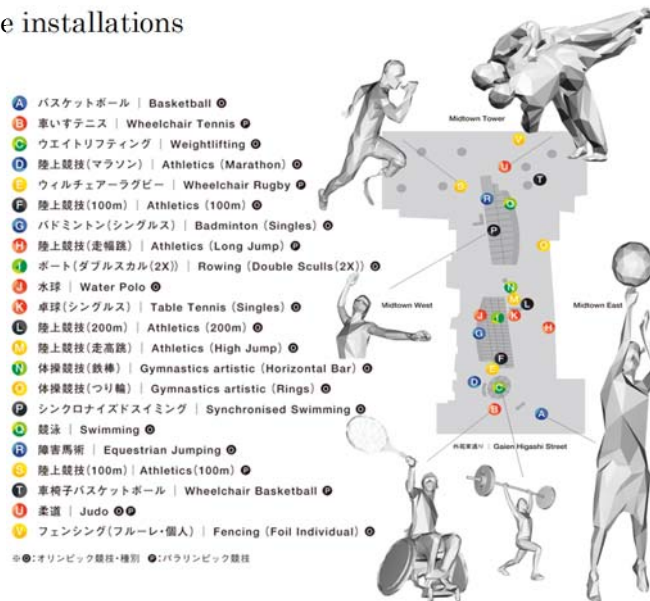
## Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020 Olympic / Paralympic Image Sculptures Appear in Tokyo Midtown

Tokyo, Japan, July 14, 2016 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will erect large-scale graphic decorations covering the entire city (city dressing) under the theme of "Mitsui Fudosan Presents Roppongi City Dressing" from August 4 to August 21, 2016, in Tokyo Midtown, which is operated by Mitsui Fudosan.

Tokyo Midtown will exhibit sculptures of athletes featuring 3D recreations of sporting events that occurred during the Olympic and Paralympic Games Rio de Janeiro 2016. The sculptures will be of various sizes, with the tallest approx. 4 meters and smallest approx. 5 centimeters, and 59 objects representing 23 sports or competitions and will be installed at many places throughout in the Plaza Area.

In addition, supporting poses made by visitors to the venue will be made into 3D figures and added to the Cheering Sculpture Studio as a cheerleading display. The figures will be presented to participants once the cheerleading sculpture exhibition period has ended

### ■Map of athlete sculpture installations



### ■Art sculptures on display at Tokyo Midtown



## ■The Philosophy of Mitsui Fudosan's Urban Development Utilizing the "Power of Sports"

Sports not only improve the mental and physical health of people through actions such as "Doing," "Watching" and "Supporting," it also creates new connections and has the power to revitalize communities. For Mitsui Fudosan, whose Group Statement includes an aim for a community that brings affluence and comfort to urban living and targets creation of communities that get better as they age, sees sports as an important element for attractive urban development and promotes utilization of the "Power of Sports" in urban development.

Moreover, as the Olympic and Paralympic Games Tokyo 2020 Gold Partner in the category of "Real Estate Development", Mitsui Fudosan has created the slogan of "BE THE CHANGE" and seeks to change itself under the themes of "Communicating," "Connecting" and "Accepting," and to use urban development as a base that will create positive change in the people, communities and society that it aims to transform.

## ■Mitsui Fudosan's Slogan for 2020

	<p>The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a "Wind" changing the world. The symbol painted in the two Mitsui Fudosan corporate colors conveys the image of a "Bird riding the wind and flying through the skies." The slogan contains the philosophy of "If people change, they can change the world" for 2020 and beyond.</p>
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