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A Sales Base that Combines the Physical and Virtual Worlds  
**“Mitsui-No-Sumai Ikebukuro Salon” to Open on June 24, 2023**  
Providing a New House-Hunting Experience

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Tokyo, Japan, June 22, 2023 - Mitsui Fudosan Residential Co., Ltd. announced today that it will open Mitsui-No Sumai Ikebukuro Salon (“the Salon”), a sales base that combines the physical and virtual worlds, on June 24, 2023.

Mitsui Fudosan Residential operates Mitsui-No-Sumai salons as sales bases for multiple properties in Nihonbashi, Shinjuku, and Saitama. The Salon will open as a new sales base serving the central and Johoku areas of Tokyo, and parts of Saitama Prefecture to advance further consolidation of sales bases. It will also offer a new house-hunting experience as a sales base that combines the physical and virtual worlds. Three properties including PARK HOMES Nishi-Ikebukuro are scheduled to be sold at the Salon. The Salon will handle the sale of more properties in stages, which will be announced when confirmed.

As a result of consolidating sales bases, continued use, and a shift to digital content using LED screens, Mitsui Fudosan Residential believes it can reduce waste and use resources more effectively compared with the previous method of producing show homes for each property, as well as help to achieve carbon neutrality.

Mitsui Fudosan Residential will continue to deliver products and services that fulfill the needs of diversifying lifestyles based on its “Life-styling x Improving with age” brand concept. At the same time, it will promote the creation of neighborhoods offering safe, secure, and comfortable living and contribute toward creating a sustainable society and attaining SDGs.



【Salon entrance】

#### Features of the Salon

1. **Three LED screens with a maximum width of approximately 23 ft (approx. 7 m) have been installed on walls and floor to project a VR show home.**
2. **Three “hands-on” display areas merge seamlessly with a VR show home.**
3. **Dedicated online meeting booths are provided so that customers can attend meetings anywhere.**

**1. Three LED screens with a maximum width of approximately 23 ft (approx. 7 m) have been installed on walls and floor to project a VR show home**

The Salon does not offer a show home based on a specific plan. Instead, a life-size VR show home is projected onto three LED screens with a maximum width of approx. 23 ft (approx. 7 m) installed on the walls and floor. Incorporating the physical quality of space in a virtual show home provides a more immersive experience that is easy to understand. For PARK HOMES Nishi-Ikebukuro, which Mitsui Fudosan Residential plans to sell at the Salon, in addition to the VR show rooms, all unit plans will be projected at full size. This allows a life-size experience of the plan a customer is considering, which was not possible when physical show homes were used.



【VR show home】

**2. Three “hands-on” display areas merge seamlessly with a VR show home.**

Three physical display areas will be provided for the kitchen/dining area, living area, and study so that visitors can touch and feel the textures and quality of materials. These display areas connect seamlessly to the VR show home displayed on the three LED screens. The Salon offers a new house-hunting experience that combines the advantages of the physical (textures and atmosphere) with the virtual (presentations tailored to customers’ choices) worlds. The Salon’s VR show home has been created in collaboration with Environmental Planning Laboratory Inc.



【Display areas】

**3. Dedicated online meeting booths are provided so that customers can attend meetings anywhere.**

In addition to conventional meeting spaces, the Salon has a dedicated booth for online meetings, which will be available for all properties sold at the Salon. Customers can attend meetings to discuss property information including room layouts and have consultations about finance from any convenient location.

**■ Overview of Mitsui-No-Sumai Ikebukuro Salon**

Location	1F and B1F, NBF Ikebukuro City Building, 1-17-8 Higashi-Ikebukuro, Toshima-ku, Tokyo
Access	A 4-minute walk from Ikebukuro Station East exit (north); a 3-minute walk from exits 23 and 29
Opening hours	Monday and Friday 11:00–16:00; Saturday and Sunday 10:00–17:00
Closed	Tue, Wed, Thu
Inquiries	03-5958-3358

**■ Salon location**





■ Overview of PARK HOMES Nishi-Ikebukuro

Location	3-1354-2 Nishi-Ikebukuro, Toshima-ku, Tokyo (listed address)
Access	A 6-minute walk from Ikebukuro Station on the Tokyo Metro Marunouchi/Fukutoshin/Yurakucho lines A 9-minute walk from Ikebukuro Station on the JR Yamanote and Saikyo lines
Land Use Zone	Neighborhood commercial zone, category 1 mid/high-rise oriented residential zone
Structure/Size	Steel-reinforced concrete, 5 floors above ground
Site Area	Approx. 13,732.38 ft <sup>2</sup> (1,275.78 m <sup>2</sup> )
Floor Plan	3LDK
Exclusive Area	Approx. 741.53 ft <sup>2</sup> – 993.40 ft <sup>2</sup> (68.89 m <sup>2</sup> – 92.29 m <sup>2</sup> )
Units	40 (26 for general sale)
Completion	Completion scheduled for late November 2023
Architect and Builder	Muramoto Corporation
Sales Schedule	Phase 1 sales scheduled for early July 2023
Official Property Website	<a href="https://www.31sumai.com/mfr/X1920/">https://www.31sumai.com/mfr/X1920/</a> (only in Japanese)



【CG image of completed exterior】

■ Mitsui Fudosan Group’s Contribution to SDGs

[https://www.mitsufudosan.co.jp/english/esg\\_csr/](https://www.mitsufudosan.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, and “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.mitsufudosan.co.jp/english/corporate/news/2021/1124/>
- Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy  
[https://www.mitsufudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsufudosan.co.jp/english/corporate/news/2021/1129_02/)
- Mitsui Fudosan Group Biodiversity Policy  
<https://www.mitsufudosan.co.jp/english/corporate/news/2023/0413/>

■ 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) (only in Japanese)

Initiatives include saving energy by improving the performance and durability of homes and promoting the introduction of renewable energy as well as 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 one of the UN’s SDGs.

Goal 9 Industry, Innovation and Infrastructure

