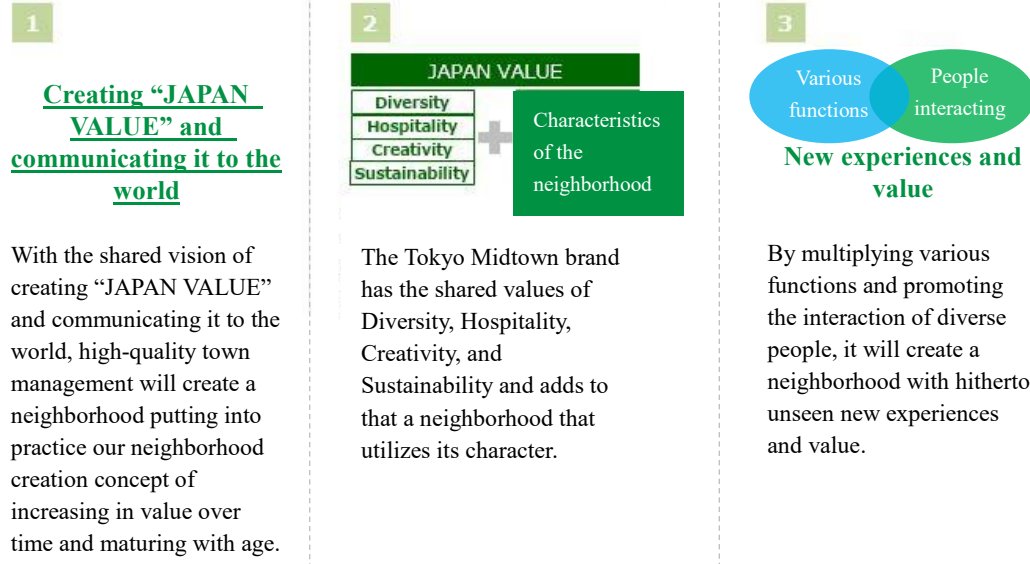


Chapter 3 The Tokyo Midtown Brand

The Tokyo Midtown brand has the shared vision of creating “JAPAN VALUE” and communicating it to the world, utilizes the neighborhood’s characteristics and aims to put into practice our neighborhood creation concept of increasing in value over time and maturing with age.

■Concept

Unique Hibiya “JAPAN VALUE” = **Generating new, future-oriented experiences and value**



■Fixed VALUE of the Tokyo Midtown Hibiya neighborhood

