

For immediate release

Mitsui Fudosan Co., Ltd.
Mitsui Fudosan Hotel Management Co., Ltd.

**Mitsui Fudosan Group Co-Develops New Next-Generation Hotel Brand
with Top Creators in Various Fields**
sequence MIYASHITA PARK Open August 1, 2020 (Sat)
sequence KYOTO GOJO Open August 7, 2020 (Fri)
sequence SUIDOBASHI Reservations available from July 30, 2020 (Thu)

Tokyo, Japan, July 30, 2020 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, Japan, and Mitsui Fudosan Hotel Management Co., Ltd. announced today the opening of a new hotel brand, “sequence,” which had been postponed from the initial schedule to prevent the spread of COVID-19.

Features of the New Hotel Brand and Hotels

New hotel brand, sequence

As a means of new staying value in response to diversifying needs, the brand will provide unique spaces and experiences in which guests can enjoy gentle connections with people and towns.

sequence MIYASHITA PARK (Open August 1, 2020)

A new mixed-use project born within MIYASHITA PARK that combines a park, retail property and a hotel, in close proximity to Shibuya Station where redevelopment is underway. Wide spaces, such as the lobby lounge, which seamlessly connects to the park, and a rooftop bar offering an expansive view of Shibuya, overflow with an open feeling.

Location: MIYASHITA PARK North, 6-20-10
Jingumae, Shibuya-ku, Tokyo

Guestrooms: 240



sequence MIYASHITA PARK (exterior view)

sequence KYOTO GOJO (Open August 7, 2020)

With an open terrace that expands onto Karasuma Dori Avenue and kind, friendly staff, this is an attractive space where guests can experience Kyoto in new ways, such as The BATH and THE SAUNA, which express a Zen-like worldview.

Location: 409 Gojo Karasumacho, Shimogyo-ku,
Kyoto-shi, Kyoto

Guestrooms: 208



sequence KYOTO GOJO (lounge))

sequence SUIDOBASHI (Reservations available from July 30, 2020; open November 25, 2020)

The hotel features an open terrace and a large projector screen surrounded by the Kanda River and a water feature, which further accentuate the town’s entertainment elements. It provides a space in which guests can fully savor the afterglow of their enjoyment in the Suidobashi area.

Location: 2-22-17, Kanda-Misakicho, Chiyoda-ku, Tokyo
Guestrooms: 119



sequence SUIDOBASHI
(CG image of exterior view)

Gentle connections

There is a gentleness when people connect with the world.

Pleasant connections with other people and towns

Uniqueness of open spaces and land which can be enjoyed as one likes

Elegance that allows people to relax both mind and body

We have created the new hotel brand sequence with the aim of providing that kind of new staying value.

The word “sequence” is associated with connections, links, the flow of events, and continuity.

This word was chosen as the name of the hotels 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.

S In this age, which is called the “Age of Individuality” due to the development of social media, we would like this to be a hotel that can provide “experience and time” to respect each other and form gentle connections.

This is a project in which we worked hard on the creation of a new, next-generation hotel unconstrained by the prior wisdom and methods of the hotel industry by working with external top creators, tag-team style, to give play to their respective strengths and know-how in the planning and operation of the hotels.

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 connections"

SMART

Tasteful,
spiritually
enriching time

OPEN

Spaces open to all

CULTURE

Experience the
unique local
culture of the
town

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 connections”

(1) SMART: Tasteful, spiritually enriching time

New 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 opportunities to create experiences like never before. Flexible schedules will allow for variation in the time when guests visit the lobby and restaurant, making it possible to avoid the “Three Cs.”

- Flexible check-in and check-out: Increase the amount of free time for guests with 17:00 check-in and 14:00 next-day check-out
- Anytime breakfast: Available for guests until noon
- Introducing self check-in through NEC’s facial recognition system and cashless payment, which will lead to hygiene management
- Tablets installed in each room allow guests to check-out from their rooms
- Consideration for the global environment by providing guests with the minimum number of amenities in an effort to reduce disposable items, and active incorporation of reused materials and plastic-free supplies



Concept image of facial recognition

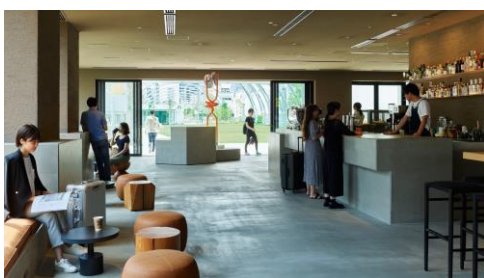


An environmentally friendly tumbler that can be used many times

(2) OPEN: Spaces open to all

The hotel provides shared spaces that are open for anyone to use freely. These can be used by people on their own or for communication between guests. The wide-open café and restaurant, which connect to the outdoors, help to avoid the “Three Cs.”

- Lobby Lounge Café and Rooftop Bar & Restaurant open to the park and the sky (MIYASHITA PARK)
- Lounge available to guests and people off the street to relax and use freely (KYOTO GOJO)



MIYASHITA PARK Lobby Lounge café



KYOTO GOJO 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.

- Staff in every role greet guests warmly and attentively help them to enjoy their stay, while maintaining a comfortable distance. They will create interactions between guests, local residents and 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 local specialties.



MIYASHITA PARK staff