

January 28, 2020

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan Hotel Management Co., Ltd.

“A next-generation hotel where guests can enjoy gently connecting with people and towns in their own way”

The Birth of Mitsui Fudosan Group’s New Hotel Brand, “sequence”

sequence | MIYASHITA PARK (Miyashita Park, Shibuya) to open on June 11, 2020 (Thursday)

sequence | KYOTO GOJO (Gojo, Kyoto) to open on July 22, 2020 (Wednesday)

sequence | SUIDOBASHI (tentative name) (Suidobashi) scheduled to open in fall 2020

Tokyo, Japan, January 28, 2020—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Hotel Management Co., Ltd. announced today the development of a new hotel brand, “sequence.”

The first hotel under the new brand, sequence | MIYASHITA PARK will open on Thursday, June 11, 2020, followed by the second hotel, sequence | KYOTO GOJO on Wednesday, July 22, 2020. Reservations for both hotels will open on Tuesday, January 28, 2020. A third hotel, sequence | SUIDOBASHI (tentative name) is scheduled to open in fall 2020.

<About the New Hotel Brand, “sequence”>

- Providing new staying value jointly created by Mitsui Fudosan Group and up-and-coming creators
- The brand’s flagship hotel is sequence | MIYASHITA PARK, which is integrated with Miyashita Park
- sequence | KYOTO GOJO and sequence | SUIDOBASHI (tentative name) to open in 2020



<Exterior view of sequence | MIYASHITA PARK>



<Exterior view of sequence | KYOTO GOJO>

1. Background and Principles for the Development of the New Hotel Brand

(1) Business Strategy

The Mitsui Fudosan Group has developed various brands in its hotel and resort business, such as luxury class (including invitation of overseas hotel brands), high class (THE CELESTINE, etc.), and upper-middle class (Mitsui Garden Hotel, etc.). Now, the Group is developing a new hotel brand, “sequence,” aimed at providing new staying value.

(2) Target and Principles of the New Brand, “sequence”

As lifestyles and values grow increasingly diverse, a growing number of people of all nationalities and ages are actively taking an interest in social changes and trends, and incorporating them into their own style. The Mitsui Fudosan Group sought to create a new-style hotel that meets the needs of these diversified people, and has worked with external creators, tag-team style, to give play to their respective strengths and expertise in the creation of a concept for the new hotel brand, “sequence.”

The vision for “sequence” is to create a place where “culture is born from individuals accepting the different styles of other individuals, and gently connecting.” This gave rise to the principle of “gentle connections.” The brand will provide special spaces and experiences for such “gentle connections,” where people can encounter new ideas, have thoughts that can only arise in such a space, and spark diverse experiences.

(3) Brand Name and Logo

The word “sequence” is associated with connections, links, flows of events, and continuation. This word was chosen as the name of the hotel with the idea that they should be places where people can freely create and fashion their own way to stay, spend unique, unrepeatable times, and connect with diverse people, goods, and concepts.

The brand logo, “sequence,” employs the “s” as a symbol. It is formed from a series of arcs, lines that separate and come together, and two circles that influence one another to represent “gentle connections.”



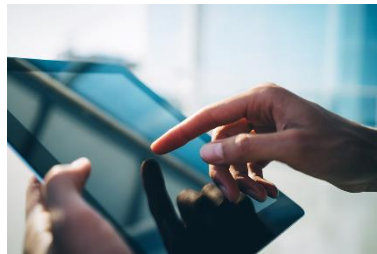
2. New Brand Concept and Provided Value

“sequence” provides guests with free time and ways to spend it under the concepts of “smart,” “open” and “culture,” based on the principle of “gentle connection.”

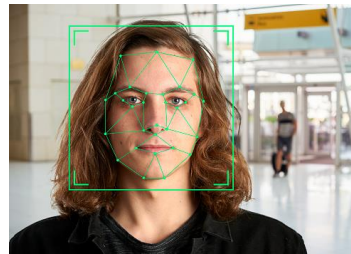
(1) SMART: Tasteful, Spiritually Enriching Time

New standard check-in and check-out times and the adoption of ICT facilitate a smooth and smart stay. The new way to handle time frees guests to enjoy the inside of the hotel and the surrounding area, providing them with even more opportunities to create experiences.

- **“Flexible check in & out”** increases the amount of free time for guests with 17:00 check in – 14:00 next-day check out.
- **“Anytime breakfast”** is available for guests until noon.
- **“Facial recognition for self-check in, room check out, and cashless payment”** uses the latest ICT for a stress-free experience.
- Amenity boxes allow guests to select what they need for themselves while considering the global environment with active incorporation of reused materials and plastic-free supplies.



<Concept of a check-in tablet>



<Concept image of facial recognition>

(2) OPEN: Spaces Open to All

The hotel provides spaces that are open for anyone to use freely. These can be used by people on their own, or for communication between guests.

- **“Lobby Lounge Café”** and **“Rooftop Bar & Restaurant”** open to the park and the sky (MIYASHITA PARK)
- **“Bar Lounge”** available to guests and people off the street to relax and use freely (KYOTO GOJO)
- Staff in every role greet guests warmly and attentively help them to enjoy their stay, while maintaining a comfortable distance



<MIYASHITA PARK Lobby Lounge Café>



<KYOTO GOJO Bar Lounge>

(3) CULTURE: Experience the Unique Local Culture of the Town

The hotel plans to include various features such as interiors and art that evoke the culture of the town and community events that will create encounters between the guests and local people. In addition, local creators and artists will be invited to use spaces in the hotel to disseminate a new culture.

- Displaying interior design and art that evoke the history and development of the town
- Art-oriented community events where guests can encounter the style of local creators
- Food-oriented community events where guests can fully enjoy the flavors of local sake and popular local foods

3. New Brand Lineup

sequence | MIYASHITA PARK

Location	6-20 Jingumae, Shibuya-ku, Tokyo
Guestrooms	240 rooms
Opening date	Thursday, June 11, 2020
Reservation opening date	Tuesday, January 28, 2020



<Exterior view>

sequence | KYOTO GOJO

Location	409 Gojo Karasumacho, Shimogyo-ku, Kyoto-shi, Kyoto
Guestrooms	208 rooms
Opening date	Wednesday, July 22, 2020
Reservation opening date	Tuesday, January 28, 2020



<Exterior view>

sequence | SUIDOBASHI (tentative name)

Location	44-9, 12, Kanda-Misakicho 2-chome, Chiyoda-ku, Tokyo
Guestrooms	119 rooms (planned)
Opening date	Fall 2020 (planned)

*Details will be provided as they are decided.



<Exterior view>

* All images in this news release are for illustration purposes only. 4

4. Partner

“sequence” Brand Production

sequence | MIYASHITA PARK Planning Production and Operation Partner
CEO Masaki Yokokawa, WELCOME Co., Ltd.



Since the foundation in 2000, WELCOME Co., Ltd. has operated lifestyle brands such as “GEORGE’S,” “CIBONE,” and “TODAY’S SPECIAL” through its own company. The company has been developing “DEAN & DELUCA” in Japan since 2003. It pursues food and design through bricks-and-mortar distribution channels such as retail and restaurants as well as developing in-house brands. The company has been expanding its spaces for lifestyle proposals centered on food and design styles, such as planning and operation of Souvenir from Tokyo in the National Art Center, Tokyo, which opened in 2007, to the development of facilities, town creation, and hotel production using our accumulated experience and networks.

<Examples of Productions and Operations>



< DEAN & DELUCA >



< CIBONE >



< TODAY’S SPECIAL >

sequence | KYOTO GOJO and sequence | SUIDOBASHI (tentative name)
Planning Production and Operation Partner
CEO Taka Saito, GRIFFON INC.



A project designer who has been involved with new business proposals for companies in and outside Japan, concept design for new products and services, and leading the development and operation testing of prototypes. Guided by his creed, “Insights from the end-user’s perspective,” he is involved in creative programming such as formation of narratives from customer experiences, brand identity and visual identity, spaces, services, and communication. Since founding GRIFFON INC. in 2010, he has been working in planning production and creative development of new formats in many retail and accommodation facilities.

Master’s Degree in Urban Design from The Bartlett School of Architecture, University College London

<Production and Operation Examples>



< Halekulani Okinawa >

Naming development, logo design, and operating tool design for five dining and bar facilities



< INNSOMNIA akasaka >

Production and design, brand concept development, naming and logo design, overall design of café lounge, guestrooms, furniture, fixtures and equipment, and signage, etc.



< MOTIF RESTAURANT & BAR >

Branding, naming development, logo design and operation tool design for the main dining facility at the Four Seasons Hotel Tokyo at Marunouchi

[Attachment 1]

Overview of sequence | MIYASHITA PARK

1. Site

The flagship hotel for the “sequence” brand will be born as a new mixed-use project combining a park, retail property, and a hotel in the neighborhood of Shibuya Station, which is currently being redeveloped. Situated at the junction connecting the area around Shibuya Station, the Harajuku, Aoyama, and Omotesando area, and the new Yoyogi National Gymnasium (Yoyogi Park), this popular area has a high profile in Japan and overseas as it offers abundant options for enjoying the latest trends and culture through shopping, walking, fine dining, and night life.



<Exterior view>



<Entire view of MIYASHITA PARK>

2. Facility Concept

PARK MIND

Parks gently accept the presence of all manner of people, providing a space where anyone can relax and spend their time freely. This is our vision for hotels, and we aim to provide comfortable spaces and time where guests can unwind from their busy days to experience a feeling of open-mindedness.

3. Facility Details

(1) 6–17F Guestrooms

Guided by the theme, “A Tokyo Room to Entertain the Senses” we pursued authentic quality in the furniture and fixtures to create a simple and luxurious space. From the large window that incorporates the Shibuya townscape as part of the design, guests feel a connection with the town while enjoying private time with a sense of elevation and relaxation.

① Bunk

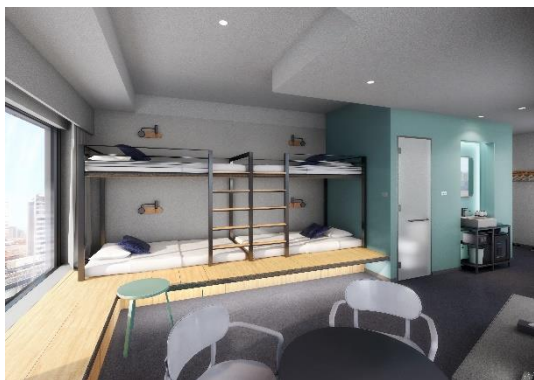
The sixth floor features bunk-bed style rooms. These unique spaces will create a new kind of communication while accommodating different modes of use by those traveling in numbers, such as families and groups of friends.

② Double, Twin

These attractive rooms offer expansive views of Shibuya from their large windows. Using the Shibuya townscape and night scene as a design feature, the rooms provide relaxation for families, friends, and partners.

③ Suite

The suites are situated on the 17th floor, which is the top floor and offer a commanding view of the Shibuya townscape. Expansive at 94 m², they feature selected interior and harmonized color schemes to simulate the senses while imparting a feeling of relaxation during the guests’ stay.



< Bunk >



< Double >



< Twin >



< Suite >

(2) Guestroom Type

Type	Floor area	Bed size (mm)	Guest capacity	Number of rooms
Bunk Bed 2	16.9 ~ 17.1 m ²	970×1,960	2	2
Bunk Bed 3	18.3 ~ 25.2 m ²	970×1,960	3	11
Bunk Bed 4	30.5 ~ 37.3 m ²	970×1,960	4	2
Bunk Bed 6	40.6 m ²	970×1,960	6	1
Double	13.7 ~ 14.8 m ²	1,390×1,960	2	24
Medium Double	16.3 ~ 17.1 m ²	1,390×1,960	2	36
Queen	18.3 ~ 20.3 m ²	1,500×1,960	2	62
King	37.3 ~ 40.6 m ²	1,800×1,960	2	22
Junior Suite	45.7 ~ 50.0 m ²	1,800×1,960	2	3
Accessible Queen	23.7 m ²	1,500×1,960	2	1
Twin	23.7 ~ 25.2 m ²	1,220×1,960	2	64
Large Twin	30.2 ~ 30.8 m ²	1,220×1,960	2	11
Suite	94.7 m ²	1,390×1,960	2	1

Total number of guestrooms: 240

Maximum staying guest capacity: 499 people

Check-in: 17:00 / Check-out: 14:00

(3) 4F Lobby Lounge Café and Hotel Reception

The open floor which flows into Miyashita Park has a café & bar integrated with the hotel lobby lounge, creating an open space available for anyone to use. The adjoining hotel reception features smart check-in using ICT. Furthermore, the new format café that connects the park with the hotel also serves as an open space available for various people to use, not only guests but also park users, neighborhood residents and office workers, and tourists. The café offers casual food and drinks that can be enjoyed in the park or in guestrooms, and serves non-guests as well.



<Lobby Lounge Café>



<Reception>

(4) 5F Restaurant

A restaurant & bar will open offering relaxed dining while looking out over Miyashita Park and the town of Shibuya, which has its own unique atmosphere created from a blend of various cultures. The restaurant will offer a range of menus, including breakfasts designed to excite the senses, and will also serve non-guests. This hybrid space will allow anyone to spend a relaxing time, including tourists, people walking around town, students, and neighboring residents.



<Restaurant>

(5) 18F Rooftop Bar & Restaurant

On the 18th floor, the rooftop bar & restaurant will open offering panoramic views of Shibuya town. This entertainment restaurant connects the world with Shibuya and attracts people throughout the world based on the concept, “What kind of world might have resulted if Japan had followed a different timeline 100 years ago?” It can also be used as an event space with an open feeling and good music. The restaurant will be open to non-guests as a new Shibuya night spot offering a special nighttime experience that is out of the ordinary.

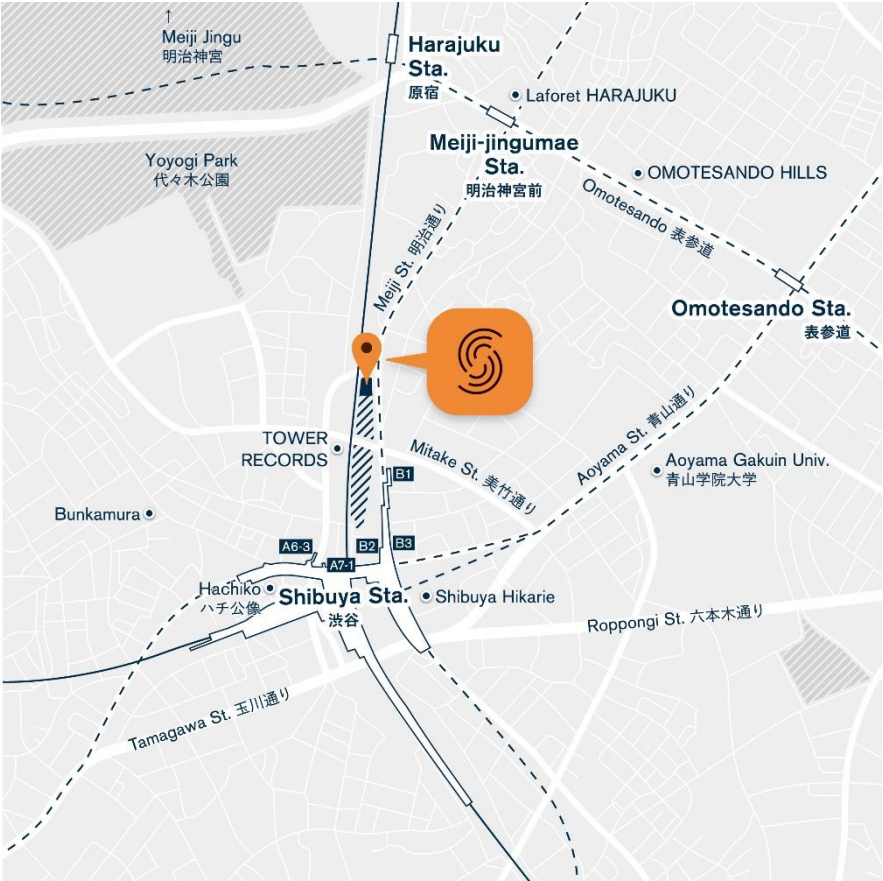


<Rooftop bar & restaurant>

Facility Overview of sequence | MIYASHITA PARK

Name	sequence MIYASHITA PARK
Location	6-20 Jingumae, Shibuya-ku, Tokyo
Access	Three minutes' walk from exit B1 of Shibuya Station on the Tokyo Metro Seven minutes' walk from the Hachiko exit of JR Shibuya Station Eight minutes' walk from exit No. 7 of Meiji-jingumae <Harajuku> Station on the Tokyo Metro
Structure	Steel structure, 18 floors above ground
Guestrooms	240 rooms
Floor plan	4F: Lobby Lounge Café and Hotel Reception 5F Restaurant 6–17F: Guestrooms 18F: Rooftop bar & restaurant
Adjoining facilities	Lobby lounge café, restaurant, rooftop bar & restaurant
Tel	03-5468-6131
Official website	https://www.sequencehotels.com/miyashita-park/eng/
Planning production and restaurant operation	WELCOME Co., Ltd.
Design and construction	Takenaka Corporation
Floor design	Guestrooms: Puddle Inc. 4F: SUPPOSE DESIGN OFFICE Co., Ltd. 5F: TERUHIRO YANAGIHARA STUDIO 18F: noiz architects

Location Map



[Attachment 2]

Overview of sequence | KYOTO GOJO

1. Site

sequence | KYOTO GOJO is sited on Karasuma Dori, which runs north to south through the heart of Kyoto, a global sightseeing destination. The site is about three minutes' walk from Gojo Station and about five minutes' walk from Shijo Station on the Kyoto Municipal Subway, a prime location for access to Kyoto's sightseeing spots and Kyoto Station. The hotel is close to shrines and temples, as well as the Shijo Karasuma and Nishiki Market areas, making it an ideal base for sightseeing or business.



<Exterior view>

2. Facility Concept

FLOW

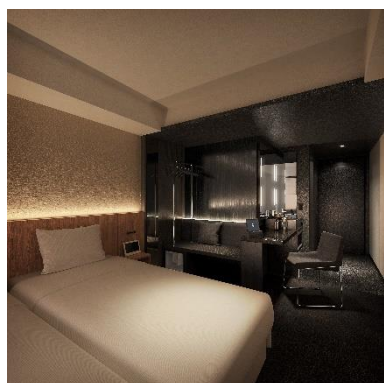
Kyoto is the cultural heart of Japan. It is a place of gentle connections between visitors from around the world and local people, and between people and the town. To express the atmosphere of the town, the flow of people, and the gentle pace of the city, the hotel has adopted the concept of “FLOW.” The hotel provides a place to enjoy the atmosphere of Kyoto where people, the town, and time flow and connect gently together. The facility also has various features such as restoring baths, food, and music to enable guests to spend quite time, resting their minds and bodies away from the busy outside world so that they can enjoy the town of Kyoto feeling renewed.

3. Facility Overview

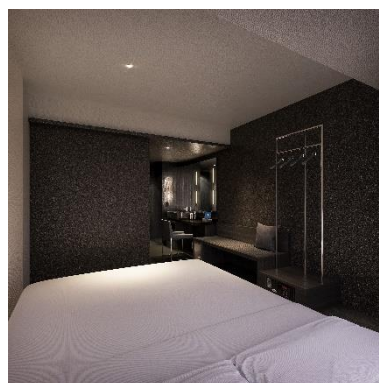
(1) 2–9F Guestrooms

The guestrooms feature a monotone color scheme that evokes the Indian ink watercolor pictures of Kyoto's Higashiyama culture, comprising black to represent functionality and white to represent rest. The bathroom area, which is designed to serve as a “back stage” area features storage and a desk for multipurpose use from personal care such as changing clothes, face washing, and make-up, to computer work. The bed area, which is bathed in a soft light, is finished in white and natural wood to produce a space that is quite and relaxing for both mind and body.

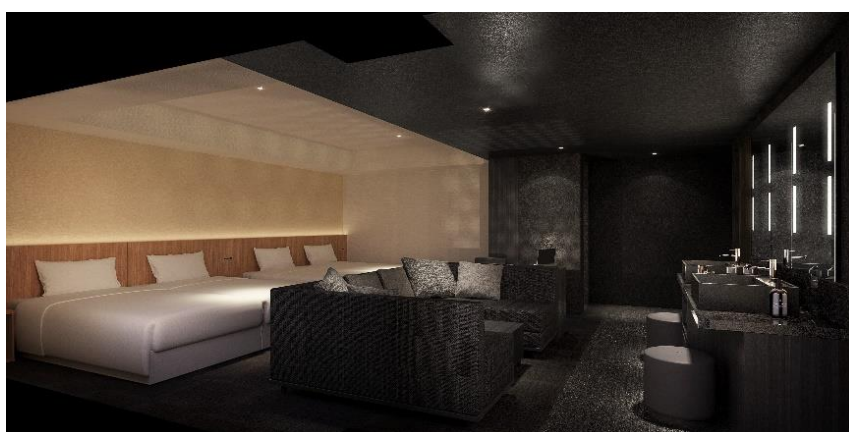
In addition, the 4Beds (maximum four people) room offers the most distinctive experience in its THEATER ROOM, which is available for only eight rooms. Each floor has one of these guest rooms with an area of over 40 m², featuring a projector screen. Guests can relax on a sofa while enjoying images from their holiday memories and so forth on a large screen with their families and friends.



< Twin >



< Medium Queen >



< 4Beds >

(2) Guestroom Type

Type	Floor area	Bed size (mm)	Guest capacity	Number of rooms
Queen	19.5 m ²	1,600×1,960	2	24
Medium Queen	22.1 m ²	1,600×1,960	2	24
Accessible Queen	23.4 m ²	1,600×1,960	2	1
Twin	23.4 m ²	1,100×1,960	2	151
4Beds	47.2 m ²	1,100×1,960	4	8

Total number of guestrooms: 208

Maximum staying guest capacity: 432 people

Check-in: 17:00 / Check-out: 14:00

(3) 1F Hotel Reception and Bar Lounge

The expansive bar lounge facing onto Karasuma Dori avenue is laid out around a counter that connects the hotel reception to the bar counter. Around the counter are a variety of seat-type chairs that guests can choose according to their mood on the day. The bar lounge can be used flexibly for a variety of scenes and needs, and is open to non-staying guests as well.

The hotel also plans to hold a community event, FOOD GATHERING, designed to bring together people and cultures through the medium of food. There are also plans for seasonal events such as a KIKIZAKE NIGHT featuring sake to stimulate conversation between participants and JAPANESE COOKING, which will offer a chance to sample dishes while cooking.



<Reception>



<Bar lounge>

(4) B1 THE BATH & THE SAUNA

The hotel features two bathing facilities, THE BATH and THE SAUNA that propose a new bathing style where guests can relax both mind and body. THE BATH has a large shared tub as well as a hot stone spa where guests can sit and relax slowly. THE SAUNA features include an experience shower that is reminiscent of the rain or a waterfall and a large steam sauna with aromatic steam. The space is designed to invoke a grotto with light penetrating inward, where guests can spend quiet, relaxing time. Entry to the two facilities switches between male and female guests, so that both facilities can be enjoyed during a single stay. *Only for staying guests.



<THE BATH>



<THE SAUNA>

Facility Overview of sequence | KYOTO GOJO

Name	sequence KYOTO GOJO
Location	409 Gojo Karasumacho, Shimogyo-ku, Kyoto-shi, Kyoto
Access	Three minutes' walk from exit No. 2 of Gojo Station on the Kyoto Municipal Subway Five minutes' walk from exit No. 6 of Shijo Station on the Kyoto Municipal Subway Seven minutes' walk from exit No. 23 of Karasuma Station on the Hankyu Kyoto Main Line
Structure	Steel frame with 1 level below ground, 9 levels above ground
Guestrooms	208 rooms
Floor plan	B1: THE BATH & THE SAUNA 1F: Hotel reception and bar lounge 2–9F: Guestrooms
Adjoining facilities	Bar lounge and THE BATH & THE SAUNA
Tel	075-353-0031
Official website	https://www.sequencehotels.com/kyoto-gojo/eng/
Planning production and restaurant operation	GRIFFON INC.
Floor design	GRIFFON INC. MITSUI Designtec Co., Ltd.
Design and construction	Sumitomo Mitsui Construction Co., Ltd.

Location map

