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For immediate release

Tokyo Dome Corporation
Mitsui Fudosan Co., Ltd.

Information on the Large-Scale Renewal of Tokyo Dome City! Tokyo Dome Corporation and JFA to Launch Football Culture Creation Hub

A Next-Generation, Mixed-Used Facility Co-Created with Yoichi Ochiai, Director of the Research and Development Center for Digital Nature at the University of Tsukuba, Opening in Fall 2023

Tokyo, Japan, March 2, 2023 - Tokyo Dome Corporation is working with the Japan Football Association (JFA) on Football Culture Creation Hub, a next-generation mixed-use facility that will include experience-based content and digital exhibitions designed to help visitors become more familiar with and to enjoy football, as well as football-related events, and restaurants and stores with a football concept. The facility will open in Tokyo Dome City in fall 2023.

This project, named the Football Culture Creation Hub Vision Consideration Project, aims to give shape to the JFA's philosophy under the concept of "a place for communication and creation that connects to the future." It envisions a facility that has area functions which contribute to people's health through football and create connections with the community, and that also hosts events and provides content that help realize these functions.

Yoichi Ochiai, director of the Research and Development Center for Digital Nature at the University of Tsukuba, is participating in the curation of all the facility's spaces and in the creation of some of its experience-based content and digital exhibitions. Under his supervision, we aim to realize a spatial design that enables people to feel the future of football.

*On June 23, 2022, JFA and the Research and Development Center for Digital Nature at the University of Tsukuba agreed to conduct joint research on the theme of "integration of physical reconstruction technology and soccer" and began carrying out research linked to this goal.

Reference: https://www.jfa.jp/about_jfa/news/00029916/ (Japanese only)

This project is part of a collaboration between the JFA and Mitsui Fudosan Co., Ltd. which started from the conclusion of a basic agreement for collaboration on neighborhood creation that leverages the power of football and facility restructuring on October 21, 2021. It is being advanced as a joint project with Tokyo Dome Corporation, a member of the Mitsui Fudosan Group.

Tokyo Dome Corporation announced this project on January 24, 2023, as part of a release of information on the large-scale renewal of Tokyo Dome City. One of the company's long-term focuses is creating an appealing neighborhood with sports and entertainment at the center.



Image of the facility exterior © JFA



Images of the facility interior © JFA

■ Facility Content (Planned)

○ Physical and Digital Exhibitions

In addition to a legacy exhibition showing the history of Japanese football and featuring various scenes that will ignite the passion of long-term football fans, there will also be an exhibition space that combines physical exhibits with 3D archives, including video content that incorporates the latest digital technologies such as spatial reality display.



Image of a physical and digital exhibition © JFA

○ PARK Zone

A multi-purpose lawned space connected to the outside. It will be used for various events such as public viewings and football experiences.



Image of the PARK Zone © JFA

○ CAFÉ & DINING Zone/SHOP Zone

The CAFÉ & DINING Zone will have a lunch menu based on the concepts of football and Japan's national team, and a pub-style food and drink menu for dinner. The SHOP Zone will offer various football goods, including national team items, with a selection that can be enjoyed by everyone, from children to adults. There will also be limited-edition items that can only be purchased at this facility.



Image of the CAFÉ & DINING Zone/SHOP Zone © JFA

○ STUDIO Zone

A football communication space featuring a studio for recording video and digital experience-based content. It will also be used as a space for hosting events such as press conferences, video broadcasts, and football e-sports events.



Image of the STUDIO Zone ©

○ FUTURE Zone

A gallery with experience-based exhibitions that apply the data science and academic research of the University of Tsukuba's Research and Development Center for Digital Nature to sports. Exhibitions will be changed several times throughout the year.



Image of the FUTURE Zone © JFA

■ About the Exhibition Area

The planned location of the facility is inside Tokyo Dome City, along Crystal Avenue. It is within the area planned for landscape renovations to create lively and refreshing spaces as part of the large-scale renewal of Tokyo Dome City announced on January 24, 2023.

Reference: Inspire the Soul and Leave an Impression for Urban Development. Large-Scale Renewal of Tokyo Dome City – press release announced on January 24, 2023 (Japanese only)

https://www.tokyo-dome.co.jp/release/2023/20230124_cityrenewal.pdf



Map of Tokyo Dome City

■ Comment from Yoichi Ochiai, director of the Research and Development Center for Digital Nature at the University of Tsukuba

We worked on how to adapt the football museum for the digital nature era through discussions with all stakeholders. As the space is very different from the museum's previous location, we aimed to realize an unprecedented digital football museum that combines the advantages of its location with digital technology so that it can be enjoyed by and raise the passion of visitors of every age group. We will create a place that brings together enthusiasm, group spirit, physicality, and digital technology. I hope you are looking forward to it!



Yoichi Ochiai

【Yoichi Ochiai Profile】

Born in 1987. Received a Ph.D. in Interdisciplinary Information Studies from the University of Tokyo, completing the course in two years (a record for the school). Director of the Research and Development Center for Digital Nature at the University of Tsukuba and a representative researcher for the JST CREST xDiversity Project.

■ Comment from Tsuneyasu Miyamoto, general secretary of the JFA

First of all, we are extremely grateful to be given this opportunity by Mitsui Fudosan and Tokyo Dome Corporation, and to be able to co-create with Yoichi Ochiai.

At the JFA, one of our most important aims is to contribute to the healthy mental and physical development of people by creating a rich sports culture through football. I think that this project truly embodies this ambition.

We want to create a facility that will be enjoyed by not only people who already love football, but also people who have just become interested in football through the recent World Cup, as well as people who are not particularly interested in football. We hope to bring football closer to these people through lunch and dinner, football experiences that utilize cutting edge technology, and various events and public viewings to be held throughout the year, thereby contributing to their healthy mental and physical development.

Look forward to a “new worldview” that cannot be found anywhere else!!

■ About Tokyo Dome Corporation

Tokyo Dome Corporation's core business is the management of Tokyo Dome, the home ground of the Yomiuri Giants baseball team, as well as the Tokyo Dome City entertainment areas, comprising Tokyo Dome City Attractions, LaQua, Korakuen Hall, and other facilities. In addition to focusing on developing the appeal of Tokyo Dome City as one of the Tokyo area's leading large-scale leisure facilities and on event planning and operation, the company is also developing the Shop In e-commerce platform, as well as external businesses such as a resort business in Atami, and the contract operation of public facilities and private sports facilities.



TOKYO DOME CITY

心が動く、心に残る。

*The content of this release is subject to change.

*Details regarding matters such as the name of the facility, opening date, and details of each zone and events will be released once they are finalized.

*When reproducing images from this release, please use the captions provided as set captions.

*Every facility within Tokyo Dome City is working to ensure the safety of visitors and staff by taking measures to prevent the spread of infections in accordance with the guidelines of industry organizations and other advice.