

For immediate release

Japanese Olympic Committee  
Mitsui Fudosan Residential Co., Ltd.

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## Establish a Base to Promote the Olympic Movement on Site of the Tokyo 2020 Olympic Village TEAM JAPAN 2020 Village to Open in Spring 2024 Scheduled to Open on 1F, Mitsui Shopping Park LaLa Terrace HARUMI FLAG

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Tokyo, Japan, April 5, 2023 – The Japanese Olympic Committee and Mitsui Fudosan Residential Co., Ltd. announced that in spring 2024, they will open TEAM JAPAN 2020 VILLAGE (“the facility”) on the first floor of Mitsui Shopping Park LaLa Terrace HARUMI FLAG. The facility will be operated by Mitsui Fudosan Co., Ltd.

The facility is going ahead in a collaboration between the JOC, whose goal is to build a society filled with Olympism, and Mitsui Fudosan Residential, a group company of Mitsui Fudosan, which will be providing full support as a TEAM JAPAN Gold Partner for neighborhood creation. As a satellite facility of the Japan Olympic Museum, the communication center of the JOC’s Olympic Movement, the facility, located on the site of the Olympic Village of the 2020 Tokyo Olympic and Paralympic Games (Tokyo 2020 Olympic Games), will carry on the legacy of the Tokyo 2020 Olympic Games.



Computer-generated image of main entrance (exhibition area side)



Computer-generated image of Café & Restaurant CENTRALE exterior

### Features of the Facility

- 1. Exhibition area filled with memories and precious athlete memorabilia from the Tokyo 2020 Olympic Village**
- 2. A restaurant that takes food seriously, using GAP-certified ingredients also served at the Tokyo 2020 Olympic Village, Café & Restaurant CENTRALE**
- 3. Provide opportunities for learning and inspiration in a venue where visitors feel closer to athletes**

#### ■ Mitsui Fudosan Residential’s thinking behind the facility

Sports have the power to form new connections between people and revitalize communities through doing, watching, and supporting, as well as improving the mental and physical health of those who live, work, and play in the area. In the Tokyo 2020 Olympic Games, which took place in the midst of the COVID 19 pandemic, every athlete told a story that transcended victory and loss, which resonated with many people, helping to energize their daily activities and giving a sense of hope and inspiration to young people. The Mitsui Fudosan Group believes that sports are important because of these qualities, and as part of its endeavor to create neighborhoods that improve with age, it is promoting neighborhood creation that harnesses the power of sports.

The facility is a base to promote the Olympic Movement at HARUMI FLAG in a collaboration between the JOC, which resolves to “cherish, create, and convey the value of sport” as stated in JOC Vision 2064, and Mitsui Fudosan Residential, which supports this vision.

Mitsui Fudosan and the JOC seek to accelerate and grow activities whereby sports make a positive impact on neighborhoods and society at the facility, which is located on the site of the Tokyo 2020 Olympic Village.

\* Image rendering is current and may vary from the actual site.

## **1. Exhibition area filled with memories and athletes' memorabilia from the Tokyo 2020 Olympic Village**

Three exhibition zones will be located in the entrance area of the facility to explore and communicate the power and value of sports impacting on society through athletes and the Olympic Village.

### **(1) Tokyo 2020 Olympic Games area**

On display will be the Tokyo 2020 Olympic Torch, the precious celebration cauldron to which the flame was transferred at the starting ceremony of the Olympic Torch Relay, and the only giant replica of an Olympic medal in the world, which was on display in Nihonbashi while the Tokyo 2020 Olympic Games were taking place. These exhibits will remind visitors of the thrill and excitement of the Games.

### **(2) Olympic Village area**

A zone where visitors can enjoy learning about the Olympic Village, the one-and-only space where athletes from around the world gathered and lived together through videos, photographs, and other valuable materials.

### **(3) TEAM JAPAN area**

This exhibition puts the spotlight on athletes as people, communicating their deep and lovable humanity as those who know both the elation and despair of competing against the world. It will change visitors' perception of these athletes from otherworldly idols to human beings who are role models so that they can enjoy sports by supporting athletes as people like themselves.

We are also exploring tie-up projects with medalists and Olympians who are outstanding and have star power as athletes and people.

## **2. Authentic restaurant that uses GAP-certified food ingredients also served at Tokyo 2020 Olympic Village** **Café & Restaurant CENTRALE**

Café & Restaurant CENTRALE is the restaurant area of TEAM JAPAN 2020 VILLAGE. It is a space where visitors can enjoy the same delicious meals as Olympic athletes, serving authentic meals made from GAP-certified\* and sustainably sourced ingredients also served at the Tokyo 2020 Olympic Village.

\* GAP-certified food: Good Agricultural Practices (GAP) is a certification system that recognizes farms that pay attention to food safety, environmental conservation, human rights and welfare in their management.

### **(1) Underlying concept of café's name**

The name Centrale (meaning "central" in French and Italian) signifies the central position of the Olympic Village in the 2020 Tokyo Olympics venue plan, as well as the facility's positioning at the heart of the Olympic Village. It also reflects the expectation that the facility will continue to play a central role in the Olympic Movement at HARUMI FLAG.



Computer-generated interior view of Café & Restaurant CENTRALE

### **(2) Menu**

The cuisine is mainly Italian, combined with a neighborhood bistro vibe. The menu includes a salad buffet mainly featuring fresh vegetables grown at directly managed farms, and plate lunches made from select ingredients locally sourced from Tsukiji and Toyosu. Café & Restaurant CENTRALE aspires to serve local residents as well as customers from a wide area who visit HARUMI FLAG for a specific purpose.



Image of the salad buffet

### **(3) Initiatives that utilize the interior space**

As well as precious legacy exhibits from the Tokyo 2020 Olympics, large monitors will be installed for watching programs such as sports. The café and restaurant will not only serve food, but be used as a venue for regular events and projects, including tie-ups with athletes and others.

## **3. Provide opportunities to feel closer to athletes and be inspired to learn**

The facility will promote communities and programs for people of all ages and genders to learn and have fun, leveraging its unique location of the Athletes' Village, Tokyo 2020 Olympics to embody the positive impact that sports have on neighborhoods and society. In addition to programs related to sport and athletes, the facility will promote events that seek to combine sports, culture and education that Olympism advocates and activities to create a sustainable society (SDGs activities).



■ About HARUMI FLAG

<A new neighborhood of residential and retail properties developed on the site of the Olympic Village of the 2020 Tokyo Olympic and Paralympic Games>

HARUMI FLAG is a Type 1 Urban Redevelopment Project in the West Harumi 5-Chome District undertaken by the Tokyo Metropolitan Government, with 11 designated builders engaged in construction. On a large development area of approximately 13 hectares (1,441,355ft<sup>2</sup>), HARUMI FLAG will have a total of 24 buildings, including 5,632 residential units (built-for-sale and rental housing) and retail properties. Also daycare facilities, nursing homes, and share houses, etc., it is a neighborhood creation plan offering diverse lifestyles with a population of around 12,000. With public-private sector collaboration creating an integrated design of blocks, roads and parks, etc. to provide a beautiful cityscape, HARUMI FLAG will become a new urban neighborhood as a legacy of the Olympic Village that aspires to be a flagship of future urban life.



■ Overview of Mitsui Shopping Park LaLa Terrace HARUMI FLAG

Location	505, Harumi 5-chome, Chuo-ku, Tokyo		
Name	Mitsui Shopping Park LaLa Terrace HARUMI FLAG		
Site area	Approx. 121,100 ft <sup>2</sup> (11,355 m <sup>2</sup> )		
Structure/scale	Steel structure (reinforced concrete for part of the structure), 3 floors above ground, 1 floor below ground, 1 penthouse floor		
Total floor area	Approx. 213,200 ft <sup>2</sup> (19,818 m <sup>2</sup> )	Store area	Approx. 108,900 ft <sup>2</sup> (10,120 m <sup>2</sup> )
Number of retail stores	Approx. 40 stores	Number of parking spaces	104
Access	16 minutes' walk from A3a exit, Kachidoki Station, Toei Oedo Line		

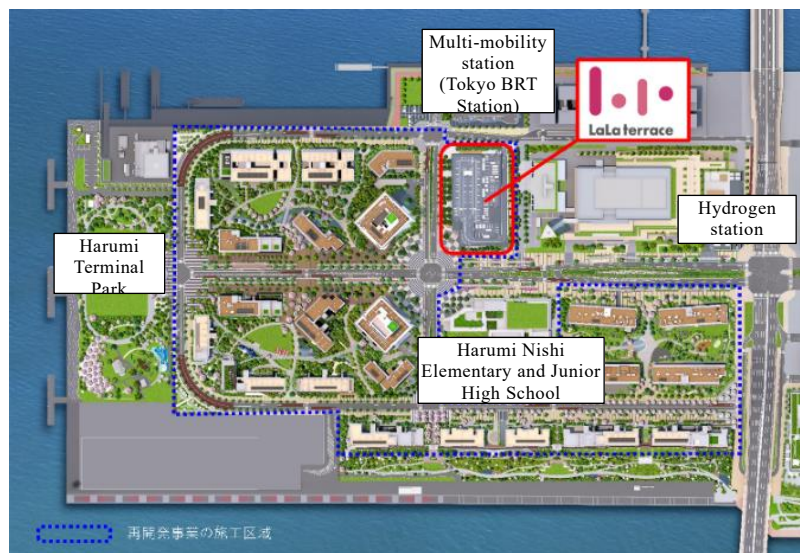


Computer-generated image of main entrance exterior, LaLa Terrace HARUMI FLAG



Computer-generated image of side entrance exterior, LaLa Terrace HARUMI FLAG

Map



\* Image rendering is current and may vary from the actual site.

■ **About the Japan Olympic Committee (JOC)**

The JOC, whose goal is to build a society filled with Olympism based on JOC Vision 2064 (“cherish, create, and convey the value of sport”), has established the JOC Action Policy that includes “nurture athletes as role models” and “address global challenges through sport,” and will continue to work with various stakeholders on projects to promote the Olympic Movement and conduct related education activities in Japan in such ways as engaging in athlete and coach enhancement and support, sending TEAM JAPAN (athletes representing Japan) to international multi-sport competitions such as the Olympic Games, and attracting international competitions to Japan.

■ **Mitsui Fudosan Group’s Initiatives for SDGs**

[https://www.mitsuifudosan.co.jp/english/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/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/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

■ **About Mitsui Fudosan Residential’s Carbon Neutral Design Promotion Plan**

[https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315\\_01.pdf](https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf)

Initiatives include reducing energy use by increasing the performance and durability of homes, promoting the provision of services that enable residents to enjoy contributing to the environment through energy conservation and other activities after moving into this condominium. In this way, the Company aims to realize carbon neutrality in both homes and living.

\* The initiatives covered in this press release are contributing to four of the UN’s SDGs.

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| Goal 4  | Quality Education                      |
| Goal 11 | Sustainable Cities and Communities     |
| Goal 12 | Responsible Production and Consumption |
| Goal 17 | Partnerships for the Goals             |

