



東京2020ゴールド街づくりパートナー

2 Years to Go!



July 12, 2018

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).

Experience the Out of the Ordinary Attractions of Sports in Out of the Ordinary Ways! Tokyo Midtown Hibiya to Host A Unique Hands-on Exhibition Event

Futsuujyanai 2020 Exhibition by Mitsui Fudosan:

19 Days to Rediscover the Value of Sports

From August 8 (Wednesday) to August 26 (Sunday)

~Delivering the Atmosphere of the Olympic Games Tokyo 2020. Two Years to Go~

Tokyo, Japan, July 12, 2018 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that they will hold Futsuujyanai 2020 Exhibition: 19 Days to Rediscover the Value of Sports at Tokyo Midtown Hibiya at August 8-26, 2018.

Mitsui Fudosan, a Tokyo 2020 Gold Partner in the category of Real Estate Development, will hold the event with the cooperation of The Tokyo Organising Committee of the Olympic and Paralympic Games. Being held under a concept of "awesome, out of the ordinary", visitors can enjoy playing and learning about events and athletes at the Olympic and Paralympic Games Tokyo 2020 through this hands-on exhibition event.

The event will feature 19 (planned) hands-on exhibits, including "Excalibur Back Strength Dynamometer", where visitors can get a sense of athletes' back strength by trying to lift a sword weighing more than 300 kilograms, and "Volleyball Vending Machine" which delivers a drink by pushing a button located 3 meters and 48 centimeters above the ground, which is the height a volleyball player can reach. Visitors can enjoy using all their senses to get a feel for the attractions of various sports and learn about the incredible physical capabilities of athletes in the out of the ordinary manner which is different from regular sports events.



Graphic poster for Futsuujyanai 2020 Exhibition

* All images are shown for illustration purposes only.

The event plans to evoke the image of the Olympic Games Tokyo 2020 with a huge athlete balloon that will be the symbolic monument of the venue, the gate to the event being shaped like pole vault bars, and the use of tartan and materials from sporting venues as decorations among other actions. The first 10,000 visitors to the event will be gifted with a commemorative badge, while the first 5,000 will also receive an original mobile phone strap. An opening ceremony will be held on Wednesday, August 8, the first day of the event. Details will be announced at a later date.

As a Tokyo 2020 Gold Partner, Mitsui Fudosan created the occasion to give many people an early feel for the Olympic and Paralympic Games Tokyo 2020, and by raising the momentum toward 2020, will contribute to the success of the Olympic and Paralympic Games Tokyo 2020.

● **Overview**

Name	Futsuujyanai 2020 Exhibition by Mitsui Fudosan
Dates	11:00-19:00, Wednesday, August 8, 2018 to Sunday, August 26, 2018
Venue	Tokyo Midtown Hibiya, Hibiya step open space
Details of Event	A hands-on exhibition event to enjoy playing and learning about sports, events and athletes at the Olympic and Paralympic Games Tokyo 2020
Project Structure	Organizer: Mitsui Fudosan Co., Ltd. Cooperation: The Tokyo Organising Committee of the Olympic and Paralympic Games (planned)

● **An image of the venue**



■ 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



**BE THE
CHANGE**

さあ、街から世界を変えよう。

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.

List of Projects		
2015	October	Nihonbashi City Dressing
2016	January-March	Mitsui Fudosan Ice Rink in Tokyo Midtown
	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Wheelchair Rugby Academy—
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020 —Badminton Academy—
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020
	August	Challenge Park by Mitsui Fudosan
	September	Nihonbashi City Dressing for Tokyo 2020
	October	3rd Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—
	November	4th & 5th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Athletics Academy—
	November	Mitsui Fudosan Challenge Stadium for Tokyo 2020 Paralympics Support Event
2017	January-March	Mitsui Fudosan Ice Rink for Tokyo 2020
	January-February	6th Mitsui Fudosan Sports Academy for Tokyo 2020 —Ice Skating Academy—
	May	Mitsui Fudosan CLIMBING PARK for Tokyo 2020
	May	7th Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—
	July	8th Mitsui Fudosan Sports Academy for Tokyo 2020 —Wheelchair Rugby Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd.—
	July	9th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy—
	August	10th Mitsui Fudosan Sports Academy for TOKYO 2020 —Basketball Academy—
	August	Kawasaki PARA Festival 2017 Summer Powered by PARA★DO !
	September	11th Mitsui Fudosan Sports Academy for Tokyo 2020 —Soccer Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd.—
	October	Nihonbashi City Dressing for Tokyo 2020
	October	Nihonbashi City Dressing meets OLYMPIC CONCERT
	October-November	Mitsui Offices Sports Festival for TOKYO 2020 Futsal Cup 2017
	December	12th Mitsui Fudosan Sports Academy for Tokyo 2020 —Ice Skating Academy—
	2018	January-March
February		Mitsui Fudosan Sports Academy for Tokyo 2020 13th Mitsui Fudosan Sports Academy for Tokyo 2020 Ice Skating Academy Tokyo Midtown
June		Mitsui Offices Sports Festival for TOKYO 2020 Futsal 3X3 Basketball Cup 2017 Tokyo Midtown and Toyosu
August		The Out of the Ordinary 2020 Exhibition by Mitsui Fudosan Tokyo Midtown Hibiya
August		14th Mitsui Fudosan Sports Academy for Tokyo 2020 Table Tennis Academy Mitsui Shopping Park URBAN DOCK LaLaPort TOYOSU

* Items highlighted in blue are certified under the Tokyo 2020 Official programme.