



1 Year to Go!

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For immediate release

Mitsui Fudosan Co., Ltd.

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

Experience the Out-of-the-Ordinary Fun of Sports in Out-of-the-Ordinary Ways
Interactive event for experiencing the joy of sports and amazing athleticism of top athletes
with all five senses

Futsujanai 2020 Exhibition

COREDO Muromachi Terrace: Tuesday, July 23 to Sunday, August 4, 2019
Tokyo Midtown Hibiya: Thursday, August 8 to Sunday, August 25, 2019
Delivering the Atmosphere of the Upcoming Tokyo 2020 Olympics and Paralympics. One Year to Go!

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will be holding the “Futsujanai 2020 Exhibition” from Tuesday, July 23 to Sunday, August 4, 2019 at COREDO Muromachi Terrace and from Thursday, August 8 to Sunday, August 25 at Tokyo Midtown Hibiya.

Mitsui Fudosan, a Tokyo 2020 Gold Partner (Real Estate Development), is hosting the event in cooperation with the Tokyo Organising Committee of the Olympic and Paralympic Games, Japan Airlines Co., Ltd. and JAPAN POST Co., Ltd. It is inspired by the out-of-the-ordinary abilities of the world’s high-performance athletes and will feature interactive activities that allow participants to have fun while learning about the sports, events and athletes of the Tokyo 2020 Olympic and Paralympic Games (hereinafter, Tokyo 2020 Games). The event last year was a resounding success, drawing more than 250,000 people over 19 days.

This year’s version will be even more out of the ordinary with higher-octane activities than the previous year. The new activities will include the Long Jump Spring, where participants can try the long jump track and field event and see the length of the Olympic long jump record (8.90 meters) visualized by the spray from a fountain; Giant Horn Spirometer, where people can get a sense for the lung capacity of Olympic swimmers by blowing on a spirometer in the shape of a large musical instrument; and Climbing Post, where participants can climb a sport climbing wall in the shape of a giant mailbox and deposit a card in the slot. In total, 11 activities are planned. Participants will be able to experience, with all five senses, the fun of various sports and the amazing athletic ability of top athletes in out-of-the-ordinary ways compared to typical sporting events.



“Futsujanai 2020 Exhibition” graphic advertisement

In addition, plans call for the venue to showcase a symbolic monument of a giant athlete balloon by the name of Janai-kun, an access gate made with pole vault bars, decorations that use tartan, a track surfacing material, and other elements in anticipation of the Tokyo 2020 Games. Visitors who post to social media receive a commemorative souvenir on a first-come, first-served basis each day.

For the media, a commencement event will be held on Tuesday, July 23 at COREDO Muromachi Terrace and the King of Futsujanai Finals will be held on Sunday, August 11 at Tokyo Midtown Hibiya. The winners of the King of Futsujanai Finals will receive pairs of tickets to events at the Tokyo 2020 Games. Details will be provided at a later date.

In addition, “Nihonbashi City Dressing for Tokyo 2020” will also be held from Tuesday, July 23 to Sunday, August 25 to drive momentum toward the Tokyo 2020 Games. The entire district will be adorned with the official Tokyo 2020 Games emblems and Look of Tokyo 2020, as well as large-scale graphic art and other full-scale decorations featuring pictures of athletes.

As a Tokyo 2020 Gold Partner (Real Estate Development), Mitsui Fudosan created the occasion to give many people a feel for the Tokyo 2020 Games, and will contribute to its success by driving momentum toward 2020.

● Overview

Event name	“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

<p>Details of the Exhibition (Planned)</p>	<ul style="list-style-type: none"> ▪ 0 m Sprint ▪ Excalibur Back Strength Dynamometer ▪ Volleyball Vending Machine ▪ Karate Candle ▪ Weightlifter Stand-In Photo ▪ Rugger Push ▪ Long Jump Spring (New) ▪ Giant Horn Spirometer (New) ▪ Climbing Post (New) ▪ Fencing for All (New) ▪ Janai-kun, the Giant Athlete Balloon (New)
<p>Event Organizers (Planned)</p>	<p>Organizer: Mitsui Fudosan Co., Ltd. Cooperation: Tokyo Organising Committee of the Olympic and Paralympic Games, Japan Airlines Co., Ltd., JAPAN POST Co., Ltd.</p>

●Main Activities

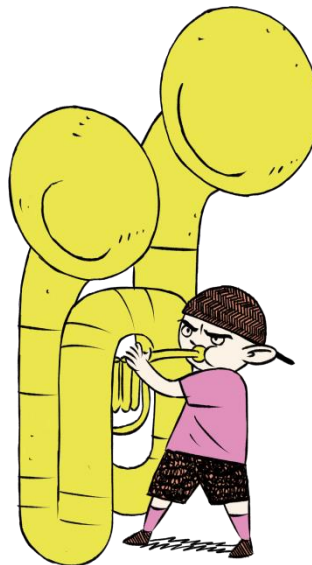
(1) Long Jump Spring

The jumping ability of Olympic long jumpers is out of the ordinary! In the Long Jump Spring, water is shot out to the length of the Olympic long jump record, 8.90 m. Participants are invited to try jumping from a white line while seeing how far actual long jumpers travel when they jump.



(2) Giant Horn Spirometer

The lung capacity of Olympic swimmers is out of the ordinary! The Giant Horn Spirometer gives off a sound that changes as the person blows into it. People can experience the difference between their lung capacity and that of Olympic swimmers.



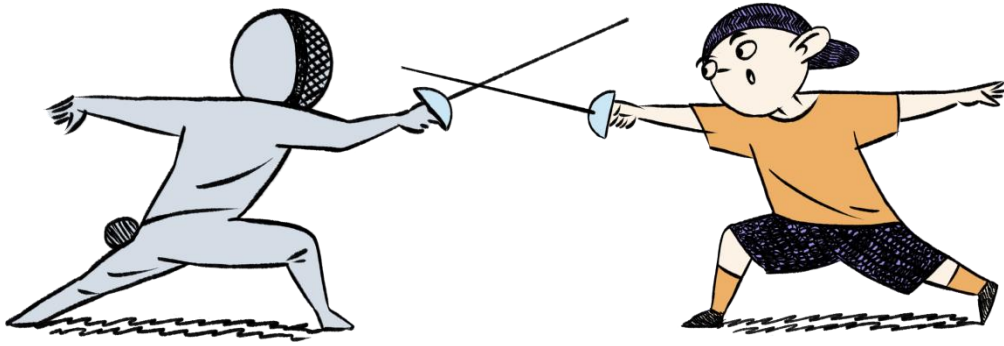
(3) Climbing Post

The climbing ability of sport climbers is out of the ordinary! Participants climb up an approximately 4-meter wall and deposit a card in the mailbox slot. Successful participants receive a souvenir gift. There are two routes, one for adults and another for children, so this activity can be enjoyed by the whole family.



(4) Fencing for All

A photo spot where people can pose as fencers. Take an out-of-the-ordinary, highly Instagrammable photo.



- * There will be many other activities and exhibits as well (11 types are planned in total).
- * Images of each exhibit are conceptual images.

●Venue Access

Tuesday, July 23 to Sunday, August 4

COREDO Muromachi Terrace



- Direct underground access to Mitsukoshimae Station on the Tokyo Metro Ginza and Hanzomon Lines
- Direct access to Shin-Nihombashi Station on the JR Yokosuka and Sobu Lines
- 4 minutes on foot from Kanda Station on the JR Chuo, Yamanote and Keihin Tohoku Lines
- 9 minutes on foot from JR Tokyo Station

Thursday, August 8 to Sunday, August 25

Tokyo Midtown Hibiya



- Direct access to Hibiya Station on the Tokyo Metro Chiyoda and Hibiya Lines and the Toei Subway Mita Line
- 4 minutes on foot from Yurakucho Station on the Tokyo Metro Yurakucho Line
- 5 minutes on foot to Ginza Station on the Tokyo Metro Marunouchi, Hibiya and Ginza Lines
- 5 minutes on foot to Yurakucho Station on the JR Yamanote and Keihin Tohoku Lines

● An image of the venue



●Event Implementation

During the event, information will be provided on the following website and official Twitter account. People thinking of attending may wish to check this information in advance.

Website (in Japanese only)

https://www.mitsui-fudosan.co.jp/bethechange/other_changes/cho_futsujanai2020/

Official Twitter account: Futsujanai 2020 Exhibition @mf_fj2020

●Overview of Other Events

Nihonbashi City Dressing for TOKYO 2020"

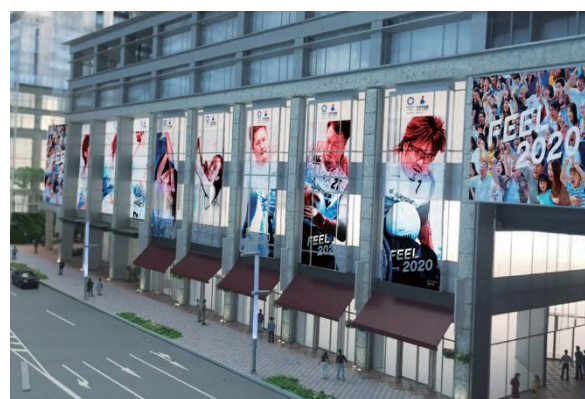
Operating Period	Tuesday, July 23 to Sunday, August 25, 2019	
Venue	Nihonbashi area (mainly Chuo Dori Street)	
Activity (Planned)	Large-scale graphic art of the Tokyo 2020 Games emblems, Look of Tokyo 2020 and images of athletes and members of the general public decorating the area, centering on Nihonbashi 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	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

* As of June 28, 2019



Key visuals



Glass decorations in COREDO Muromachi Terrace along Chuo Dori Street

* Images are conceptual images.

●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.