
~Project to Commemorate the 80th Anniversary of Mitsui Fudosan's Foundation

FUTURE SPECIAL ZONE PROJECT: Creators' Zone~

Implement Your "Idea" in the Neighborhood!

Issued Call for Ideas

Joint Creation Project between Mitsui Fudosan and AR3 Bros.

to Change the Nihonbashi Neighborhood into a New Exhibition Space

Tokyo, Japan, December 14, 2021 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, started issuing a call on December 14 for ideas to enliven the Creators' Zone, which will take charge of the Arts & Culture area in the FUTURE SPECIAL ZONE PROJECT* (miraitokku.com) being promoted to commemorate the 80th anniversary of its foundation.

* Mitsui Fudosan 80th Anniversary FUTURE SPECIAL ZONE PROJECT website (miraitokku.com)
<https://www.miraitokku.com/>

What is the Creators' Zone?

Leveraging the imaginative and creative capabilities of creators, which could be called the wellspring of Arts & Culture, aims to create new opportunities and business integrating real and digital spaces.



- **Prototype to be announced in Nihonbashi in May 2022.**
- Based on a concept of "UNBUILT," the gallery rolls out in **the three types of forums of real, digital and digital-on-real that combine the two (in an augmented reality space using AR).**
- **Plans are to display some art as digital artworks in a gallery built in a digital space** that connects the two forums of real and digital-on-real.

In this digital-on-real forum, the Nihonbashi neighborhood will be transformed into a new display space by combining ideas for artwork displays received through issuing a call to the general public with AR technology from Tom Kawada (of AR3 Bros.).

In the real forum, there will be displays of artworks by iconic Japanese artists from the genres of manga and anime that have created children's dreams of the future.



←Isamu Kamikokuryo's "UNBUILT," the key visual of the Creators' Zone.



↑ AR Bros.' "Augmented Reality Edo"
visual image from the AR gallery

<Issued Call>

The concept of “UNBUILT” refers in a broad sense to constructions that have yet to be built and to unrealized materializations.

In the real forum, there are various limitations on creating the cities of the future, but we believe that by incorporating the technology of augmented reality to integrate creativity and digitalization, we are released from those binding limitations and able to design a neighborhood more freely.

Now, we desire to create a new, hitherto unseen image of Nihonbashi by collaborating with Tom Kawada, who has used AR technology to augment one reality after another, to tell the story of the neighborhood of Nihonbashi, the starting point of the Gokaido (five roads) of the Edo era (1603-1868) and where tradition and innovation co-exist, and combine the story of its neighborhood with the potential held by AR and ideas from members of the general public.



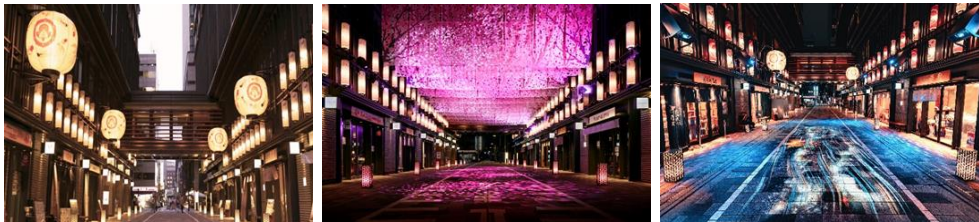

Tom Kawada (of AR3 Bros.)

Please click here to read messages for participants (Only in Japanese):

<https://www.miraitokku.com/stories/creator03>

<Guidelines for idea collections>

Please click here for details about applications (Only in Japanese): <https://www.miraitokku.com/creator#overview>

Details of issued call	Submit an idea about using AR to achieve something fun and exciting in the Nihonbashi neighborhood (only a proposal is needed; no need for AR technology!)
Display period	Late May-late June 2022 (planned)
Display locations	(1) Naka-dori Street  (2) Fukutoku Garden 
Number of ideas	Two (Five displays are planned for the duration of the event. The remaining three pieces

selected	will be AR. Bros works.) Chief Judge's Prize is planned for another 4-5 works.
Cash prizes	Each idea selected will result in a cash prize of 1 million yen (total cash prizes of 2 million yen for two ideas)
Judging criteria	(1) Originality (Does the idea avoid constraints of conventional thinking or rules?) (2) Affinity with the concept (Does the idea skillfully leverage the potentials of Nihonbashi neighborhood and AR technology?)
Rights	Applicants retain all copyright to ideas and AR works selected.
Call period	December 14, 2021 to 23:59, February 15, 2022.

<Judges>



AR3 Bros. (Chief judges)



Vivienne Sato



Masanori Ushiki



Aimi Sekiguchi



Mitsuyo Demura

<Qualifications to participate>

- ✓ Simply make a proposal for an idea to implement in the neighborhood. Professionals and amateurs alike can apply.
- ✓ Applications can be made individually or in teams (up to a maximum of five members)
- ✓ AR production technology is unnecessary. (AR3 Bros. will mainly take charge of AR productions.)
- ✓ Any genre is acceptable for displayed works.
- ✓ Following selection, certain media appearances, etc. will be required.
- ✓ Each individual/team may submit one idea only.

<Application forms, etc.>

Please click here for the application form (Only in Japanese): <https://www.miraitokku.com/creator/form>

Please click here for the latest information about the FUTURE SPECIAL ZONE PROJECT: Creators' Zone (Only in Japanese): <https://www.miraitokku.com/creator>

■Mitsui Fudosan Group’s contribution to SDGs

https://www.mitsuifudosan.co.jp/english/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. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/

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

Goal 9 Industry, Innovation and Infrastructure

Goal 17 Partnerships for the Goals

