
Proposing daily living suited to tenants' lifestyles and values, with a focus on their personal preferences
SOCO HAUS, a new series of rental residences that fulfill the desire for “unburdened and enriched living” in the city
Brand site launched on August 28, 2023, ahead of opening in spring 2024

Tokyo, Japan, August 28, 2023 – Mitsui Fudosan Residential Co., Ltd. announced today that it will offer SOCO HAUS as a new series of rental residences that fulfill the desire for “unburdened and enriched living” in the city by proposing daily living suited to tenants' lifestyles and values, with a focus on their personal preferences. The first project in the series will be SOCO HAUS KORAKUEN, a rental residence for women living alone. Scheduled to open in spring 2024, SOCO HAUS KORAKUEN will be created by renovating a former dormitory for Mitsui Fudosan Co., Ltd. employees, and it will be just nine minutes' walk from Korakuen Station on the Tokyo Metro Marunouchi Line and Namboku Line. Mitsui Fudosan Residential also announced today the launch of a brand site for the new series of rental residences (<https://www.soco-haus.com>) in the run-up to the start of accepting tenant applications sometime in fall 2023.

Currently, rents in urban areas have continued to rise, making it more difficult for people to have enriched lifestyles in the city, particularly for young people living alone. Consequently, the current reality is that people must often forego living their ideal life, such as by enduring long commutes to the city from the suburbs or by squeezing functional furniture and home electric appliances into tiny rooms. To solve these issues, Mitsui Fudosan Residential will propose a new way of living that liberates people from the restrictiveness of city life by developing a new series of sharing-oriented rental residences that aims for “unburdened and enriched living” in the city. This initiative is being undertaken through the Mitsui Fudosan Group's MAG!C business proposal system.

Based on the Mitsui Fudosan Residential brand concept for its entire housing business of “Life-styling x improving with age,” Mitsui Fudosan Residential will continue to deliver products and services that fulfill the needs of diversifying lifestyles, while working to build a sustainable society and contribute significantly toward achieving the SDGs by promoting the creation of safe, secure, and pleasant neighborhoods.



【CG illustration of the completed SOCO HAUS KORAKUEN】

Features of SOCO HAUS

- Infrequently used furniture and home electric appliances are put in common areas, thereby securing space in private rooms that may be used freely, while making rooms compact.
- Common areas designed with elegant spaces and appointed with thoughtfully selected furniture pieces and home electric appliances realize an enriched living experience.
- Carefully selected services that have a high affinity with tenants' lifestyles and values, focusing on their personal preferences, are provided.
- The first project, SOCO HAUS KORAKUEN for women living alone, will open in spring 2024

1. About the SOCO HAUS Project

(1) Background to launching the SOCO HAUS project

Currently, rents in urban areas continue to rise. In order to hold down rents, properties with smaller living spaces and fewer amenities are becoming the norm in the rental condominium market. Consequently, the floor plans of rental condominium units, particularly one-room units for individuals living alone, are becoming standardized and uniform, leaving fewer options for those living in the city. At SOCO HAUS, small kitchens, and infrequently used furniture and home electric appliances have been put outside of private rooms (in common areas) to secure space in rooms that tenants may use freely, while making the rooms compact. The common areas are designed with elegant spaces and appointed with highly functional, thoughtfully selected furniture pieces and home electric appliances in order to propose an enriched living experience for tenants.

Furthermore, SOCO HAUS will provide carefully selected services that have a high affinity with tenants' lifestyles and values with a focus on their personal preferences. By doing so, SOCO HAUS aims to achieve "unburdened and enriched living" that liberates city dwellers from their typically cramped and confined living conditions.

(2) About the SOCO HAUS brand name

The word "SOCO" in the brand name is an abbreviation of the key phrase "Small Options, City Oasis." SOCO HOUSE properties will fulfill the desire for new lifestyles that tenants want to realize in the space freed up by putting small kitchens and infrequently used furniture and home electric appliances outside of private rooms.

The brand name embodies the brand's aspirations to create a "City Oasis" through a mix of "Small Options" provided by residences.

2. About SOCO HAUS KORAKUEN

(1) Property Overview

SOCO HAUS KORAKUEN is a rental residence for women living alone, created by renovating a former dormitory for employees of Mitsui Fudosan Co., Ltd. It was designed to embody "unburdened and enriched living." During the planning process, field trials of employee monitors who have similar personal preferences to the project's target customers were carried out. The monitors were asked to stay at a property in Tokyo for about a month, and the issues and needs in their everyday life were surveyed through questionnaires and in-depth interviews. Based on this survey, in addition to providing compact yet elegant private room spaces, the property introduces amenities that match the lifestyles of the target customers, such as common areas including a kitchen studio, library, theater room, and training room, along with services such as personal training, water server, and bike-sharing services. In these ways, the property provides support to enable each tenant to experience an enriched lifestyle in the city.

【CG illustrations of a completed private room】



【CG illustrations of completed common areas】



<LOUNGE>



<FIRE PLACE>



<LIBRARY>



<THEATER ROOM>



<TRAINING ROOM>



<KITCHEN STUDIO>

* The displayed CG illustrations were generated from blueprints. There may be differences between the images and the actual property due to construction-related and other reasons. Additionally, the actual private rooms will not be supplied with furniture, fixtures, and other items.

(2) Creators involved with the brand

SOCO HAUS KORAKUEN features concepts and spaces designed in collaboration with various creators who skillfully capture and express the contemporary milieu of the times.



Creative direction: SUISEI, Inc.

SUISEI, Inc. is a hotel design production company headquartered in Kyoto. SUISEI's hotel development and management portfolio includes properties such as HOTEL SHE., a boutique hotel with locations in Osaka and Kyoto; Korinkyo, a small luxury hotel in Kanazawa; and HOTEL CAFUNE, which is Japan's first postpartum care resort. SUISEI has produced numerous hotels and retail facilities throughout Japan.



Architect: Yoshiaki Nagasaka (Hitotomori)

Born in 1970 in Osaka, Japan. Started work at Ando Corporation, Design Integration Department in 1992. Established Hitotomori in 2019. Mr. Nagasaka runs Guesthouse Hitotomori, which is located next to his office. Additionally, Mr. Nagasaka has worked on projects such as the design of TERRA, a welfare facility in Osaka, and the interior design of Korinkyo, a hotel in Kanazawa.



Art Direction / Logo Design / Web Design: Asuka Wakida and Hiyori Yamaguchi

Asuka Wakida: Born in 1993. After graduating from the Tokyo University of the Arts, Graduate School of Design, Ms. Wakida worked at cozfish and then became an independent art professional. Ms. Wakida strives to live an enriched life while engaging in design for a variety of cultures. (Ms. Wakida is pictured in the photo to the left.)

Hiyori Yamaguchi: Born in 1998 in Fukui Prefecture. After graduating from the University of Tsukuba, School of Art and Design, Visual Communication Design, Ms. Yamaguchi worked at an advertising agency. She is currently active as a freelancer.



Visual / Illustration: Hiroki Nishiyama

Born in Hokkaido, raised in Shizuoka Prefecture and currently living in Tokyo. Graduated with a master's degree from Tama Art University, Graduate School of Graphic Design. Mr. Nishiyama is currently working on illustrations for books, magazines, advertisements, and other areas that feature designs reminiscent of paintings. In 2022, Mr. Nishiyama held "good hour," his first solo canvas exhibition, at Lurf MUSEUM in Daikanyama.

■ Overview of SOCO HAUS KORAKUEN

Location	26-9 Kasuga 2-chome, Bunkyo-ku, Tokyo (listed address)
Access	9 minutes' walk from Korakuen Station on the Tokyo Metro Marunouchi Line and Namboku Line 9 minutes' walk from Kasuga Station on the Toei Oedo Line and Mita Line
Structure/scale	Steel-framed reinforced concrete construction, 6 floors above ground / 1 floor below ground
Site area	8,127 ft ² (755.03 m ²)
Floor plan	1 Bedroom
Unit area	171.15–193.75 ft ² (15.90 – 18.00 m ²)
Units	Total 76 units
Timing of tenant application commencement	December 2023 (planned)
Timing of completion	February 2024 (planned)
Timing of tenant occupancy commencement	March 2024 (planned)
Project operator	Mitsui Fudosan Residential Co., Ltd.
Eligible tenants	Women

■ About the Mitsui Fudosan Group's Business Proposal System, MAG!C

MAG!C was created in fiscal 2018 as the Mitsui Fudosan Group's business proposal system. The purpose of the system is to transform the Mitsui Fudosan Group into an Industry Developer – a Platformer that harnesses innovation to go beyond the scope of a real estate developer. This innovation begins with the ideas of each Mitsui Fudosan Group employee and brings together other members of the company to shape those ideas into plans and make them a reality. In principle, those who propose a business are given responsibility for it and take the lead in moving the proposed business forward. (SOCO HAUS Business Leader: Keisuke Fujiara, Manager, Business Office, Business Creation Department)

■ 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, 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.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>
- Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy
https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/
- Mitsui Fudosan Group Biodiversity Policy
<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/>

■ About Mitsui Fudosan Residential's Carbon Neutral Design Promotion Plan (only in Japanese)

https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf

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 tenants to enjoy contributing to the environment through energy conservation and other activities in their daily lives after moving in. In this way, Mitsui Fudosan Residential 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 11 Sustainable Cities and Communities

