

# The Nihonbashi Revitalization

## 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.



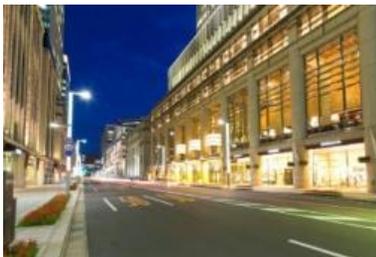
Kidaishouran (Part), Asian Art Museum  
Photo AMF / DNPartcom / © bpk / Museum für Asiatische Kunst, SMB / Jürgen Liepe



\*Looking across Nihonbashi toward Hakozaiki.  
\*The picture is a rendering of Nihonbashi in the future and may differ from actual development plans, etc. (as of August 2019)

## Concept

### “Preserving and Revitalizing the Heritage while Creating the Future”



Maintain rules for aligning the heights of building fronts to maintain streetscape of Important Cultural Properties



Rebuild Fukutoku Shrine, a local community center



Create events that draw on Nihonbashi’s culture and history through public-private collaboration

#### Preserving

Buildings  
Traditional shops  
District history and culture

#### Revitalizing

District scenery  
Water and greenery  
Vitality

#### Creating

For future generations  
New district appeal  
Broadcast Nihonbashi originals

# History of Nihonbashi

## Edo Period(17 c~)



\*Nihonbashi

Nihonbashi was an important point along a water transport network that was used to rapidly convey large volumes of cargo, and it developed as an Edo township.

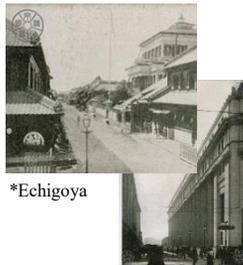
As the economic, financial, commercial, logistic and cultural heart of Edo, it was a gathering place for people and goods from all over Japan and gave rise to new industries and cultures. Edo at the time, which included Nihonbashi, was at the heart of everything and its vitality was unlike anywhere in the world.

**Nihonbashi attracted people who liked challenges, like today's venture firms, and it produced a succession of new industries and cultural forms.**

## From Prosperity to Decline



\*Bank of Japan



\*Echigoya



\*Mitsui Main Building

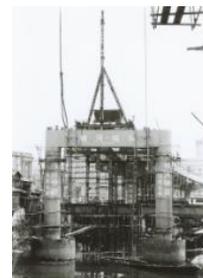
The Bank of Japan relocated to Nihonbashi and Mitsukoshi opened its doors as the district prospered as a financial and commercial center starting in the Meiji period.



\*Area around Mitsukoshi at the time of the Great Kanto Earthquake



\*Chuo Dori at the time of the Great Kanto Earthquake



\* Shuto Expressway under construction

The riverside fish market was relocated from Nihonbashi due to the Great Kanto Earthquake that occurred in 1923. After that, in 1945, the district burned down completely in the bombing of Tokyo and became open field land, but soon after, when the war ended, its vitality was restored.

In 1963, the Shuto Expressway was built over the top of Nihonbashi and as Japan went through a period of rapid economic growth it maintained its position as a financial and commercial district.

Thereafter, however, Yamaichi Securities went bankrupt, the Tokyu department store closed its doors, and the district lost its momentum both financially and commercially.

**Nihonbashi has gone through a cycle of prosperity and decline and lost its centrality in the latter 1990's.**

## Toward Nihonbashi's Revitalization

To break free of these doldrums, the Nihonbashi Chiiki Renaissance Hyakunen Keikaku Inkaï (Committee for the 100 Year Renaissance Plan of Nihonbashi and Environs) was established in 1999 to revitalize the Nihonbashi area. Mitsui Fudosan, which is headquartered in Nihonbashi, joined in these efforts by launching **the Nihonbashi Revitalization Plan**, a public-private initiative rooted in the community.

