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For immediate release

Mitsui Fudosan Residential Co., Ltd. Kajima Corporation Shimizu Corporation

A large-scale development project combining shops and residences, consisting of 2,786 units directly connected to Kachidoki Station

# GRAND MARINA TOKYO Park Tower Kachidoki Mid/South Presenting products which will address the diversity of life during the new normal

Mitsui Fudosan Residential has proposed a residence for a "new lifestyle," offering remote work spaces complete with private booths and personal studios for online fitness routines.

 $\sim\,$  Sales scheduled to begin in Fall 2020  $\,\sim\,$ 

Tokyo, Japan, July 21, 2020 – Mitsui Fudosan Residential Co. Ltd. ("Mitsui Fudosan Residential" (lead manager), Kajima Corporation and Shimizu Corporation, which are participating as members in the Kachidoki East Redevelopment Association and as business collaborators, have unveiled various products to address "the diversity of life during the new normal" at the Park Tower Kachidoki Mid/South (2,786 units total; lot area: approximately 22,727 m<sup>2</sup>; construction scheduled to take place between March 2019 and August 2023), a large-scale development which combines shops and residences with direct access to Kachidoki Station. This project is part of the Kachidoki East District Type 1 Redevelopment Project underway in the second and fourth blocks of Kachidoki, Chuo-ku.

Mitsui Fudosan Residential will develop this project to create a new convergence of activity and relaxation as part of GRAND MARINA TOKYO, a neighborhood which boasts vast spaces of greenery and a waterfront. The company seeks to build a bridge that will connect people, neighborhoods, and regions to the future based on "BRIDGE TO THE NEXT", an urban development concept. Since the website was launched in December 2019, the response has been tremendous. Through the products which the company is presenting at this time, future concepts of urban living will be brought to life. By swiftly addressing individuals' ways of life, which are continuing to change even more due to coronavirus, Mitsui Fudosan Residential aims to create a residence that will serve as a symbol of the future Japanese lifestyle.

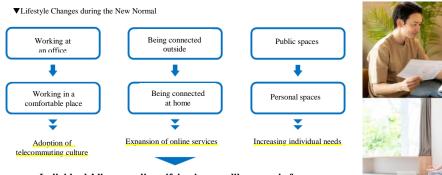


## Lifestyle Changes during and after Coronavirus and Background of Product Plan Development

Urban lifestyles have been undergoing constant changes in recent years, spurred by a declining birthrate and aging population as well as an increasing number of dual-income households. On top of this, the coronavirus pandemic has radically altered our lives. Concepts of living during and after coronavirus have ushered in an era of new normal, and it appears that an unprecedented new lifestyle will become routine.

In anticipation of such a future, one thing that will change is our way of working. Now that remote work is common and we have entered an age where we can choose our workplace and time more freely, there is demand for places where one can work comfortably outside the office.

The second major change is the transition to online services. As every imaginable facet of life, such as classes, lessons, fitness routines and drinking parties move online, the importance of IT and the internet in our daily lives will increase. In an environment marked by these changes, securing personal time and space in private spaces where people live with families and common areas used by multiple residents has become a challenge for life during and after coronavirus. With a growing need to enjoy work and hobbies in private spaces unaffected by one's family or surroundings, people's lives are diversifying in ways like never before.





Mitsui Fudosan Residential has decided to introduce a new product plan to the Park Tower Kachidoki Mid/South project in order to support life during the new normal at a time when individuals' lives are becoming more diverse. For private areas, the company has added a new study room plan in response to the demand for personal time during the day. In common areas, facilities will be upgraded and amplified to allow for personal use of public spaces, such as remote work spaces complete with private booths, private salons where residents can spend some relaxing time alone and personal fitness studios tailored for online workouts.

Mitsui Fudosan Residential will continually develop diverse products and services that will lead to a fulfilling urban life during the new normal in order to serve as a bridge to the future of Japanese home development. The company will start with a product plan to deal with these new residences and ways of living based on the "BRIDGE TO THE NEXT" concept, with Park Tower Kachidoki Mid/South as a type of problem-solving condominium complex.

Furthermore, sales of condominiums at Park Tower Kachidoki Mid/South are scheduled to begin in fall of this year. Details will be announced sequentially on the property website.

## ▼ Park Tower Kachidoki Mid/South Property Website

https://www.31sumai.com/mfr/X1972/

## Introduction to Product Plans



# • Installation of shared work spaces to achieve comfortable remote work A shared work space (approximately 300 m<sup>2</sup> wide) will be installed on the 3rd floor of the Mid Tower in order to address the popularization of remote work and remote learning. The space will be free to use between the hours of 8:00 am and 10:00 pm, and amenities such as Wi-Fi, copy machines, phone booths, and vending machines will be installed. A concierge service for equipment rental will be provided, allowing residents to use the work space just like a typical office.

# • The shared work space will include private booths and conference rooms.

Securing an environment where one can focus at home when working or learning remotely will become a challenge. In order to solve those types of issues, private booths fully equipped with LAN cables, power sources and large-format monitors will be installed in the shared work space. In addition,



there will be six conference rooms which can be used by multiple people. This will help realize a stress-free way of working and studying tailored to the number of people or purpose such as web conferences or remote learning.



**Conceptual drawing of completed** 

## • Installation of personal fitness studios

One change to life during and after coronavirus will be an increase in health awareness and the popularization of fitness culture using online services. In order to deal with these changes, the fitness area will be equipped with personal studios complete with Wi-Fi, monitors, and speakers. Residents can use online fitness services in the private studios and not worry about being seen by anyone.



# • Installation of relaxation spaces to enjoy alone time, as well as guest rooms and private salons which can be used during the daytime

Guest rooms and private salons, which can be used during the daytime, will be installed as spaces to relax alone during a busy day or focus on hobbies. The private salons will be equipped with aroma diffusers, coffee machines and wood-deck balconies. Residents can enjoy watching films and TV dramas on large monitors or read a book in a relaxed environment.



• Installation of "workation" spots where residents can relax and work at the same time Wi-Fi will be installed in the common areas and outdoor areas where residents can experience water, greenery and the open air up close. Outdoor tables, ideal for working, will be installed in outdoor areas which are surrounded by more than 800 trees and plants. In the cafeteria and terrace lounge, respectively located on the 1st and 2nd floors of the South Tower, residents can open the windows facing the waterfront to create a relaxing space in which interior and exterior are unified. Additionally, an sky deck will be installed on the 53rd floor where one can experience the open air even closer. This environment, which feels like working while staying in a resort hotel, will allow residents to refresh during breaks from remote work and spark new ideas.



Outdoor big table

**Terrace lounge** 

Sky deck

# • Study room plan included in the menu for changing floor plans of private areas

A "study room plan" has been added to the menu for changing floor plans of 3LDK and 2LDK units. Having a space in one's home to use as a study or hobby room will help support new ways of working and new lifestyles during and after coronavirus.



# ■ Overview of Park Tower Kachidoki Mid/South

## 1. Development concept

# **BRIDGE TO NEXT**

"BRIDGE TO THE NEXT" is a concept which expresses a desire to generate a stream of newcomers as a symbol of the Kachidoki area, express a next-generation lifestyle and serve as a bridge to unite neighborhoods, people, and day-to-day life.

Situated close to central Tokyo and Ginza with direct access to Kachidoki Station in Chuo-ku, Mitsui Fudosan Residential hopes these properties will garner attention from all over the world by connecting the present reality with the future in the bay area, which is already in the spotlight, and create a development that will illuminate Kachidoki.

# 2. Achieving high-rise apartment life through large-scale, mixed-used development equipped with a variety of features

In an age where the economy is shifting from urban centers to households,

installing facilities for daily convenience, such as shops, sporting arenas and nursery schools and creating vast spaces of greenery along the waterfront will allow for a living environment that is both relaxing and highly convenient because of the concentration of urban functions. It is truly the embodiment of a new urban residence.



Shopping mall



Shopping deck



Central lagoon

# **3.** Conveniently located just a one-minute walk from Kachidoki Station on the Toei Oedo Line with direct station access

Park Tower Kachidoki Mid will be directly connected to Kachidoki Station on the Toei Oedo Line via a newly constructed underground path. A single elevator from the residential floors will allow direct access to the station and nearby shopping mall without having to set foot outside.



**Underground entrance** 



Station entrance

\* Park Tower Kachidoki Mid is located just a one-minute walk from the station with direct access. Park Tower Kachidoki South is approximately 120 meters away or a two-minute walk from the station.

\*Actual property plans may differ from images shown.

# ■ Property/Model Room Information, etc.

Overview of Park Tower Kachidoki Mid/South

[Address]	Mid: 4-1501 (Lot number) Kachidoki, Chuo-ku, Tokyo
[Access]	South: 4-1500 (Lot number) Kachidoki, Chuo-ku, Tokyo Mid: A one-minute walk from Kachidoki Station on the Toei Oedo Line
	South: A two-minute walk from Kachidoki Station on the Toei Oedo Line
[Total Units]	Mid: 1,121 units total
	(570 units for sale, 551 residential units for business partners)
	South: 1,665 units total
	(1,109 units for sale, 556 residential units for business partners)
[Site Area]	Mid: 10,712.20 m <sup>2</sup> , South:12,015.18 m <sup>2</sup>
[Total Floor Area]	Mid:138,312.00 m <sup>2</sup> , South:180,827.74 m <sup>2</sup>
[Building Area]	Mid: 4,745.85 m <sup>2</sup> , South:4,300.00 m <sup>2</sup>
[Structure/ Number of Floors]	Mid: Reinforced concrete/45 floors above ground, 2 below
	South: Reinforced concrete/ 58 floors above ground, 3 below
[Seller]	Mid: Mitsui Fudosan Residential Co., Ltd. Shimizu Corporation
	South: Mitsui Fudosan Residential Co., Ltd. Kajima Corporation
[Construction Firm]	Mid: Shimizu Corporation, South: Kajima Corporation
[Planned Price]	Undetermined
[Start of Sales]	Fall 2020 (planned)
[Scheduled Completion Date]	Late August 2023 (planned)
[Scheduled Occupancy Date]	Late April 204 (planned)
[Property Website]	https://www.31sumai.com/mfr/X1972/

#### Property Map



Model Room Map (Residential Salon)



## Mitsui Fudosan Group's Contribution to SDGs

## https://www.mitsuifudosan.co.jp/corporate/esg\_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

\* The initiatives covered in this press release contribute to two of the UN's SDGs.

Goal 8: Decent Work and Economic Growth Goal 11: Sustainable Cities and Communities

