

Popular *Mori no Furin Komichi* (Windchime Forest Path) Returns after Three Years with Larger Area

ECO EDO Nihonbashi 2022: Enjoy Cool Edo with all Five Senses

Lineup of Events to Enjoy Neighborhood Walks with “Summertime stroll in yukata” theme
Scheduled for Nihonbashi area from Friday, July 8 to Sunday, September 4

ECO EDO Executive Committee and Nihonbashi Muromachi Area Management today announced that it would hold “ECO EDO Nihonbashi 2022: Enjoy Cool Edo with all Five Senses” from Friday, July 8 to Sunday, September 4. This regular summer event is in its 14th year.

ECO EDO Nihonbashi is a series of events around the area with a contemporary take on *ryo wo toru* (cooling down in summer)—the wisdom and ideas for daily life cultivated in the Edo Period. Visitors can enjoy cooling down with all five senses in traditional Japanese style, by eating flavorsome food (limited season Summer Gourmet menus), through fashion (wearing yukata), and seeing and listening to traditional windchimes.

In 2022, the popular Windchime Forest Path returns for the first time in three years and on a bigger scale, expanding mainly in Nihonbashi Muromachi, as well as in two other locations. It offers neighborhood walking trails with the cooling effect of summer windchimes. Other attractions such as the Summertime Stroll Menu and “Cool Edo” themed events encourage visitors to explore Nihonbashi on foot this summer.

ECO EDO Nihonbashi 2022: Highlights

【Summertime stroll in yukata】

This year’s theme is “summertime stroll in yukata.” Come along to Nihonbashi dressed in yukata to explore the neighborhood, which is full of traditional Japanese summer and “cool Edo” features.



ECO EDO Nihonbashi 2022: Key visuals

Sound of windchimes and water sprinklers, which have a visually cooling effect as well
Yukata sleeves sway gently in the breeze
ECO EDO Nihonbashi, a summer neighborhood event to experience “Cool Edo” breathing life into the neighborhood

This year’s theme is “summertime stroll in yukata.”
Make a fashion statement as to the sound of summer sandals (*geta*) as you stroll around the neighborhood!

ECO EDO Nihonbashi 2022: Statement

ECO EDO Nihonbashi 2022 features a limited season food menu to help cool you down in the hot summer weather, locations to enjoy the cooling sound of windchimes, and other attractions for a delightful neighborhood stroll in your yukata.



Overview of ECO EDO Nihonbashi 2022: Enjoy Cool Edo with all Five Senses

Period: Friday, July 8 to Sunday, September 4

Inquiries: Nihonbashi Information Office (tel: 03- 3242-0010; open 11:00–20:00 during above period*)

* Subject to change

WEB : Event page on nihonbashi-tokyo.jp website (goes live on Wednesday, June 15)

■ Japanese version <https://www.nihonbashi-tokyo.jp/ecoedo/>

■ English version <https://www.nihonbashi-tokyo.jp/en/ecoedo/index.html>

Organizers: ECO EDO Executive Committee and Nihonbashi Muromachi Area Management

Special cosponsor: Mitsui Fudosan Co., Ltd.

Cosponsors: Tokyo Station City Management Council, COREDO Nihonbashi, COREDO Muromachi 1, 2, 3, COREDO Muromachi Terrace, Daimaru Tokyo, Tokyo Tatemono Co., Ltd., Nihonbashi Takashimaya Shopping Center, Nihonbashi Mitsui Tower, Nihonbashi Mitsukoshi Main Store, Nomura Real Estate Development Co., Ltd. (YUITO), Mandarin Oriental, Tokyo

Supporters: Chuo City (local government), Chuo City Tourism Association

Cooperation from: Nihonbashi-Meikyo, Committee for the 100 Year Renaissance Plan of Nihonbashi and Environs, Nihombashi Restaurant Association, Nihombashi-miyoshikai, Nihonbashi Kitazume-Shoutengai, Nihonbashi Hisamatsu Restaurant Cooperative, Ningyocho Shopping Street, Amazake Yokocho Shopping Street, others

Events organized by ECO EDO Nihonbashi 2022

(1) Perfect for Strolls in Yukata: Summertime Stroll Menu

Perfect menu for a summertime stroll in yukata on offer at around 160 Nihonbashi restaurants

This year, original, summer-themed photogenic sweets, food, drink, and merchandise will be on sale. Around 160 stores (three times the number last year) in the Nihonbashi area, local businesses with a long tradition, department stores, and luxury hotels offer the perfect menu for visitors strolling around the neighborhood in yukata.



Store: Kanshundo Main Store
Name: *Natsu no niwa* (summer garden)
Price (including tax): 422 yen



Store: Fukusaya Cube
Name: Fukusaya Cube
Himawari (sunflower) Package
Price (including tax): 270 yen



Store: Venchi
Name: Regolare with Gourmet Cone and toppings (Size M)
Price (including tax): 1,080 yen



Store: meta mate eslite spectrum nihonbashi
Name: KANZASHI
“Scoop the goldfish (popeyed goldfish)”
traditional Japanese hairpin
Price (including tax): 3,200 yen



Store: Ozu Washi
Name: A cooling summer message
Hand-made paper letter set, other
Price (including tax): From 396 yen



Store: Nijiyura (*tenugui* specialty store)
Nihonbashi Store
Name: Tenugui (Japanese towels) for Summer Evenings
Price (including tax): 1,760 yen

Overview

Period: Friday, July 8 to Sunday, September 4 * Varies according to store

Location: Instore * Visit official website for information on participating stores

(2) Yukata dressing and refitting service: Yukata de Machiaruki (“neighborhood stroll in yukata”)



Yukata dressing service offered at six locations in Nihonbashi area

Cooperating stores in the Nihonbashi area will offer a discount yukata dressing and refitting service.

You can enjoy wearing yukata even if you don't own one, because some Nihonbashi stores offer yukata for sale and rental.

Overview

Period: Friday, July 8 to Sunday, September 4

* Dates that the services are available may vary between stores.

Participating stores: Setsuko Ishida Kimono School, ICHIMASU TAGEN · GOFUKU DONYA MUSEUM, ITSUWA (3F COREDO Nihonbashi), Sankatsu Co., Ltd., HANAKAGE KIMONOJYUKU Nihonbashi School, Hishiya Calen Blossom (1F COREDO Muromachi Terrace)

* Please visit official website for details.

(3) Cooldown location full of Edo windchimes: Summer Windchime Path



An extended version of Windchime Forest Path, which was popular back in 2019, returns after three years, expanding to three areas.

Three Edo “windchime spots” will appear mainly in and around the Nihonbashi Muromachi area, as well as in two other areas. The path from Fukutoku Shrine to Mitsui Fukutoku Garden will be decorated with around 200 Edo windchimes on both sides. The path will be illuminated at night.

Windchimes featuring the Seven Gods of Good Fortune will be concealed at each of the windchime spots. Find them to pray for good fortune!



Overview

Period: Friday, July 8 to Sunday, September 4

Location: Mitsui Fukutoku Garden pathway (alongside Fukutoku Shrine), alleyways in Murohon area (Ebisu Yokocho and Bishamonten Yokocho), Nihonbashi Pier, and Nihonbashi Tourist Information Center

* Only normal windchime decorations at Nihonbashi Pier and Nihonbashi Tourist Information Center (no windchimes featuring the Seven Gods of Good Fortune)

(4) Instagram post campaign: “Summertime stroll in yukata” campaign



Instagram campaign offers entry into free draw to win cool prizes

Post photos of the Seven Gods of Good Fortune windchimes found at the Summer Windchime Music Spots, items on the Summertime Stroll Menu, or any of the locations featured on the Summertime Stroll in Yukata map on Instagram with the hashtag #yukata de burari natsumeguri during the event period. You will be entered in a free draw to win one of around 100 prizes such as shopping vouchers and movie tickets that can be used in Nihonbashi.



Overview

Period: Friday, July 8 to Sunday, September 4

How to enter: Follow ECO EDO Nihonbashi 2022 official Instagram account, and post photo in one of the following categories (A–C) with hashtag #yukata de burari natsumeguri

- A. Seven Gods of Good Fortune windchimes discovered at Summer Windchime Music Spots
- B. Items on the Summertime Stroll Menu
- C. Any of the locations on the “Summertime Stroll in Yukata” map

Prizes include: Daimaru Tokyo shopping and restaurant vouchers, tickets for two at TOHO Cinemas Nihonbashi, Immersive Museum original merchandise, Mitsukoshi original mini-stainless steel bottles, and Mitsui Shopping Park Urban shopping and restaurant vouchers.

* Please visit official website for details.

(5) Take-out Drinks from Cooperating Stores on Map: “Walk Nihonbashi with REVOMAX” Campaign



Tie-up Campaign with REVOMAX, which Manufactures Vacuum Insulated Flasks Suitable for Carbonated Drinks

During the campaign period, selected REVOMAX flasks can be purchased online via the Revomax Online Innovations LLC website with a 10% discount for pick-up at the Nihonbashi Information Center. Visitors can also purchase take-out drinks at participating stores listed on the EDO ECO Nihonbashi official website.

Overview

Period: Friday, July 8 to Sunday, September 4

Some participating stores: Sukoburu, Muromachi Mihama, Bakushuan Nihonbashi Store, HARIO CAFÈ, Nihonbashi 1ppon

* Please visit official website for details.

【About REVOMAX and CORED】

About Revomax

With a stylish outline, unique cap, eye-catching colors and matt powder coating, your Revomax flask is an attractive personal drinks bottle that accompanies you everywhere, for business or pleasure.

REVOMAX is a safe container for carbonated, acidic (vinegar drinks), and sports drinks (with high salt content) which are unsuitable for other drinks bottles. These drinks do not damage the interior of your Revomax flask, which does not affect the taste or quality of the contents.



About CORED

In 2014, CORED Co., Ltd. began import and sales of PRINCESS, a Dutch domestic appliance brand.

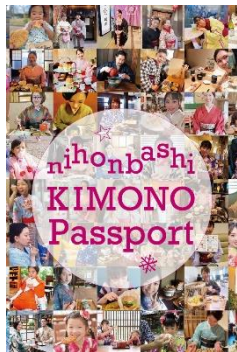
CORED customizes Princess products for the Japanese market to make them even more user-friendly. Princess appliances stand out from other Japanese and foreign domestic cooking appliances with simple, stylish, and elegant design and high performance.

Diverse values and lifestyle have become the norm. Consumers today can obtain products that suit them best for a comfortable lifestyle from anywhere in the world. However, there are still many products that are difficult for individuals to obtain, and outstanding overseas products that are not found in Japan.

CORED sources quality, original products from Europe, North America, and worldwide that are a good fit for diversified lifestyles, helping to add abundance and style to the dinner table and people's lives.

EDO ECO Nihonbashi 2022 Collaborative Events

(1) Nihonbashi Kimono Passport



Content for enjoying kimono and gourmet food in the Nihonbashi area. By wearing yukata or kimono and showing the main page of the Nihonbashi Kimono Passport website at participating stores, you receive discounts, special offers, and other delightful services.

Overview

Official website: <https://kimono-pass.tokyo/> (in Japanese)

* Display the website to receive discounts, etc.

Inquiries: Nihonbashi Kimono Passport office 03-3663-2105

(2) Nihonbashi Cruise (R)



Nihonbashi Cruise® offers cruises ships for services such as Kandagawa Cruise® and Tokyo Bay Cruise leaving from the Nihonbashi Pier.

Overview

Address: 1-9 Nihonbashi, Chuo-ku, Tokyo * Nihonbashi Pier

Official website: <https://nihonbashi-cruise.jp> (in Japanese)

Inquiries: Tokyo Bay Cruising Co., Ltd. 03-5679-7311

(3) Immersive Museum



(c) Bridgeman Images /amanaimages

For the first time in Japan, Immersive Museum, an audiovisual immersive experience of the world of Impressionist paintings by Monet and other artists that goes far beyond the visual, opens at Nihonbashi Mitsui Hall in Nihonbashi, Tokyo.

Overview

Period: Friday, July 8 to Saturday, October 29

Location: Nihonbashi Mitsui Hall (5F COREDO Muromachi; entrance on 4F)

Official website: <https://immersive-museum.jp/> (in Japanese)

Inquiries: info@immersive-museum.jp

(4) Rojiroji



All restaurants on and around Nihonbashi's alleyways will serve a la carte menus. A summer evening event for visitors to enjoy food and drink in the atmospheric alleyways at dusk. Retail stores will also participate.

Overview

Period: Friday, August 5

* Canceled if wet; participating restaurants will sell take-out food

Duration: 17:00–21:00

Location: Murohon area alleyways (Ebisu Yokocho and Bisamonten Yokocho)

Inquiries: Muroichi Honichi Nigiwai no Kai office info@murohon-nigiwai.com

(5) ECO EDO Kids' Event: Design you own fan with your favorite stamps



During the event period, create your own, original fan by collecting stamps. Stamp a shaved ice dessert-shaped fan any way you like for you own, personal design!

Overview

Period: Saturday, July 23 to Sunday, August 7

Duration: 11:00–20:00

Location: B1 COREDO Nihonbashi 1 (Nihonbashi information office), 1F COREDO Nihonbashi, and B1 OVOL Building

Inquiries: <https://mitsui-shopping-park.com/urban/coredo-muromachi/e/index.html>

About ECO EDO Nihonbashi

In August 2008, Nihonbashi-Meikyo, local groups, and companies formed the ECO EDO Nihonbashi Executive Committee. The Committee made the “ECO EDO Nihonbashi declaration,” announcing the theme of “Nihonbashi being a neighborhood to create a unique new style to convey the spirit of the people of Edo, who valued connections between one another as well as between people and nature, and to communicate that message.”

* Our second newsletter published in early July 2022 will feature up-to-date information, including more details of ECO EDO Nihonbashi 2022 and other events.

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 one of the UN's SDGs

Goal 11 Sustainable Cities and Communities



About the “Mitsui Fudosan 9BOX Infection Control Measure Standards”

The Mitsui Fudosan Group formulated the 9BOX Infection Control Measure Standards to be shared throughout the Group, having considered the necessity for easily understood infection prevention measures based on medical and engineering knowledge so that its facilities could be used with peace of mind, and has rigorous COVID-19 infection control measures in place at each of its facilities. The Group has developed diverse facilities such as office buildings, retail properties, hotels, resorts, logistics centers, and homes. By presenting measures that are easy to share not only within the Group but with all of society, it hopes to help solve society-wide issues.

The Mitsui Fudosan Group will continue to work toward realizing a sustainable society through safe and secure neighborhood creation.

【 Reference 】

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1001_01/

三井不動産 感染対策基準

