



東京2020ゴールド街づくりパートナー

1000 Days to Go!

BE THE CHANGE

さあ、街から世界を変えよう。

September 26, 2017

Press Release

Mitsui Fudosan Co., Ltd.

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

Ceremony to mark 1,000 days to go before the Olympic Games Tokyo 2020
to be held at Nihonbashi Mitsui Hall on October 28, 2017

Nihonbashi City Dressing meets OLYMPIC CONCERT

Tokyo, Japan, September 26, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and the Japan Olympic Committee (JOC) announced today that the Nihonbashi City Dressing meets OLYMPIC CONCERT to mark 1,000 days to go before the Olympic Games Tokyo 2020 will be held at the Nihonbashi Mitsui Hall operated by Mitsui Fudosan on Saturday, October 28.

Every year since 1997, JOC has held the OLYMPIC CONCERT, an artistic collaboration created from the showing of Olympic footage and an orchestral performance. This performance will be a special concert held to mark 1,000 days to go before the Olympic Games Tokyo 2020.

As the Olympic Games Tokyo 2020 Gold Partner in the category of “Real Estate Development,” Mitsui Fudosan will provide the venue for this event as well as conduct “city dressing,” large-scale decorations covering the entire Nihonbashi district with Tokyo 2020 emblems and images of athletes and various people involved in delivering the Tokyo 2020 under the title of Nihonbashi City Dressing for Tokyo 2020: We Make 2020-Let’s All Make the Olympic Games Tokyo 2020. The decorations will be displayed from Saturday, October 28 to Wednesday, November 29. By promoting enjoyment of the district and the Olympic Movement, Mitsui Fudosan will contribute to the success of the Olympic Games Tokyo 2020.

■Outline of Project

Nihonbashi City Dressing meets OLYMPIC CONCERT

Date	Saturday, October 28, 2017	
Venue	Nihonbashi Mitsui Hall (COREDO Muromachi 1: 2-2-1 Muromachi, Nihonbashi, Chuo-ku, Tokyo)	
Details of Event	A concert featuring Olympic footage and an orchestral performance	
Organizational Framework	Organizer: Japanese Olympic Committee Supporters: Tokyo Metropolitan Government (approval pending), Chuo Municipal Government (approval pending), Chuo Board of Education (approval pending) Special sponsorship: Mitsui Fudosan Co., Ltd. Cooperation: The Tokyo Organising Committee of the Olympic and Paralympic Games	
Main Performers	Conductor	Toshiaki Umeda
	Orchestra	THE ORCHESTRA JAPAN
	Emcee	Ken Gamada
	Choir	Chuo-ku Priere Junior Chorus
	Guest Olympic	First performance: Hiromi Miyake (Weightlifting) Akiyo Noguchi, Miho Nonaka (Sport)

	Athletes	Climbing)
		Second performance: Announced upon confirmation of appearances

A scene from an OLYMPIC CONCERT held by JOC in the past



Photo of OLYMPIC CONCERT 2016/2017 courtesy of Aflo Co., Ltd.

■Mitsui Fudosan's Slogan for 2020

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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.