
Nihonbashi Revitalization Plan Aims to Integrate Tangibles and Intangibles**Fukutoku Garden to be completed and opened on September 28, 2016****Birth of a restful space of over 1,000 m² at the heart of the bustling Nihonbashi area—A base to create a new regional community**

Tokyo, Japan, August 8 2016-Mitsui Fudosan Co., Ltd. (Head Office: Chuo-ku, Tokyo) is pleased to announce that they have decided to open Fukutoku Garden, in which it has been developing business in the Nihonbashi Honcho 2nd District Project, on Wednesday, September 28, 2016.

In Nihonbashi, Mitsui Fudosan is currently working on the Nihonbashi Revitalization Plan, a collaborative public, private and community initiative based on the concept of “Proceeding to Create While Retaining and Reviving.” Mitsui Fudosan, as a promoter of the Nihonbashi Revitalization Plan, is undertaking many initiatives. Based on Nihonbashi’s unique identity that includes its history and culture, waterfront space, and local community, Mitsui Fudosan aims to create a neighborhood that combines a variety of functions—where people work, live, play, and relax. The Company is not only developing the tangible aspects of this neighborhood, but also the intangible aspects that create added value.

In the Edo Period, Nihonbashi was the focal point for many people as the location where Japan's five major highways all started. Moreover, Nihonbashi disseminated Edo culture in its role of being central to a regional community of people that included traditional long-established stores that have inherited history and culture, businesses, and local residents.

Based on such a Nihonbashi identity, Fukutoku Garden will provide people with a restful area as a plaza of at least 1,000 m² in association with Fukutoku Shrine that was renovated in 2014. At the same time, we aim for Fukutoku Garden to be a space where people meet and interact with each other, where a new regional community is created, and where information is shared through events. We also plan for it to serve as an event space that can be freely used by local residents as well as organizations and businesses.

To commemorate the Forest being open from Wednesday, September 28, we are focusing on the people of Nihonbashi, and holding the Nihonbashi Kidai Festival until Sunday, October 9 to display the charm of Nihonbashi as exhibited by the local people.

In addition, there were many medicine wholesalers from the Edo Period, and now there are many pharmaceutical companies. Yakuso Jinja, a symbol of the history of the “Town of Medicine” Nihonbashi, plans to relocate from the Showa Kusuri Boeki building rooftop to the Fukutoku Garden site.

Now, Nihonbashi is bringing together a greater variety of people than ever before, and bustling with a new activity, as a result of such initiatives as the opening of COREDO Nihonbashi and COREDO Muromachi, and the Life Science Innovation project in which we are participating. At the center, Fukutoku Garden which will create a new regional community by the integration of the tangibles and intangibles, will become a symbol of the Nihonbashi Revitalization Program.



Overall image of Fukutoku Shrine and Fukutoku Garden

Main Features of the Fukutoku Garden

1. A space that creates a new regional community that is home to a variety of people—who work, live, play, and relax.
 - (1) An event space in a rare and effective area of about 300 m² in the Nihonbashi area
 - (2) Event base of the regional community, and in turn a base that originates events that symbolize the nature, culture and traditions of Japan
 - (3) The newly opened restaurant Mefuki Chaya that is also responsible for disseminating information about the history and culture of Nihonbashi
2. A restful space that reproduces the nature of Japan and the history and tradition of Nihonbashi
 - (1) The space is composed of an area that reproduces a typical wooded region of Japan, and an area that reproduces an attractive landscape of Japan. We have planted more than 50 kinds of Japanese wild mountain grass, thereby revealing the busy activity of Japan's four seasons while presenting the atmosphere of the nature of Japan.
 - (2) There were many medicine wholesalers from the Edo Period, and now there are many pharmaceutical companies. Yakuso Jinja, a symbol of the history of the “Town of Medicine” Nihonbashi, will relocate here.

Overview of Fukutoku Garden

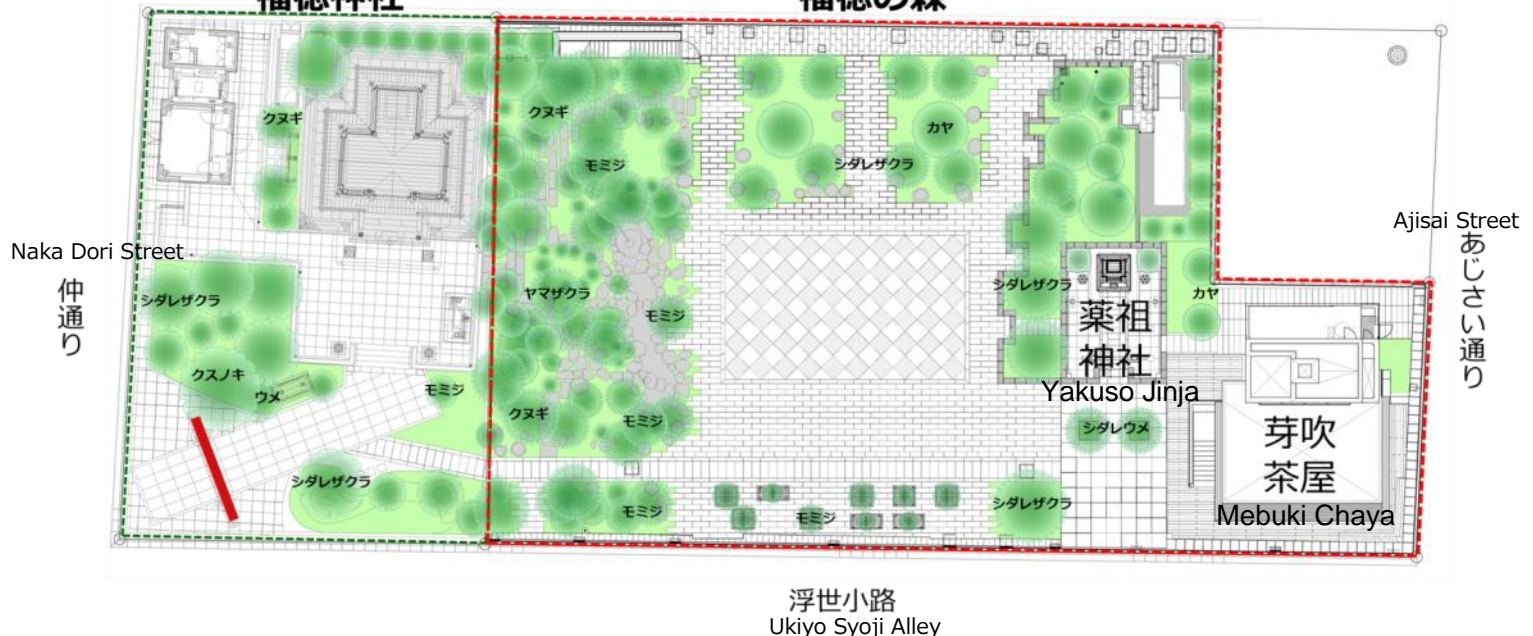
Name	Fukutoku Garden
Location	Muromachi 2-chome 5-10, Nihonbashi, Chuo-ku, Tokyo
Site area	1,234.54 m ²
Design	NIHON SEKKEI, Inc.
Contraction	Shimizu Corporation
Start of construction	January 2015
Completion of above-ground part	September 28, 2016



Right: Location of Fukutoku Forest

Fukutoku Shrine 福德神社

Fukutoku Garden 福德の森



Events held in collaboration with the Fukutoku Garden opening
We will inform you of the details of each event after a few days

Nihonbashi Kidai Festival

Schedule Wednesday, September 28 to Sunday, October 9

Overview On the theme of the people of Nihonbashi, an event with the motif of the old Kidaishoran scroll painting with depictions of Nihonbashi in the Edo Period

Fukutoku Garden opening ceremony

Date From 14:00 on Wednesday, September 28 (planned)

Overview Planning to hold a ceremony for the media to commemorate the completion of the Fukutoku Garden

Organizer Mitsui Fudosan Co., Ltd.

Fukutoku Garden opening

Schedule Thursday, September 29 to Sunday, October 2

Overview Holding of *mori ben*, the Fukutoku Bento Festival at which specially made Japanese boxed meals are sold by traditional long-established food and beverage stores of Nihonbashi, and of *mori nomi*, the Fukutoku Nihonshu Festival at which about 100 kinds of sake are available

Organizer Nihonbashi Cultural Exchange Festival Executive Committee (Nihonbashi Kitazume Shopping Association, the Meikyo Nihonbashi Hozonkai, the Muromachi 1-chome Association, the Muromachi 2-chome Town Association, Nihonbashi Muromachi Area Management, Mitsui Fudosan Co., Ltd.)

Edo Asobi -- Traditional Culture Festival

Schedule Friday, October 7 to Sunday, October 9

Overview A variety of programs are planned, including workshops where you can watch performances by performers of traditional arts, and experience a variety of traditional cultural events

Organizer Tokyo / Arts Council Tokyo (Metropolitan Foundation for History and Culture) / Nihonbashi Cultural Exchange Festival Organizing Committee

Nihonbashi Gourmet Food Kidai Yatai

Schedule 12:00 to 18:00, Saturday, October 8 and Sunday, October 9 (tentative)

Overview Food stalls, etc. are planned to be available, at which people can experience the taste of Nihonbashi's traditional long-established stores over the limited period of two days

Organizer Nihonbashi Cultural Exchange Festival Organizing Committee