

NIHONBASHI THE SPACE:

A Space-Themed Entertainment Event Staged in the Nihonbashi District

Date: Wednesday, November 25, 2020 to Sunday, January 17, 2021

Event Highlights

- ✓ It is the first space-themed entertainment event in Nihonbashi.
- ✓ It is tied to this winter's big space events, such as the launch of the Crew Dragon boarded by astronaut Soichi Noguchi, the Hayabusa2's return to Earth, and the Geminid meteor shower's peak.
- ✓ It is the first business-to-consumer (B2C) event linked to aerospace, which is an area of concentration under the priority initiative in the 3rd Stage of the Nihonbashi Revitalization Plan: "a focus on tomorrow's innovative industries."

Tokyo, Japan, November 13, 2020—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that **it will hold the first NIHONBASHI THE SPACE** in Tokyo's Nihonbashi district where it is promoting the Nihonbashi Revitalization Plan in collaboration with the ECO EDO NIHONBASHI Executive Committee and Nihonbashi Muromachi Area Management.

NIHONBASHI THE SPACE is a space-themed art and entertainment event.

Mitsui Fudosan has designated aerospace as an area of concentration under the Nihonbashi Revitalization Plan's priority initiative: a focus on tomorrow's innovative industries. Nihonbashi is currently home to the aerospace business center X-NIHONBASHI and an array of aerospace-related companies. The gathering of such sites and players inspired Mitsui Fudosan to host NIHONBASHI THE SPACE, the first such business-to-consumer (B2C) event. Mitsui Fudosan also plans to hold a multitude of aerospace-related entertainment, education, and other events in the future in Nihonbashi. (Special Event Website: <https://nihonbashi-thespace.jp>)



Key Visual for NIHONBASHI THE SPACE



Meteor Cupola: Meteor-linked illumination art

Some Key Offerings



Space-themed Food, Beverages & Goods

eslite spectrum nihonbashi
Space Exhibition

(1) Nihonbashi’s KIBO no Hikarimachi Illumination Project’s Star: Meteor Cupola



Date: Wednesday, November 25, 2020 to Sunday, January 17, 2021
Venue: COREDO Muromachi Terrace Oyane Hiroba
Description: The Meteor Cupola is the star of Nihonbashi’s KIBO no Hikarimachi Illumination Project based on the theme of hope. It will be held as a part of NIHONBASHI THE SPACE. The Meteor Cupola is a meteor-linked illumination art installation, which uses technology to detect and visualize meteors that pass over Japan’s skies about once every 15 minutes on average regardless of whether it is day or night but cannot be observed by the naked eye. Visitors scan a QR code at the installation and submit a wish to a special website. When the system detects a meteor, the wish that was submitted produces a special illumination as it is sent off to the meteor.

When a meteor is detected, a special coupon that can be used in the Nihonbashi district is sent to the visitor’s smartphone, who can experience the excitement when one discovers a shooting star while being enveloped in a mysterious show of light.

1

Send a wish

Scan the QR code at the venue to access the website and send a wish

2

Wait for a meteor

Eagerly await detection of a meteor

3

Wish is delivered

Special illumination begins and a coupon is delivered when a meteor is detected

The Mandarin Oriental Gourmet Shop
Complimentary original blend tea (3 sachets)

ISHIYA NIHONBASHI
Café Crème Mocha can be changed to White Mocha, a limited-edition drink

HAKUZA NIHONBASHI
Complimentary edible gold leaf with a purchase of ¥1,000 (tax included) or more

Other

There are also extravagant special coupons such as complementary TOHO CINEMAS movie and Art Aquarium Museum tickets!!

【Wish Upon a Star】

【Examples of special coupons】

※What inspired the art title “Meteor Cupola”
Cupola is an Italian word that refers to the dome-shaped ceilings seen in church architecture. It is also the origin of the International Space Station’s (ISS) observational module, the Cupola. The art project’s name embodies the desire to provide a venue for observing the skies, detecting meteors, and conveying everyone’s hopes and wishes.

※ Overview of the real-time meteor observation system, MeteorBroadcaster: <https://meteorbroadcaster.com/>

(2) Space-themed Food, Beverages & Goods



Date: Wednesday, November 25, 2020 to Sunday, January 17, 2021
Venue: COREDO Muromachi 1, COREDO Muromachi 2, COREDO Muromachi 3, COREDO Muromachi Terrace, Nihonbashi Mitsui Tower, Mandarin Oriental Tokyo
Description: Nihonbashi area stores will offer limited-edition merchandise, food, and beverages centered on the themes of space and the stars.

(3) eslite spectrum nihonbashi Space Exhibition



Venue: eslite spectrum nihonbashi's "forum" event space, 2nd floor of COREDO Muromachi Terrace

Description: eslite spectrum nihonbashi debuted last autumn as Japan's first outlet of the buzz-generating eslite spectrumstore chain, and will offer the following events.

① Kid's Space Classes

At these live talk shows for kids about space, participants can hear things about space that they will nowhere else and receive complimentary space food!

(i) Tell Me Now!

What is the Asteroid Explorer Hayabusa2?

Date: Saturday, December 5 from 3pm to 4pm (planned)

Guest: Junya Terazono (former Hayabusa Project Team member)

(ii) The Space Journey's About to Start!

What are Life and Meals Like in Space?

Date: Saturday, December 12 from 3pm to 4pm (planned)

Guest: Yuta Kikuchi (J-SPARC Producer, Business Development and Industrial Relations Department, JAXA/Director, SPACE FOODSPHERE Association)

Details will be provided on the official website from Wednesday, November 25

② Space Exhibition

Seize the rare opportunity to see space food as well as satellite and rocket models.

Date: Wednesday, November 25 to Friday, December 25

Items on display:

- (i) Japanese space food
- (ii) 1:1 scale model of the microsatellite GRUS provided by Axelspace Corporation
- (iii) 1:8 scale model of the MOMO3 and control box for rocket firing and launch tests provided by Interstellar Technologies Inc.

③ Space Book Fair

A section of the store will showcase an array of space-related books for children to adults. People who purchase one of the books will get a complimentary novelty item too!

Date: Wednesday, November 25 to Friday, December 25

(4) Special Talk Sessions



(i) Live Broadcast Rooting on the Crew Dragon Launch

This live broadcast and talk event covered the first operational flight of the new Crew Dragon spaceship, which astronaut Soichi Noguchi was the first Japanese to board.

Participants watched the launch accompanied by commentary from guests in the space business

Date: Sunday, November 15

Guests: Naoko Yamazaki, Inagawa Takahiro, Masayoshi Boku, and Genta Aoki (MC)

Archivevideo

<https://youtu.be/JNyjXDR1bys>



(ii) Talk Event Ahead of the Asteroid Explorer Hayabusa2's Return to Earth

The Hayabusa2 featuring Japan's world-class technologies is scheduled to return to Earth on Sunday, December 6. A talk event with relevant guests along with a screening of the movie Hayabusa: The Long Voyage Home portraying the magnificent project and team's profound story will be held.

Date: Saturday, December 5

Venue: TOHO CINEMAS Nihonbashi

Details will be provided on the official website from Wednesday, November 25.



(iii) Preview Ahead of the KIBO Space Broadcasting Station's 2nd Broadcast

The KIBO Space Broadcasting Station set up on the International Space Station (ISS) is the world's only broadcaster with a two-way link between space and the ground. On Thursday, December 31, the station will embark on its second scheduled broadcast, THE SPACE SUNRISE LIVE 2021, sharing the experience of watching the first sunrise of the year in space. A preview offering a look at the multitude of challenges in the program is scheduled to be broadcast from Nihonbashi, a hub for aerospace business.

Details will be provided on the official website from Wednesday, November 25.

Light up the Sky! Project (Tie-in Event)



Date: Wednesday, November 25 to Sunday, November 29

Description:
A “beam of hope” from the heart of Japan, Nihonbashi, will light up the sky to show appreciation to healthcare and other essential workers during the coronavirus pandemic and wishes for the coronavirus to disappear. Individuals from the event venue industry that wanted to make a difference came together and planned this event in the hope of providing some encouragement for everyone confronting hardship. As NIHONBASHI THE SPACE and KIBO no Hikarimachi Illumination Project are aligned with this project’s intent, a “beam of hope” will shine from Nihonbashi as a tie-up event during the same period.

Organizer: DENTSU LIVE INC.

Supporters:
Aggreko Japan K.K., Art Brain Company Co., Ltd., Shimizu Octo, Inc., Sogo Butai Co., Ltd., HEART-S Co., LTD., Hibino Corporation, PRG K.K., Fullhouse Co., Ltd., and Ray Corporation

Venue: COREDO Muromachi Terrace

Information about the Light Up the Sky! Project is here:
<https://www.dentsulive.co.jp/news/>

Event Overview

NIHONBASHI THE SPACE

Date: Wednesday, November 25, 2020 to Sunday, January 17, 2021

Host: Mitsui Fudosan Co., Ltd.

Co-hosts: ECO EDO NIHONBASHI Executive Committee, Nihonbashi Muromachi Area Management

Supporters: Japan Aerospace Exploration Agency (JAXA)

Cooperation: KIBO Space Broadcasting Station

Official website: <https://nihonbashi-thespace.jp>

(Teaser launch on Friday, November 13/full-scale launch on Wednesday, November 25)

KIBO no Hikarimachi Illumination Project

Date: Friday, November 6, 2020 to Sunday, February 14, 2021

Host: ECO EDO NIHONBASHI Executive Committee, Nihonbashi Muromachi Area Management

Sponsors: COREDO Muromachi 1 (Muromachi Higashi Mitsui Building), COREDO Muromachi 2 (Muromachi Furukawa Mitsui Building), COREDO Muromachi 3 (Muromachi Chibagin Mitsui Building), COREDO Muromachi Terrace (Nihonbashi Muromachi Mitsui Tower Management Association), TOKYU LAND CORPORATION, Nihonbashi Mitsui Tower, Mitsukoshi Nihombashi Main Store, Mitsui Main Building, YUITO (Nihonbashi Muromachi Nomura Building), YUITO ANNEX (Ukiyoshoji Sembikiya Building), OVOL Nihonbashi Building, etc.

Supporters: Chuo City, Chuo City Tourism Association

Space-themed food, beverages & goods, eslite spectrum nihonbashi Space Exhibition, special talk sessions

Date: Wednesday, November 25, 2020 to Sunday, January 17, 2021

Host: Mitsui Fudosan Co., Ltd.

Sponsors: KAMEDA SEIKA CO., LTD., Taisho Pharmaceutical Co., Ltd., Tokachi Slow Food, NISSIN FOODS HOLDINGS CO., LTD., MIKI Corporation

Cooperation: Axelspace Corporation, TOHO CINEMAS Nihonbashi, eslite spectrum nihonbashi, COREDO Muromachi 1, COREDO Muromachi 2, COREDO Muromachi 3, COREDO Muromachi Terrace, Nihonbashi Mitsui Tower, Mandarin Oriental Tokyo

NIHONBASHI THE SPACE will hold a media event on the following date.

(1) Wednesday, November 25: KIBO no Hikari Illumination Project

Meteor Cupola meteor-linked illumination art

Venue: COREDO Muromachi Terrace Oyane Hiroba

Time: 5 pm (media registration from 4:30 pm)

Description: Come to cover the opening of the Meteor Cupola meteor-linked illumination art event.

System developers and other related parties will also be at the event, so you can find out things like how the system works.

You can also cover the tie-up event, Light Up the Sky! Project

Venue: COREDO Muromachi Terrace

Coverage of other content is also possible, so please make an inquiry if you are interested.

■ Reference information ■ About Mitsui Fudosan's Nihonbashi Revitalization and Aerospace

Mitsui Fudosan is promoting the Nihonbashi Revitalization Plan, a joint public-private-community initiative based on the concept of “**Preserving and Revitalizing the Heritage while Creating the Future.**” The plan has sought to generate urban vitality through a combination of tangible and intangible aspects in four key areas: **industry creation, neighborhood creation, community cohesion and renewal of an aqua metropolis.**

In 2019, Mitsui Fudosan announced the 3rd Stage of the Nihonbashi Revitalization Plan. Under the vision “**The road to the future starts at Nihonbashi,**” it aims to promote neighborhood renaissance that ties into solutions to global issues through three priority initiatives described as **river and waterside regeneration, a focus on tomorrow's innovative industries, a vital and welcoming international stage.**

■ Nihonbashi Revitalization Plan Vision

The road to the future starts at Nihonbashi

Nihonbashi in the Edo period served as the starting point for five major roads, so it was a gathering place for people and goods from all over Japan. This made it a highly innovative district and through this interaction and exchange it gave rise to new industries and cultures. Mitsui Fudosan wants to reestablish in contemporary times the centrality Nihonbashi once enjoyed and with the world as its stage.

It is aiming to make the district a place where people from all over the world gather and interact, as well as be a starting point for broadcasting new, forward-looking values globally.

■ 3rd Stage of the Nihonbashi Revitalization Plan

《 Three Priority Initiatives 》

- (1) **River and waterside regeneration**
- (2) **A focus on tomorrow's innovative industries**
- (3) **A vital and welcoming international stage**

Aerospace is one of the key fields under a focus on tomorrow's innovative industries noted above.

Thinking about life in space has the potential to lead to solutions to problems on Earth. At Mitsui Fudosan, we aspire to solve global social issues by supporting the generation of innovation in the aerospace industry in Nihonbashi.

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 are contributing to four of the UN’s SDGs.

- Goal 3

Good Health and Well-Being
- Goal 4

Quality Education
- Goal 9

Industry, Innovation and Infrastructure
- Goal 11

Sustainable Cities and Communities

