

Popular Summer Windchime Music Spots to Expand to Wider Area. First Ever Nihonbashi Shaved Ice Festival

ECO EDO Nihonbashi 2023: Wander Around and Connect through the Wisdom of Edo

This year is the 15th time the festival has been held with many events unfolding to enjoy the ECO coolness in and around Nihonbashi ECO

Held in the Nihonbashi, Yaesu and Kyobashi areas from Friday, July 7 to Sunday, September 4, 2023

ECO EDO Nihonbashi Executive Committee and Nihonbashi Muromachi Area Management today announced that it would hold “ECO EDO Nihonbashi 2023: Wander Around and Connect through the Wisdom of Edo” from Friday, July 8 to Sunday, September 4.

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 through the ECO wisdom of the past, by eating flavorsome food (limited season Summer Gourmet menus), through fashion (wearing yukata), and seeing and listening to traditional windchimes.

In 2023, the Nihonbashi Shaved Ice Festival 2023 will be held for the first time, featuring shaved ice from long-established restaurants, department stores, hotels and retail facilities around Nihonbashi gathered in stalls, as well as roll out many other types of activity only possible in Nihonbashi such as Summer Windchime Music Spots with cooling Edo wind chimes and Sprinkle Water when it’s Sunny in Nihonbashi!

Various events on the theme of feeling cool in Edo will be offered, including the ecoedo menu of cooling foods and goods perfect for summer and bringing a photogenic, typically Japanese cool summer breeze atmosphere from Nihonbashi.

Official website: <https://www.nihonbashi-tokyo.jp/ecoedo/> * Teaser site opens Thursday, June 15 and site open to the general public planned to go live from Thursday, July 6

Overview of ECO EDO Nihonbashi 2023

What’s Old is New and Summer Wandering: An ECO-lifestyle in summer unique to Nihonbashi and continued since the Edo Era (1603-1867)

This year’s theme is What’s Old is New and Summer Wandering. Utilizing wisdom cultivated during the Edo era for the Japanese to live environmentally friendly lives, we provide a way to get through summer that is unique to Nihonbashi.



ECO EDO Nihonbashi 2023 features a limited season food menu and goods 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 2023: Wander Around and Connect through the Wisdom of Edo

- Period:** Friday, July 7 to Sunday, September 3
- Inquiries:** Nihonbashi Information Office (Tel: 03-3242-0010; open weekdays 11:00-20:00; weekends and holidays 10:00-20:00) * Subject to change
- WEB:** Nihonbashi website preliminary notice * **Teaser site opens Thursday, June 15 and site open to the general public planned to go live from Thursday, July 6**
 ■ Japanese version <https://www.nihonbashi-tokyo.jp/eecoedo/>
 ■ English version <https://www.nihonbashi-tokyo.jp/en/eecoedo/index.html>
- Organizers:** Nihonbashi Muromachi Area Management and ECO EDO Nihonbashi Executive Committee
- Special cosponsor:** Mitsui Fudosan Co., Ltd.
- Cooperation from:** Amazake Yokocho Shopping Street, Nihonbashi Kitazume-Shoutengai, Committee for the 100 Year Renaissance Plan of Nihonbashi and Environs, Nihombashi-miyoshikai, Nihombashi Restaurant Association, Ningyocho Shopping Street, Hamacho Shotenai Rengokai, Nihonbashi-Meikyo, others
- Support:** COREDO Nihonbashi, COREDO Muromachi 1, 2 and 3, COREDO Muromachi Terrace, Nihombashi Takashimaya Annex, Tokyo Tatemono Co., Ltd., Nihombashi Takashimaya Shopping Center, Nihonbashi Mitsui Tower, Nihombashi Mitsukoshi Main Store, Mandarin Oriental, Tokyo, Mitsui Main Building, Mitsui Garden Hotel Nihonbashi PREMIER, YUITO/YUITO ANNEX (Nomura Real Estate Development Co., Ltd.), others

Events organized for ECO EDO Nihonbashi 2023

(1) ecoedo Menu: Limited edition gourmet foods and goods with cool and sustainable themes to feel the coolness unique to Nihonbashi

A large assortment of gourmet foods that are cool to look at or eat, and goods using sustainable ingredients

Approx. 170 stores in the Nihonbashi area will sell cool, photogenic original sweets, foods, drinks and goods perfect for summer. This year's event also features goods made from sustainable materials, such as fans made from scraps of handkerchiefs that artisans have reused. Enjoy a discerning item of "ECO" symbolic of Nihonbashi.



Store: The Mandarin Oriental Tokyo
Gourmet Shop
Name: Aquarelle (left)
Amour d'été (right)
Price: Eat-in ¥990 (including tax)
Take-out ¥972 (including tax)
* Both items are the same price



Store: Inataya
Name: Sudachi soba
noodles
Price: ¥1,780 (including tax)



Store: Tokubetsu Shokudo
Nihonbashi
Name: Ujikintoki green tea
shaved ice with sweet
red beans
Price: ¥1,430 (including tax)



Store: Wang De Chuan
Name: Aiyu Jelly Oolong Tea
Price: Eat-in ¥1,320 (including tax)
Take-out ¥730 (including tax)



Store: HARIO Lampwork Factory
Name: Sherbet earrings
Price: ¥6,600 (including tax)



Store: OLD-FASHIONED STORE
Name: TOKYO UCHIWA fans
Price: From ¥3,300 (including tax)

Overview

Period: Friday, July 7 to Sunday, September 3 * Varies according to store

Location: Sales in each store *Visit the official ECO EDO Nihonbashi 2023 website for information on participating stores

(2) Nihonbashi Shaved Ice Festival 2023: Holding for the first time! Four days to enjoy various types of shaved ice from Nihonbashi



Shaved ice from restaurants in Nihonbashi gathered in stalls! Go from one place to the next and enjoy various types of shaved ice

Stalls sell shaved ice will be set up at COREDO Muromachi Terrace Oyane Hiroba by long-established restaurants, department stores, hotels, retail facilities and others from Nihonbashi. In addition to standard favorites such as strawberry and green tea there will be some rare shaved ice flavors over the course of the four days, allowing you to enjoy a variety of types and styles of shaved ice.

Overview

Period: Thursday, August 10 to Sunday, August 13 (planned)

Location: COREDO Muromachi Terrace Oyane Hiroba

(3) Summer Windchime Music Spots: ECO coolness while listening to the sound of Edo wind chimes



Summer Windchime Music Spots, which is cool, photogenic and popular every year, will once again be held in five areas in Nihonbashi this year

Five Edo windchime spots will appear mainly in and around the Nihonbashi Muromachi area. 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! * Only the Hamacho Wind Chime Garden is decorated with Nambu ironware wind chimes. There are no windchimes featuring the Seven Gods of Good Fortune.



Overview

Period: Friday, July 7 to Sunday, September 3 * Only in the Hamacho Wind Chime Garden from Monday, July 24 to Friday, August 4

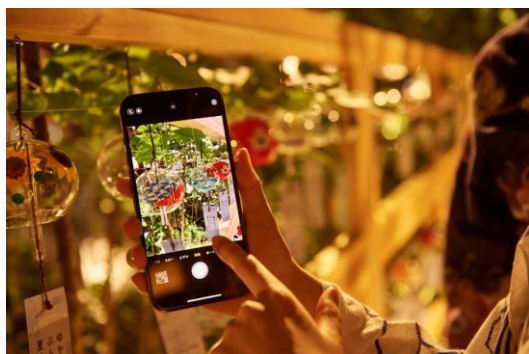
Locations: Windchime Forest Path (passage next to Fukutoku Shrine)
COREDO Muromachi Terrace 1F Keyaki Plaza
Nihonbashi Takashimaya Mitsui Building Nihonbashi Galleria 1F
Tokyo Midtown Yaesu 5F Terrace
Hamacho Wind Chime Garden (Tornare Nihonbashi Hamacho)

(4) Instagram Post 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 ecoedo Menu, or any of the locations featured on the event guide map on Instagram with the two hashtags #ecoedo Nihonbashi and #furuki atarashi natsu meguri during the event period. You will be entered in a free draw to win food vouchers or movie tickets that can be used in Nihonbashi.



Overview

Period: Friday, July 7 to Sunday, September 3

Entry conditions: Follow ECO EDO Nihonbashi 2023 official Instagram account, and post photo in one of the following categories (A–C) with hashtags: #ecoedo Nihonbashi #furuki atarashi natsu meguri

- Seven Gods of Good Fortune windchimes discovered at Summer Windchime Music Spots
- Items on the ecoedo Menu
- Any of the spots listed on the stroll map in the event guide

Prize examples: Pair dining vouchers for the Mandarin Oriental Tokyo, pair admission tickets to TOHO Cinemas Nihonbashi, hand towel fan from Ibasen, broth pot and shaving set from Nimben, tabletop wind chime on paulownia base with figurines of various goldfish and tortoiseshell cats from Daimaru Tokyo Store, Mitsukoshi Lion statue eco bag, original merchandise from Immersive Museum, Hanashyo's Edo kiriko glassware experience program, Ozu's washi Japanese handmade paper experience program

*Visit the official ECO EDO Nihonbashi 2023 website for detailed information

(5) Yukata de Machiaruki (“neighborhood stroll in yukata”): Stroll through Nihonbashi wearing a kimono



Yukata dressing service offered at eight locations in Nihonbashi area

Services such as yukata dressing and rentals are offered at special prices. Have fun wearing yukata at ease even if having arrived in Nihonbashi empty-handed.

Overview

Period: Friday, July 7 to Sunday, September 3 * Dates that the services are available may vary between stores

ICHIMASU TAGEN kimono clinic, ITSUWA (3F COREDO Nihonbashi), Sankatsu Yukata Museum, HANAKAGE KIMONOJYUKU, kimono Madoi, Hishiya Calen Blossom (1F COREDO Muromachi Terrace)

Special venue: Nihonbashi Yukata Station 1 (Kyoraku-TEI, 3F COREDO Muromachi 3)

* Limited to Saturday, July 7, Saturday, August 5 and Sunday, August 6

Cooperation from: Shinnichiya, HANAKAGE KIMONOJYUKU Nihonbashi Yukata Station 2 (1F Miyanaga Building)

* Limited to Friday, August 11 (national holiday) to Sunday, August 13

(6) Sprinkle Water when it's Sunny in Nihonbashi! Attracting coolness using ECO wisdom from the past



Cooling down Nihonbashi by sprinkling recycled water

Using recycled water from surrounding facilities, ECO sprinkling of water will be carried out together with participating companies from the Nihonbashi area. Everybody can take part, including those working in Nihonbashi and those just paying a visit.

Overview

Period: Thursday, August 10 and Friday, August 11 (national holiday) 11:30-18:00 (planned) * Cancelled if poor weather

Location: Naka-dori avenue (near Fukutoku Shrine)

(7) Nihonbashi Kids Summer Camp 2023: Workshops to experience sustainable endeavors in Nihonbashi



Various workshops will be held so that the activities conducted by companies and stores in Nihonbashi to contribute to creating a sustainable society can be used for children's free research during summer vacation.

Overview

Period: Friday, August 4 to Sunday, August 6 11:00-18:00 (planned)

Location: Offices of participating companies, underground walkway beneath Edo Sakura-Dori, etc.

* Hosting venues differ according to workshop.

* Participation may be prior reservation / first-come, first-served / free of charge (some may be fee-charging)

* Visit the official ECO EDO Nihonbashi 2023 website for detailed information

Reference information: Nihonbashi Sustainable Project 2023

A community where people had the wisdom of the recycling-oriented society of the Edo era, a spirit of mutual aid that helped overcome many disasters and co-creation where businesses, stores and people respected and cooperated with each other set its roots in the Nihonbashi area. Every year there are various sustainability-related events held in the Nihonbashi area to try to carry on this history. This year, the events will be held with a wider range of activities as Nihonbashi Sustainability Project 2023. Nihonbashi Kids Summer Camp 2023 will be one part of this project.

If you would like to cover the content of any of the collaborative events, please get in touch with the contact listed for each event.

(1) Nihonbashi Kimono Passport



The kimono and restaurant industries have combined as one with base in places such as Nihonbashi and Ningyocho, the center of Edo culture, and started the Nihonbashi Kimono Passport project to mark the 110th anniversary (in 2021) of the opening of Nihonbashi Bridge and help a neighborhood struggling through the COVID-19 pandemic.

Those wearing a kimono or yukata can receive discounts or special offers if they present a Nihonbashi Kimono Passport screenshot at cooperating stores. Approx. 70 well-known stores from Nihonbashi, including Ninben Nihonbashi Honten, Ningyocho Hiyama and Sembikiya's Fruit Restaurant and Fruit Parlor, are cooperating with the event, and will live up the stroll through Nihonbashi wearing a yukata experience.

Overview

Official website: <https://kimono-pass.tokyo/>

* Display the website homepage to receive discounts, etc.

Inquiries: Nihonbashi Kimono Passport office 03-3663-2105

(2) Oyane Summer Festival 2023 in NIHONBASHI



This year will be the second time to hold a summer festival in the COREDO Terrace Oyane Hiroba. The festival will feature Oyane Yatai food stalls opened by Nihonbashi restaurants, the Oyane Fair with fair stalls set up with old summer festival favorites such as a shooting range and ring toss, and the Oyane Stage to enjoy live performances put on by office workers or the neighborhood's clubs or groups. And on Sunday, August 6, the day after the festival, there will be Oyane Yuka-arai, cleanup activities around the Oyane Hiroba area.

Fair stalls

Period: Thursday, August 3 to Sunday, August 6

Hours: Thursday, August 3 and Friday, August 4 17:00-21:00

Saturday, August 5 11:00-20:00

Sunday, August 6 10:00-11:00 * Only Oyane Yuka-arai cleanup will be held

Location: COREDO Muromachi Terrace Oyane Hiroba

Inquiries: Oyane Summer Festival Organizing Committee event@mfbm.co.jp

(3) Dancing with Dreams Tanabata Yukata Festival in Nihonbashi



How about enjoying the Tanabata festival writing down a wish while wearing a yukata and dancing bon-odori? Enjoy a good old Japanese summer festival as events will be held such as Tanabata Ondo dancing, Tanabata Gourmet dining and a yukata show.

Overview

Period: Friday, July 7 * Hanging strips with wishes written on them only

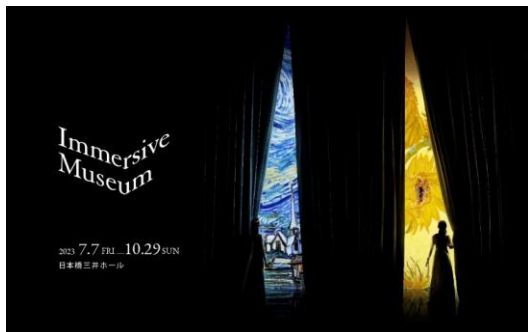
Saturday, July 8 11:00-20:00 main event

* Held if raining, but canceled if a storm

Location: COREDO Muromachi Terrace Oyane Hiroba

Inquiries: TOKYO ALL FASHION SOCIETY <https://tym2023.localinfo.jp>

(4) Immersive Museum



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©Bridgeman Images/amanaimages

Following last year's Immersive Museum, which attracted over 200,000 visitors and had an overwhelming response, this year's second installment will focus on art works of Post-Impressionism, exemplified by such artists as Van Gogh, Gauguin, Seurat, and Cezanne.

Overview

Period: Friday, July 7 to Sunday, October 29
Location: Nihonbashi Mitsui Hall (COREDO Muromachi 1F to 4F)期
Official website: <https://www.immersive-museum.jp/> (only in Japanese)
Inquiries: Immersive Museum Organizing Committee
info@immersive-museum.jp

(5) Nihonbashi Cruise®

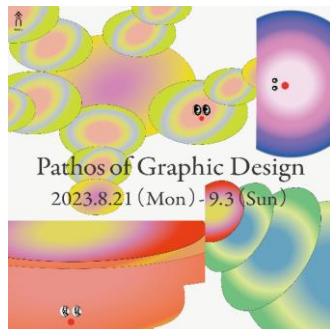


Nihonbashi Cruise® offers cruises ships for services such as Kandagawa Cruise® and Tokyo Bay Cruise leaving from the Nihonbashi Pier.

Overview

Location: 1-9 Nihonbashi, Chuo-ku, Tokyo * Nihonbashi Pier
Official website: <https://nihonbashi-cruise.jp/> (only in Japanese)
Inquiries: Tokyo Bay Cruising Co., Ltd. 03-5679-7311

(6) GAKU Art Exhibition



An exhibition will be held in Nihonbashi of works by students from the Pathos of Graphic Design class at GAKU, a creative school for teenagers. The Showa-dori underground walkway, which opened approx. 100 years ago, will be used as a gallery space to exhibit the fruition of students' efforts over half a year.

Overview

Period: Monday, August 21 to Sunday, September 3 (planned)
Location: Showa-dori underground walkway, Edo Sakura-dori underground walkway digital signage
Inquiries: GAKU Organizing Committee (only in Japanese)
<https://gaku.school/contact/>

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 will feature up-to-date information, including more details of ECO EDO Nihonbashi 2023 and other events.



ECO EDO Nihonbashi has been offered MOON-TECH® sweat management clothing for its staff from MOONRAKERS, a project conducted by Diplomode, Inc., a Toray Industries, Inc. Group company located in Nihonbashi. By supporting the staff actively working in the summer heat through clothing that utilizes space technology, the event is expected to be more exciting.

About MOONRAKERS

MOONRAKERS is a project that aims to create future fashion with advanced technology. The fashions provide a comfortable, convenient and beautiful future lifestyle through direct connections between the latest advanced technology and daily lives.

Diplomode, Inc., an apparel operating company in the Toray Group, is collaborating with Toray Group companies and leading Japanese textile companies with world-class technologies to directly confront the issues now facing the textiles and fashion industries and taking on the challenge to create a model case for the future that will solve these problems.

■ Mitsui Fudosan Group's contribution to SDGs

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, as well as to “Biodiversity” in March 2023. 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/

- Biodiversity Policy

<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/>

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

Goal 11 Sustainable Cities and Communities

