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Mitsui Fudosan Co., Ltd.

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

Changing the Nihonbashi Neighborhood into a “Future Stadium to Gear Up for Tokyo 2020”

"Nihonbashi City Dressing for TOKYO 2020"

to Decorate the Neighborhood with Graphic Art Depicting Fans and 26 Athletes Expected to Perform Well at Tokyo 2020

Starting July 23, One Year Before the Opening of Tokyo 2020

Tokyo, Japan, June 28, 2019 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will join the Tokyo Organising Committee of the Olympic and Paralympic Games to erect large-scale decorations in the Nihonbashi district, an area with which Mitsui Fudosan has strong ties, under the title "Nihonbashi City Dressing for TOKYO 2020" starting exactly one year ahead of the Tokyo 2020 Olympic Games from Tuesday, July 23 to Sunday, August 25, 2019. The event will cover the neighborhood in large-scale graphic art featuring the emblems of the Tokyo 2020 Olympic and Paralympic Games (hereinafter, Tokyo 2020 Games), the Look of Tokyo 2020*, and portraits of Olympic and Paralympic athletes.

This year marks the fourth time the Nihonbashi City Dressing event has been held under the concept of “FEEL 2020” aiming to use the entire Nihonbashi neighborhood as a “Future Stadium to Gear Up for Tokyo 2020.” Large-scale graphic art will depict 26 athletes expected to perform well at the Tokyo 2020 Games, including basketball player Maki Takada, sports climbers Akiyo Noguchi and Miho Nonaka and wheelchair rugby player Yukinobu Ike, and 148 members of the general public providing their support. The art will hang from building walls and be displayed on digital signage, creating a sense of excitement reminiscent of being in a sports stadium. The event will support the success of the upcoming Tokyo 2020 Games one year in advance of its opening by raising expectations of people living, visiting or working in the neighborhood.



Wall decorations along the Mitsui Main Building on Chuo Dori Street



Glass decorations in COREDO Muromachi Terrace along Chuo Dori Street

* Images are conceptual images.

* Graphic art that visually conveys the Olympic and Paralympic spirit and Tokyo 2020 vision. The plan is to welcome visitors from around the world and spark further excitement for the Tokyo 2020 Games and unveil the event in many ways such as through events, competition sites and streetlight decorations.

In addition, the “Futsujanai 2020 Exhibition” will be held in the Nihonbashi area from Tuesday, July 23 to Sunday, August 4, 2019, and drive momentum for the Tokyo 2020 Games. This is a hands-on event to have fun and enjoy learning about the Olympic and Paralympic sports, events and athletes of the Tokyo 2020 Games.



Curtains hung in front of Nihonbashi Mitsui Tower along Chuo Dori Street



Wall banners hung on Nihonbashi Mitsui Tower along Chuo Dori Street



Street flags on Chuo Dori Street

* Images are conceptual images.

●Overview

Nihonbashi City Dressing for TOKYO 2020"

Operating Period	Tuesday, July 23 to Sunday, August 25, 2019		
Venue	Nihonbashi area (mainly Chuo Dori Street)		
Activity (Planned)	Large-scale graphic art of the Tokyo 2020 Games emblems, Look of Tokyo 2020 and images of athletes and members of the general public decorating the area, centering on Nihonbashi and Chuo Dori Street, will create a “Future Stadium to Gear Up for Tokyo 2020” one year ahead of the Tokyo 2020 Games under the concept of FEEL 2020. The event will support the success of the upcoming Tokyo 2020 Games by raising expectations of people living, visiting or working in the neighborhood to drive momentum for the Tokyo 2020 Games.		
Locations of Large-Scale Decorations (Planned)	Wall decorations	Mitsui Main Building	
	Shop curtains	Nihonbashi Mitsui Tower, COREDO Muromachi 1, COREDO Muromachi 2, COREDO Muromachi 3, COREDO Muromachi Terrace	
	Glass decorations	COREDO Muromachi 1, COREDO Muromachi 3, COREDO Muromachi Terrace	
	Pole signs	Nihonbashi Mitsui Tower, COREDO Muromachi 1, COREDO Muromachi 3, COREDO Muromachi Terrace, COREDO Nihonbashi	
	Wall banners	Nihonbashi Mitsui Tower, COREDO Muromachi 1, COREDO Muromachi 2, COREDO Muromachi 3, COREDO Muromachi Terrace, COREDO Nihonbashi	
	Digital signage	Edo Sakura Dori Underpass	
		Nihonbashi Mitsui Tower, COREDO Muromachi 1, COREDO Muromachi 2, COREDO Muromachi 3, COREDO Muromachi Terrace, COREDO Nihonbashi	
	Streetlamp flags	Chuo Dori Street (Nihonbashi Muromachi 4-Chome to Kyobashi 3-Chome)	
	Streetlamp wrapping	Chuo Dori Street (Nihonbashi Muromachi 3-Chome to Nihonbashi 1-Chome)	
Illumination	Mitsui Main Building, Nihonbashi Mitsui Tower		
Project Structure (planned):	Organizer	Mitsui Fudosan Co., Ltd.	
	Co-host	Tokyo Organising Committee of the Olympic and Paralympic Games	
	Supporters	Tokyo Metropolitan Government, Japanese Olympic Committee (JOC), Japanese Para-Sports Association, Japanese Paralympic Committee (JPC)	
	Cooperation * As of June 28, 2019	The Asahi Shimbun Company, Ajinomoto Co., Inc., Cisco Systems G.K., Tokio Marine & Nichido Fire Insurance Co., Ltd., Tokyo Gas Co., Ltd., Nomura Holdings, Inc., Hisamitsu Pharmaceutical Co., Inc., Sumitomo Mitsui Banking Corporation, Meiji Holdings Co., Ltd	



Athletes appearing in the graphic art

Akiyo Noguchi Rock climber Born May 30, 1989 in Ibaraki Prefecture



Four-time IFSC Climbing World Cup Combined champion and winner in 21 disciplines. Gold medalist in the combined sports climbing event at the Asian Games and runner-up in the World Championships (bouldering) in 2018. One of the most outstanding athletes who always comes out near the top.

【Competition Record】

- Champion, 2018 IFSC Climbing World Cup (bouldering) in Chongqing, Tai'an and Hachioji
- Winner, 32nd Lead Japan Cup
- IFSC World Cup 2018, 2019 (bouldering) Annual Ranking No. 2

Miho Nonaka Rock climber Born May 21, 1997 in Tokyo



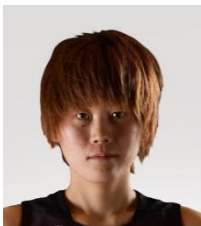
First selected to represent Japan in 2013 at the age of 16, appearing in the IFSC Climbing World Cup. IFSC Climbing World Cup Season Champion (bouldering) in 2018. Current top female climber in Japan, having won three domestic titles in 2019.

【Competition Record】

- Winner, 2nd Combined Japan Cup 2019
- Winner, 1st Speed Japan Cup
- Winner, 14th Bouldering Japan Cup
- Winner, 2018 IFSC Climbing World Cup (bouldering) Meiringen

Maki Takada Japan women's national basketball team player

Born August 23, 1989 in Aichi Prefecture



Leveraged her height of 183 centimeters (6 ft, 2 inches) to play a starring role on the court since being selected for the Japanese national team in 2009. Captain of the Japanese national team, and has played in four Asia Cups. She plays center.

【Competition Record】

- 9th place, FIBA Women's Basketball World Cup 2018
- Quarter-finalist, Rio de Janeiro 2016 Olympic Games
- Won the FIBA Asia Women's Championship 2015 and 2017

Rui Machida Japan women's national basketball team player

Born March 8, 1993 in Hokkaido



While short at only 162 centimeters (5 ft, 3 inches), has been starring as a guard in international matches since her teens, playing in the FIBA U18 Asian Championship and U19 Basketball World Cup. Played on the Japanese team that made the quarter-finals at the Rio de Janeiro 2016 Olympic Games.

【Competition Record】

- 9th place, FIBA U19 Basketball World Cup in 2018
- Quarter-finalist, Rio de Janeiro 2016 Olympic Games
- Won the FIBA U18 Asian Championship in 2015 and 2017

Yuki Miyazawa Japan women's national basketball team player

Born June 2, 1993 in Kanagawa Prefecture



Uses her height of 182 centimeters (5 ft, 11 inches) and long reach to play as a forward. Has been achieving results since her teens, including titles of Inter-High School Championships and other games in and outside of Japan. Has been an active source of points for teams at international tournaments, including the Rio de Janeiro 2016 Olympic Games.

【Competition Record】

- 9th place, FIBA Women's Basketball World Cup 2018
- Quarter-finalist, Rio de Janeiro 2016 Olympic Games
- Won the FIBA Asia Women's Championship 2015 and 2017

Daisuke Ikezaki Wheelchair rugby player 1Born January 23, 1978 in Hokkaido



A two-time Paralympian selected for the Japanese national team in 2010. Bronze medalist at the Rio de Janeiro 2016 Paralympic Games. MVP on the championship-winning team at the 2018 IWRF Wheelchair Rugby World Championship (Australia).

【Competition Record】

- Champion and MVP, 2018 IWRF Wheelchair Rugby World Championship (Australia)
- Bronze medalist, Rio de Janeiro 2016 Paralympic Games
- 4th place, London 2012 Paralympic Games
- 3rd place and 3.0 Class Best Player, 2010 IWRF Wheelchair Rugby World Championship (Canada)

Yukinobu Ike Wheelchair rugby player Born July 21, 1980 in Kochi Prefecture



A convert to wheelchair rugby where he uses his highly accurate passes cultivated from wheelchair basketball as a weapon. Captain of the Japanese national team since 2014, and bronze medalist at the Rio de Janeiro 2016 Paralympic Games.

【Competition Record】

- 3rd place and MVP, 2019 Four Nations Wheelchair Rugby Tournament (United States)
- Champion, 2018 IWRF Wheelchair Rugby World Championship (Australia)
- Runner-up, 2017 IWRF Asia-Oceania Championship (New Zealand)
- Bronze medalist, Rio de Janeiro 2016 Paralympic Games

Shinichi Shimakawa Wheelchair rugby player

Born January 29, 1975 in Saitama Prefecture



A four-time Paralympian, having competed at the Athens 2004, Beijing 2008, London 2012 and Rio de Janeiro 2016 Paralympic Games. The first foreign player to win MVP in the United States league.

【Competition Record】

- 3rd place, 2019 Four Nations Wheelchair Rugby Tournament (United States)
- Champion, 2018 IWRF Wheelchair Rugby World Championship (Australia)
- Bronze medalist, Rio de Janeiro 2016 Paralympic Games
- 4th place, London 2012 Paralympic Games

"Nihonbashi City Dressing for TOKYO 2020" Venue Map



Overview of Other Events

“Futsujanai 2020 Exhibition”

Operating Period and Venue:	<ul style="list-style-type: none"> • COREDO Muromachi Terrace Oyane Hiroba (3-2-1, Nihonbashi Muromachi, Chuo-ku, Tokyo) 11:00–19:00 Tuesday, July 23 to Sunday, August 4, 2019 (13 days) • Tokyo Midtown Hibiya, Hibiya step open space (1-1-2, Yurakucho, Chiyoda-ku, Tokyo) 11:00–19:00 Thursday, August 8 to Sunday, August 25, 2019 (18 days) <p>* Cancelled in the event of poor weather (rain, strong winds) * Planned to start from 12:00 on Tuesday, July 23 and Sunday, August 11 due to media events</p>
Admission:	Free
Details of Event:	A hands-on event to have fun and enjoy learning about the sports, events and athletes of the Tokyo 2020 Games
Project Structure (planned):	<p>Organizer: Mitsui Fudosan Co., Ltd.</p> <p>Cooperation: The Tokyo Organising Committee of the Olympic and Paralympic Games, Japan Airlines Co., Ltd., JAPAN POST Co., Ltd.</p>
Special website (only in Japanese):	https://www.mitsuifudosan.co.jp/bethechange/other_changes/cho_futsujanai2020/

An image of the venue



●The Philosophy of Mitsui Fudosan's Neighborhood Creation Utilizing the Power of Sports

Through doing, watching, supporting and more, sports have the power to not only make healthy the bodies and minds of people residing, working and relaxing, but also to produce new forms of connection and vitalize communities. Mitsui Fudosan sees sports as an important element in building appealing communities that grow even better with age, and in this spirit, promotes neighborhood creation projects that utilize the power of sports.

As a Tokyo 2020 Gold Partner (Real Estate Development), Mitsui Fudosan, under the slogan “Be the Change: Changing the World from Your Community,” is striving to be the change and work toward the change, to create good change in people, communities and society with neighborhood creation as the starting point and on the basic theme of communicate, connect and receive.

●Mitsui Fudosan’s Slogan for 2020

**BE  THE
CHANGE**

さあ、街から世界を変えよう。

The logo for “Be the Change” is designed on the motif of wind that changes the world. The elements segmented by Mitsui Fudosan’s two corporate colors suggest a bird taking flight on the wind. The slogan is based on the idea that if people change, the world will change for 2020 and beyond.