

For immediate release

ECO EDO NIHONBASHI Executive Committee
 Meikyo "Nihonbashi" Hozonkai ("The Famed Nihonbashi Bridge Preservation Society")
 Mitsui Fudosan Co., Ltd.

Digital Fireworks and Limited Time Only Gourmet Goldfish Menu Newly Added to Traditional Nihonbashi Summer Event

ECO EDO NIHONBASHI 2018: Enjoy "Cool Edo" with All Five Senses

Held in the Nihonbashi District from July 6 (Friday) to September 24 (Monday, national holiday)

Tokyo, Japan, June 25, 2018 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that ECO EDO NIHONBASHI 2018: Enjoy "Cool Edo" with All Five Senses sponsored by the ECO EDO NIHONBASHI Executive Committee and Meikyo "Nihonbashi" Hozonkai ("The Famed Nihonbashi Bridge Preservation Society") will take place this summer in Tokyo's Nihonbashi district from Friday, July 6 to Monday, September 24.

ECO EDO NIHONBASHI will play host to a variety of events and exhibits that bring awareness to the creative techniques and approaches used to keep cool that were cultivated in Nihonbashi during Japan's Edo period, while reinterpreting them for modern life and sensibilities. These techniques include viewing goldfish, lanterns, and fireworks to provide a sense of coolness; eating and enjoying the aroma of limited-time dishes to cool down; and wearing light, breezy yukata robes, as well as taking delight in the refreshing sound of wind chimes. These forms of Edo-period wisdom can be enjoyed in a distinctly Japanese atmosphere.

Moreover, we will expand a variety of collaborative content all across the Nihonbashi district, including ECO EDO NIHONBASHI ART AQUARIUM 2018: Edo, Coolness of Kingyo & Night Aquarium, which includes an aquatic art exhibit, boat rides, goldfish goods, and the perfect ambiance for neighborhood strolls, making it a summer event to be enjoyed throughout the entire district.

Main Events of ECO EDO NIHONBASHI 2018: Enjoy "Cool Edo" with All Five Senses

1. Giant Goldfish Lantern Display Giant Goldfish Lanterns and *Minamo* Fireworks



2. Yukata & ART AQUARIUM Ticket Benefits



3. New Limited-Time Menu in September "Goldfish Sweets & Bar Walk"

* Images are either from the past or conceptual

[New Fireworks Spot] "Minamo Fireworks" Color the Naka-Dori Approach to Fukutoku Shrine...①

Fireworks are said to have originated in Nihonbashi. *Minamo* fireworks, a digital art made in the image of fireworks projected onto the surface of water (*minamo*), will make Naka-Dori look like a river.

[Stroll through the Neighborhood] "Yukata & ART AQUARIUM Ticket Benefits"...②

Visitors who wear a yukata or present a ticket for ART AQUARIUM 2018 may receive special benefits, such as a free drink or gift, from approx. 170 stores in the Nihonbashi district, including long-established stores.

[Famous Stores with Limited] Time Dishes in September "Goldfish Sweets & Bar Walk"...③

More than 100 establishments in the Nihonbashi neighborhood, from long-established stores to department stores and luxury hotels, will offer various menu items with a goldfish theme. There is also the new addition of autumnal dishes offered only in September, making the event an enjoyable one for seasonal tastes.

Overview of ECO EDO NIHONBASHI 2018: Enjoy “Cool Edo” with All Five Senses

Dates: July 6 (Friday) to September 24 (Monday, national holiday)

For inquiries: Nihonbashi Information Center TEL: 03-3242-2334

From July 6 (Friday) to September 24 (Monday, national holiday) 10:00-19:00

Website: Preliminary notice pages on Machi Nihonbashi

■ Japanese version: <http://www.nihonbashi-tokyo.jp/eecoedo2018/>

■ English version: <http://www.nihonbashi-tokyo.jp/en/eecoedo2018/>

Organizers: ECO EDO NIHONBASHI Executive Committee, Meikyo “Nihonbashi” Hozonkai

Special sponsorship: Mitsui Fudosan Co., Ltd.

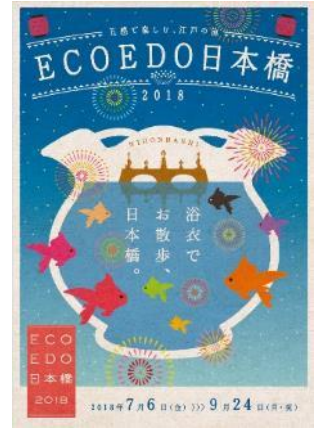
Sponsorship: H.I.D. INTERAQTICA Co., Ltd., COREDO Muromachi 1-3, COREDO Nihonbashi,

DAINIHON JOCHUGIKU Co, Ltd. (KINCHO), Takashimaya Nihombashi Store,

Nihonbashi Mitsui Tower, Nihombashi Mitsukoshi Main Store, Nomura Real Estate

Development Co., Ltd., Mandarin Oriental Tokyo

General producer: Hidetomo Kimura (ART AQUARIUM artist)



ECO EDO NIHONBASHI
2018 Main Visual

<Organized events held during ECO EDO NIHONBASHI 2018>

NEW !

1) Giant Goldfish Lantern Display Filled with Edo Emotion That Extends from Fukutoku Shrine

A giant goldfish lantern display will be newly added to the Naka-Dori approach to Fukutoku Shrine to create an enjoyably typical Nihonbashi atmosphere filled with Edo emotions. In addition to the goldfish lanterns that are a customary part of each year's event, it will also be possible to enjoy minamo fireworks, a digital projection of fireworks on a river surface.

Dates: July 6 (Friday) to September 24 (Monday, national holiday)

Location: Naka-Dori (between COREDO Muromachi 1 and COREDO Muromachi 2)

Minamo Fireworks

All of Naka-Dori will be wrapped in the glow of a shimmering blue light that imitates the surface of water. In addition, digital lighting will be used to display fireworks as digital art expressing “fireworks projected onto the surface of water (minamo).” Moreover, the sound of bubbling streams and fireworks will be played along the street, providing the cooling experience of being on the edge of a riverbank watching a fireworks display.



Image of the *minamo* fireworks

Giant Goldfish Lanterns and Collaboration Lanterns

Giant lanterns about 1.8 meters high decorated with goldfish patterns will be mounted on the Naka-Dori approach to Fukutoku Shrine. ECO EDO NIHONBASHI 2018 General Producer Hidetomo Kimura (ART AQUARIUM artist) has supervised the design.

Moreover, regular-sized lanterns will also line Naka-Dori in collaboration with DAINIHON JOCHUGIKU Co, Ltd. (KINCHO), which has a branch in Nihonbashi. With a nod to the company's well-known catchphrase from commercials for its mosquito coils and designed specifically for this event, the lanterns will create a stylish coolness for the goldfish-lined avenue.



A scene from last year

◆ How Edo Fireworks Started in Nihonbashi*

Kagiya I opened Kagiya in Nihonbashi Yokoyamacho in Manji 2 (1659), and the small fireworks he devised became incredibly popular.

Obeying an order from the eighth shogun Tokugawa Yoshimune, Kagiya VI launched many large fireworks on the riverside in the fifth month of the lunar calendar, establishing fireworks as a summer tradition. At the time, drinking sake while watching the fireworks reflecting on the water's surface was regarded as a stylish enjoyment.

* This is one theory as to how it began.

NEW !

2) This Year, Stores on “The Goldfish Sweets & Bar Walk”

Will Have a Limited-Time Menu for September

In the Nihonbashi district, 102 shops (as of May 31), including commercial facilities and long-established stores will provide menus with photogenic sweets, snacks, and drinks using the same goldfish motif that was extremely popular last year. Moreover, this year, limited-time menus for September will be offered for the first time. Enjoy gourmet dishes ideal for a time when it starts to feel like autumn has arrived.

Dates: July 6 (Friday) to September 24 (Monday, national holiday) * Hours differ by store

Examples of store menus: * Item names, prices and product images are all in the planning stage.

◆Cooling Menu for July-September



Establishment: XEX Nihonbashi / Salvatore Cuomo Bros., The BAR

Item: Nihonbashi Otona summer festival lunch buffet

Price: ¥2,300 weekdays, ¥2,600 weekends and national holidays (tax included)

Location: YUITO 4F



Establishment: The Mandarin Oriental Gourmet Shop

Item: Aquarium, Mandarin Oriental Tokyo's *mizu-yokan*

Price: ¥756 each (tax included)

Location: Nihonbashi Mitsui Tower 1F



Establishment: Eitaro Sohonpo

Item: Nihonbashi annmitsu beans topped with jam

Price: ¥681 (tax included)

Location: Nihombashi Mitsukoshi Main Store



Establishment: Shiose Sohonke

Item: Summer goldfish

Price: ¥324 (tax included)

Location: Takashimaya Nihombashi Store



Establishment: Manzovino

Item: Moon & Goldfish, braised *wagyu* beef flavored with truffles

Price: ¥1,490 (tax included)

Location: 2-31-13 Nihonbashi Ningyocho



Establishment: Sembikiya WINE & DINING DE' METER Caffè di FESTA

Item: Lemon squash float with tapioca

Price: ¥800 (tax included)

Location: Nihonbashi Mitsui Tower 1F



Establishment: kono.mi

Item: Special summer praline glace

Price: ¥430 (tax included)

Location: COREDO Muromachi 1, 1F

NEW !

◆ Limited-Time Cooling Menus for September (* All images are illustrative and subject to change)

This year, limited-time menus for September will be offered for the first time.



Establishment: Nihonbashi Tamai Coredo Muromachi branch
Item: Assortment of eel on rice
Price: Eat-in - ¥1,450 or ¥2,300
Take away - ¥950 or ¥1,500 (tax included in all prices)
Location: COREDO Muromachi 2, B1F



Establishment: Nihonbashi Funazushi
Item: Mini matcha parfait
Price: ¥756 (tax included)
Location: 11-2 Nihonbashi Kobunacho



Establishment: XEX Nihonbashi / Salvatore Cuomo Bros., The BAR
Item: Luxury goldfish parfait with grapes
Price: ¥1,300 (tax included)
Location: YUITO 4F

RENEWAL

3) Stroll Through the Neighborhood in a *Yukata* with Original Wind Chimes as Your Guide! Enjoy 174 Establishments in Nihonbashi

“Strolling Through Nihonbashi *Yukata* & ART AQUARIUM Ticket Benefits”

Visitors who wear a *yukata* or present a ticket for ART AQUARIUM 2018 may receive special benefits from 174 participating stores (as of May 31), including long-established stores. This year, participating stores will decorate the front of their establishments with original wind chimes, to help guide one's eyes and ears while strolling through the neighborhood.

Dates: July 6 (Friday) to September 24 (Monday, national holiday)

Participating stores: 174 (as of May 31)

Examples of benefits: * Item names and product images are all in the planning stage.



YAGICHO-HONTEN
Shoppers with purchases of at least ¥2,000 (including tax) will receive pink sakura ice cream



HAKUZA NIHONBASHI
Shoppers will receive blotting paper (not normally sold)



Original wind chimes

<Collaborative events held during the period of ECO EDO NIHONBASHI 2018>

4) “ECO EDO NIHONBASHI ART AQUARIUM 2018

~Edo, Coolness of Kingyo~ & Night Aquarium”

ART AQUARIUM, an aquatic art exhibition, fuses art, design, and entertainment with an aquarium through the involvement of ECO EDO NIHONBASHI 2018 General Producer Hidetomo Kimura (ART AQUARIUM artist). Under this year’s concept of “THE TRUE JAPAN” a dream-like “cooling” space has been created with thousands of fish, including goldfish and nishikigoi, swimming gracefully in a Japanese-style, original aquarium.

Numerous new works will make an appearance, including one with a new sensation created by viewing goldfish from below and another massive piece with a folding screen concept.

Dates: July 6 (Friday) to September 24 (Monday, national holiday)

Location: Nihonbashi Mitsui Hall

(COREDO Muromachi 1, 5F * The entrance is on 4F)

* Details and designs may change with new works



Digital image of new works from 2018



ECO EDO NIHONBASHI ART AQUARIUM 2018

5) “Goldfish Goods in the Nihonbashi Area”

Many goods designed around the goldfish theme of ECO EDO NIHONBASHI 2018 will be available.

<Examples of goldfish goods>



“Kingyo 2018”

Price: ¥756 (tax included)

Establishment: IORI (COREDO Muromachi 3, 3F)

A print of a goldfish swimming in a relaxed manner on shirred cloth that is smooth on the skin. This is a popular product that usually sells out before the end of the event.



“Socks printed with a goldfish pattern”

Price: ¥2,052 (tax included)

Establishment: Tabio (COREDO Muromachi 3, 3F)

Typically summery socks printed with a colorful goldfish pattern. These socks, meticulously crafted for comfort, are made in Japan and make an ideal souvenir.



“Tiny plate (approx. 9 cm)/Small plate (approx. 12 cm) adorned with goldfish”

Price: Tiny plate - ¥972/Small plate - ¥1,512 (tax included)

Establishment: gungendo (COREDO Muromachi 3, 2F)

Ceramic goldfish plates made by mashiko ware potter Shinpei Fukushima. The red border brings color to summer dining tables.

6) “Cooling Boat with Goldfish Lanterns”

Enjoy the taste of shaved ice while floating by Tokyo Sky Tree on a summer pleasure boat adorned with “Goldfish-shaped lanterns”, a specialty of Yanai, Yamaguchi Prefecture.

Dates: Every Tuesday, Wednesday and Thursday from August 1 (Wednesday) to 29 (Wednesday)

* In recess from August 14 (Tuesday) to 16 (Thursday)

Route: Round-trip voyage from Nihonbashi Dock to Tokyo Sky Tree

Fee: ¥3,500 adults, ¥2,000 children (tax included)

* Fees include cruise and all-you-can-eat shaved ice

Inquiries: Shinnichiya <https://www.shinnichiya.com> (Only in Japanese)



Image

7) “Nihonbashi Photo Galleria” to convey the Charm of Nihonbashi to Japan and the World through Photos

Mandarin Oriental, Tokyo, Nikon Imaging Japan, Inc. and Mitsui Fudosan will jointly hold the Nihonbashi Photo Galleria, a project to share the charm of Nihonbashi within and outside of Japan using the art of photography, which can overcome language barriers. Nihonbashi, a place where innovation meets tradition (origin of the Five Roads), will be transformed into an art gallery exhibiting works by photographers, and participants assembled through a public call for entries.

Event 1: Photography Kabuki Scenes at Mandarin Oriental, Tokyo

Details: Shishi no Sei, who appears in Kagami Jishi, a famous play in the traditional kabuki theater, appears at Mandarin Oriental, Tokyo, under a theme of fusing the past and present. Photographer Mr. Hideki Kono shoot the scenes.

Location: Mandarin Oriental, Tokyo

Event 2: Photography Session in Nihonbashi

Details: Photography sessions with lectures given by three photographers under the themes of People, Food and Products, and Landmarks, and using the Nihonbashi Guide produced by Mandarin Oriental, Tokyo. Enjoy photography while getting a feel for the attractions of Nihonbashi, which fuses the modern and traditional. Following the lectures of photograph techniques there will be photo shooting and an evaluation session by photographers.

Date: July 29, 2018 (Sunday) during ECO EDO NIHONBASHI 2018: Enjoy "Cool Edo" with All Five Senses

Location: Kyoraku TEI (COREDO Muromachi 3, 3F), Mandarin Oriental, Tokyo

No. of participants: 10 for each theme, total 30

Participation fee: ¥5,000 (Fee includes tax, a Nihonbashi Guide and lunch box from The Mandarin Oriental Gourmet Shop)

How to apply: Solicitation of entries is scheduled to start from 20. June via the PHaT PHOTO website (Only in Japanese). Participants will be selected by lottery in the event that applications exceed availability.
(https://www.ppschool.jp/workshop_n/nihonbashi.html)

Theme 1: People, Photographer Mr. Daisuke Kumakiri

Theme 2: Food and Products, Photographer Ms. Noriko Yamaguchi

Theme 3: Landmarks, Photographer Mr. Koji Ueda

Event 3: Exhibition of Works

Details: An exhibition of photos taken during Event 1 and Event 2. This will be accompanied by sales of KABUKI cake from The Mandarin Oriental Gourmet Shop on the first floor of Mandarin Oriental, Tokyo.

Dates: September 25 (Tuesday) to October 21 (Sunday)

Location: Nihonbashi, including Mandarin Oriental, Tokyo

Organizers: Nikon Imaging Japan Inc., Mandarin Oriental, Tokyo, Mitsui Fudosan

Cooperation: CMS Corporation, Association for Traditional Performing Arts of Japan

What is ECO EDO NIHONBASHI?

The ECO EDO NIHONBASHI Executive Committee was established in August 2008 with the Meikyo “Nihonbashi” Hozonkai and local organizations and companies playing a central role. The ECO EDO NIHONBASHI Declaration was made under the theme of “Nihonbashi being a neighborhood to create a unique new style to convey the spirit of the people of Edo, who valued connections between one another as well as between people and nature, and to communicate that message.”

(ECO EDO NIHONBASHI Declaration (Only in Japanese))<http://www.ecoedo-nihonbashi.jp/declaration.html>

What is the Meikyo “Nihonbashi” Hozonkai (“The Famed Nihonbashi Bridge Preservation Society”)?

Nihonbashi Bridge is Japan’s most famous bridge and the origin of the country’s Five Routes, which were the five major roads linking Edo (present-day Tokyo) with other parts of Japan. In 1963, the scenic beauty of the bridge was impaired when it was covered by a newly built expressway. The Meikyo “Nihonbashi” Hozonkai (“The Famed Nihonbashi Bridge Preservation Society”) was launched in 1968 with the view to reviving the Nihonbashi Bridge area and leaving it in the best possible condition for future generations. Today, the Meikyo “Nihonbashi” Hozonkai conducts publicity activities to promote Nihonbashi through various events, such as a bridge cleanup.

<Download images accompanying the press release via this link>

<http://www.mitsuifudosan.co.jp/press/>

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