

Nihonbashi to host another summer program of gourmet food and cultural events, with last year's popular Nihonbashi Shaved Ice Festival also returning

ECO EDO Nihonbashi 2024 – Enjoy “Cool Edo” with all five senses
A full calendar of events to enjoy the elegant streets and ECO coolness of Nihonbashi in cool yukata

July 12 (Fri) - September 1 (Sun), 2024 in the Nihonbashi, Yaesu and Kyobashi areas

Tokyo, Japan, June 13, 2024 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that the ECO EDO Nihonbashi Executive Committee and Nihonbashi Muromachi Area Management will hold their traditional summer event, ECO EDO Nihonbashi 2024 – Enjoy “Cool Edo” with all five senses, from July 12 (Fri) to September 1 (Sun) 2024, marking the 16th time the event has been held.

This year's ECO EDO Nihonbashi will feature a range of events under the theme, “Nihonbashi - a neighborhood to enjoy in your yukata.” Ideally experienced in yukata (light summer kimonos), the event will help visitors beat the heat with traditional summer customs that draw on age-old ECO knowledge, including summer dishes from the ecoedo menu, Summer Windchime Music Spots, and Japan’s summer custom of uchimizu (sprinkling water) at the “Sprinkle Water when it’s Sunny in Nihonbashi!” Nihonbashi event.

For the second year in a row, this year’s event will also feature the Nihonbashi Shaved Ice Festival, where kakigori (shaved ice) created by pastry chefs who have honed their skills at Nihonbashi’s long-established stores in Japan and overseas will sell their creations under one roof. Visitors can also simply turn up at Nihonbashi Yukata Station to rent yukata for a stroll around the neighborhood. These are just some of the many planned events best experienced in Nihonbashi this summer. Picturesque and elegant Nihonbashi is ready again this year to help visitors cool down and beat the summer heat.

Also this year, the events in Nihonbashi will be part of a wider summer program called “Cool Japanese Summer and Eco-friendly Living,” held in collaboration with three other Tokyo areas (Tokyo Midtown [Roppongi], Tokyo Midtown Hibiya, Tokyo Midtown Yaesu) where Mitsui Fudosan is working with local communities in area management. The Company hopes visitors will take the time to visit all four areas to enjoy the cool of Japan’s eco-friendly summer customs.

■ECO EDO Nihonbashi 2024 official website: <https://www.nihonbashi-tokyo.jp/en/ecoodo/>

*Dedicated website launched on June 13 (Thu) to be progressively updated

Key Points of ECO EDO Nihonbashi 2024

Enjoy “Cool Edo” with all five senses – Enjoy the atmosphere of Nihonbashi as you stroll around in your yukata

In Nihonbashi, where tradition and innovation meet, visitors can stroll the neighborhood’s elegant streets in their yukata, 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.



Rent a yukata from Nihonbashi
Yukata Station



Cool down with the sights and
sounds of wind chimes



Feel cooler with dishes from the
summer ecoedo menu



Take the heat out of Nihonbashi with
uchimizu



Cool down with shaved ice
desserts



A choice selection of kakigori at
the Shaved Ice Festival

ECO EDO Nihonbashi 2024 – Enjoy “Cool Edo” with all five senses – Event Overview

Period: July 12 (Fri) - September 1 (Sun), 2024

Web: Nihonbashi notice page

■Japanese site: <https://www.nihonbashi-tokyo.jp/eecoedo/>

■English site: <https://www.nihonbashi-tokyo.jp/en/ecoedo/>

*Dedicated website to launch in Japanese on June 13 (Thu), followed by an English site on June 28 (Fri); sites to be progressively updated.

Organizers: ECO EDO Nihonbashi Executive Committee, Nihonbashi Muromachi Area Management

Special co-sponsor: Mitsui Fudosan Co., Ltd.

Supported by: Chuo Ward, Chuo City Tourism Association

Partners: Amazake Yokochō Shopping Street Association, Nihonbashi Kitazume Shopping Street Association, Nihonbashi Area Renaissance 100 Year Planning Committee, Nihombashi-Miyoshikai, Nihonbashi Restaurant Association, Ningyocho Shopping Street, Hamacho Shopping Street Association, Famous Bridge Nihonbashi-Meikyou, others

Support: COREDO Nihonbashi, COREDO Muromachi 1-3 and Terrace, Takashimaya Annex, Tokyo Tatemono Co., Ltd., Toray Industries, INC., Nihonbashi Takashimaya S.C., 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



ECO EDO Nihonbashi 2024 main image

ECO EDO Nihonbashi 2024 Events

1) Nihonbashi Yukata Station - Stroll the streets of Nihonbashi in a yukata

Simply turn up to try on a yukata at any one of the growing number of participating rental stores. Yukata retailers in the Nihonbashi area also available.



This year, the ever-popular Nihonbashi Yukata Station features a wider choice of stores that provide yukata dressing and rental services, making it even easier to rent a yukata. The yukata rental service lets customers choose their favorite yukata from a range of designs.

In addition to dressing and rental services, customers can visit stores in the Nihonbashi area to purchase their favorite yukata. Nihonbashi Yukata Station introduces customers to Cooperating Yukata Retailers in the area, where they can consider a purchase or just have fun wearing yukata at ease even if having arrived in Nihonbashi empty-handed.

Overview

Period: July 12 (Fri) - September 1 (Sun)

* Services, dates and charges vary by store. * Please see the dedicated website for service details and reservation procedures.

Location: Nihonbashi Yukata Station

- 1) Shinichiya Yukata Rental Special Venue (Kyoraku-tei, COREDO Muromachi 3, 3F)
- 2) WA-TT Nihonbashi (Itsuya Nihonbashi, COREDO Nihonbashi 3F)
- 3) Hanakage Kimono School (6-5 Tomizawacho, Nihonbashi, Assorti Ningyocho 3F)

< Cooperating Yukata Retailers >

- 1) Nihonbashi Takashimaya S.C., 2) Nihombashi Mitsukoshi Main Store, 3) Hishiya Calen Blossom Nihonbashi Store, 4) Ichimasu Tagen Kimono Clinic, 5) Tokyo Yukata Co., Ltd., 6) CHIKUSEN CO., Ltd., 7) Kimono Madoi, 8) Sankatsu Yukata Museum, 9) Kyoto Kimono Kvokomachi

*For more information, please check the dedicated ECO EDO Nihonbashi website.

2) ecoedo menu - summer gourmet dishes and “cooling” goods with a unique Nihonbashi slant, perfect for this time of year.

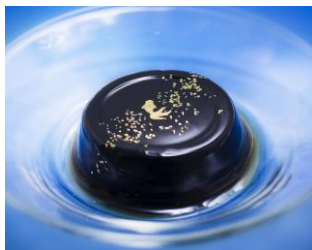
A wide selection of special menu items and summer goods popular since the Edo period

More than 100 stores in the Nihonbashi area will be offering a wide choice of unique, photo-worthy desserts, food and drinks, as well as goods to make you feel cooler in the summer season. From summer-special chilled crab somen noodles to light-colored vidro wind chimes that evoke the sea and ocean breeze, the menu offers a large choice of items that you can eat, see or hear to cool all your senses.

Desserts



Store: Nippon Department Store
Goldfish nebuta jellies, set of 3
Price: ¥740 (tax included)



Store: Hakuza Nihonbashi
Gold coffee jellies – early evening goldfish, set of 2
Price: ¥1,134 (tax included)



Store: Tsuruya Yoshinobu
Ujikintoki
Price: ¥1,430 (tax included)



Store: ISHIYA
NIHONBASHI Ishiya pancakes (lemon)
Price: ¥1,600 (tax included)

Food & Drink



Store: JUKEI CASUAL KITCHEN
Tantan ryomen
Price: ¥1,400 (tax included)



Store: Kanifuku
Summer special crab somen with side serving of eel on rice
Price: Weekdays ¥1,980 (tax included)
Dinner/weekend lunch: ¥2,178 (tax included)



Store : DAYLILY
SENSO BEAU-TEA
Taiwan senso tea
Price: ¥2,750 (tax included)



Store: Wang De Chuan
Aiyu jelly oolong tea
Price: ¥1,480 (tax included)

Goods & Services



Store: Nijiyura Chusen Tenugui
Re katachi sensu
Price: ¥6,600 (tax included)



Store: Tsugaru Vidro
Tokyo Midtown Yaesu Store
Aomori No Umi wind chimes
Price: ¥3,690 (tax included)



Store: meta mate
Eslite Spectrum Nihonbashi Store
KANZASHI flowers and seasons
Price: ¥13,200 (tax included)

Customers ordering ecoedo menu items receive a special gift on a first-come, first-serve basis



The first 10,000 customers will receive one bamboo food clip per payment, which can be used to seal leftover food bags. The clip is made from bamboo, helping to reduce plastic.

Event Overview

Period: July 12 (Fri) - September 1 (Sun) *Varies by store

Location: Sold at each store *Visit the official ECO EDO Nihonbashi 2024 website for information on participating stores

3) Nihonbashi Shaved Ice Festival 2024

- Four-day event to enjoy a variety of kakigori (shaved ice desserts), from the classic to the unusual

An assembly of shaved ice from Nihonbashi's famous kakigori stores are specially presented under one roof as stall-style shops! Fun for children and adults alike!



From long-established shops in Nihonbashi to famous names in Okinawa, customers can choose from a range of kakigori – the perfect way to beat the heat. The lineup includes classic fruit-based shaved ice, as well as flavors that adults can enjoy too, such as shaved ice with burnt caramel, royal milk tea and sesame. Sample the flavors and share with family and friends at this four-day shaved ice extravaganza.

A wide choice of the best shaved ice from famous stores in Nihonbashi!



A top-seller thanks to its rich black sesame sauce topped with a soft-tasting peanut espuma

Store: Nihonbashi Hyoukaten*
Gomapea
Price: ¥1,600 (tax included)



Royal milk tea with pure fresh cream and raspberries inside that add a refreshing tartness.

Store: Fruits cafe pomp
Royal milk tea shaved ice
Price: ¥1,650 (tax included)



Shaved ice that tastes almost like Castella cakes because it uses the same eggs used for the cakes.

Store: BUNMEIDO CAFÉ
Nagasaki milkshake fluffy shaved ice
Price: ¥1,000 (tax included)



Try this fascinating, unique shaved ice with its mixture of pulpy strawberry sauce and crispy millefeuille.

Store: SESSiON
Strawberry millefeuille shaved ice with mascarpone cream
Price: ¥1,600 (tax included)

Japan's trending shaved ice shops now in one spot in Nihonbashi!



A fragrant take on shaved ice made from original blended tea and seasonal peaches.

Store: PAYSAGE
Peach tea garden
Price: ¥1,760 (tax included)



Special syrup made from sweet summer oranges from Mie Prefecture gives this shaved ice a refreshing taste and a perfect balance of sweet and sour.

Store: MIE TERRACE*
Mie terrace citrus ice
Price: ¥1,000 (tax included)



The shop's own top pick from its menu, this original recipe uses a homemade caramel sauce prepared fresh each night.

Store: Kori wo Kizame Shave Ice Factory
Homemade burnt caramel
Price: ¥1,100 (tax included)

*(First two days: only open on July 13-14) Mie Terrace, (second two days: only open July 15-16) Nihonbashi Hyoukaten

Event Overview

Dates: July 12 (Fri) - July 15 (Mon / Public Holiday)
Hours: 12:00-18:00 *Stores close when products are sold out.
Location: COREDO Muromachi Terrace Roofed Outdoor Plaza

4) Summer Windchime Music Spots

- Very popular each year, these photogenic, cooling spaces feature around 200 Edo-style wind chimes

Enjoy cooling sights and sounds as the ambiance of Edo-style wind chimes floats through the streets of Nihonbashi

This year's event will have two spots decorated with Edo-style wind chimes: "Windchime Forest Path" (path next to Fukutoku Shrine) and COREDO Muromachi Terrace Keyaki Plaza. On the path leading from Fukutoku Shrine through the Fukutoku Garden, the sides of the path will be decorated with around 200 Edo-style wind chimes. The path will also be illuminated in the evening. Visitors can search for two kirin, the decorative motif of the famous Nihonbashi bridge, hidden in the wind chimes.



Silhouette of the hidden kirin

Event Overview

Period: July 12 (Fri) - September 1 (Sun) *Path scheduled to be illuminated between 19:00 and 23:00

Locations: "Windchime Forest Path" (path next to Fukutoku Shrine) and COREDO Muromachi Terrace 1F – Keyaki Plaza

5) "Sprinkle Water when it's Sunny in Nihonbashi!" Nihonbashi

- Bring in the cool air with "uchimizu," an ancient Japanese summer custom



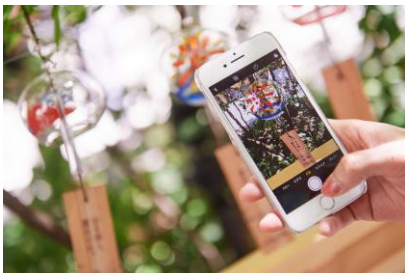
Emergency water supplies that are due to expire at properties managed by Mitsui Fudosan will be used for the event. Beat the heat by sprinkling water under the ECO EDO Nihonbashi "Nobori." Everybody can take part, including those working in Nihonbashi and those just paying a visit.

Event Overview

Period: July 12 (Fri) 12:00 - 18:00 (scheduled) *The event may be cancelled due to rain or stormy weather.

Location: Nakadori Street (between COREDO Muromachi 1 and 2) (Reception: Kadochi 1)

6) Instagram Post Campaign



Post a great photo on Instagram of the ECO EDO Nihonbashi event in the Nihonbashi, Yaesu or Kyobashi areas using two hashtags – #ecoedo日本橋 and #日本橋ゆかたさんぽ – and tag the official ECO EDO Nihonbashi account to be entered into draw for a chance to win one of around 70 great prizes.

*Please see below for entry requirements.

Event Overview

Period: July 12 (Fri) - September 1 (Sun)

Entry conditions: Follow the official ECO EDO Nihonbashi 2024 Instagram account and post a photo in one of the categories below (A, B or C) with the hashtags #ecoedo日本橋 and #日本橋ゆかたさんぽ and tag the official account.

A: Photo showing both the two hidden kirin at the Summer Windchime Music Spots.

B: Item from the ecoedo menu

C: Photos of each spot listed on the event guide map (showing participation in the event)

Prizes: Pair of meal vouchers for Mandarin Oriental Tokyo; pair of tickets for TOHO Cinemas Nihonbashi; pair of tickets for the Toray Pan Pacific Open Tennis Tournament 2024; pair of tickets for Monet & Friends Alive exhibition; senko hanabi, Mebuki handkerchief, Ibasen tenugui fan, Hanashyo Edo cut glass experience, Ozu washi handmade paper experience, ECO EDO Nihonbashi Original IPPIN set, etc.

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

ECO EDO Nihonbashi 2024 Collaborative Events

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.

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 liven up the stroll through Nihonbashi wearing a yukata experience.

Event Overview

Official website: <https://kimono-pass.tokyo/> * Display the website homepage to receive discounts, etc.

Contact: Nihonbashi Kimono Passport Office 03-3663-2105

2) Boat Trips



Kanda river cruises (R) and Tokyo Bay cruises depart from Nihonbashi Pier.

Event Overview

Location: 1-9 Nihonbashi, Chuo-ku, Tokyo *Nihonbashi Pier

Official website: <https://nihonbashi-cruise.jp> (only in Japanese)

Contact: Tokyo Bay Cruising Co., Ltd. 03-5679-7311

3) Dancing with Dreams – Tanabata Yukata Festival in Nihonbashi



The Tanabata Yukata Festival, themed on dreams and dancing, will be held again this year. Surrounded by tanzaku (strips of paper with wishes written on them), visitors can enjoy watching or taking part in Japanese traditional dances, from yukata dances to the traditional Bon Odori. Please come wearing a yukata or jinbei.

Event Overview

Period: July 7 (Sun) 11:00-19:30 *Bon Odori dance starts at 15:30

*Tanzaku decorations from July 5 (Fri) to July 7 (Sun)

Location: COREDO Muromachi Terrace Roofed Outdoor Plaza

Contact: <https://tafs-tym.localinfo.jp> (only in Japanese)

4) Summer Waku-Waku Kids Fest 2024 in Nihonbashi



An event where companies, stores and other organizations in Nihonbashi come together to promote the attractions of the area, while also holding workshops at various venues in the Nihonbashi area for families to learn about and experience the SDGs and corporate social responsibility with the aim of building a sustainable future.

Event Overview

Dates: July 26 (Fri) - July 28 (Sun)

Location: Various venues in the Nihonbashi area (Reception: Edo Sakuradori underground walkway)

Contact n.muromachi.area@gmail.com

5) Afternoon Tea in Yukata TOKYO



Be professionally dressed in your favorite yukata, obi and geta (about 50 types for women, five types per size for men) then step out for afternoon tea at Licorice in COREDO Muromachi or Fontaine, Kei-Ka-En or Genjikoh at the Royal Park Hotel. This affordable plan allows customers to take their yukata set home with them after the event. Why not treat yourself to an indulgent day of afternoon tea in a yukata.

Event Overview

Period: Saturdays, Sundays and public holidays from August 3 (Sat) to August 31 (Sat) 2024 *Excluding August 25 (Sun)

Time: Dressing from 11:00am / Afternoon tea from 2:30pm

Location: COREDO Muromachi 3 3F Kyoraku-tei (yukata dressing)

Contact <https://www.shinnichiya.com/> (only in Japanese)

6) Oyane Summer Festival 2024 in NIHONBASHI



COREDO Muromachi Terrace Roofed Outdoor Plaza will again host this traditional summer festival for 2024. Located in the heart of Nihonbashi, the plaza is a relaxing space to enjoy the festive atmosphere. Visitors will be able to sample specially selected “tastes of Nihonbashi” from long-established local stores and COREDO Muromachi stores, as well as enjoy stage performances.

Event Overview

Dates: August 22 (Thu), August 23 (Fri) 17:00-21:00

Location: COREDO Muromachi Terrace Roofed Outdoor Plaza

Contact: Oyane Summer Festival Organizing Committee event@mfbm.co.jp (only in Japanese)

7) Exploring the back streets of Nihonbashi



Back streets in the Murohon area are gradually being transformed into beautiful cobblestone alleys. Why not explore the nostalgic sights and hidden gems of the area in a tour of the elegant alleyways?

Event Overview

Location: Various sites in the Nihonbashi/Muromachi area

8) Monet & Friends Alive



Monet & Friends Alive is an immersive exhibition that takes visitors on an adventure through the world of the Impressionists. This exhibition unravels the history of Impressionism, which emerged in the 19th century. Enjoy a new immersive experience that combines classical music with impressionist works by Monet, Renoir and other artists.

Event Overview

Period: July 12 (Fri) – September 29 (Fri) 10:00-18:00 *Closed July 18 (Thu)

Location: Nihonbashi Mitsui Hall (COREDO Muromachi 1 4F)

Contact <https://monetalivejp.com/tokyo/> (only in Japanese)

9) NIHONBASHI PUB & JAZZ



Held in November 2023 to bring jazz to Nihonbashi, has been upgraded this year to two events in summer and autumn. The first, NIHONBASHI PUB & JAZZ, will be held on August 30-31 and September 1 and will feature jazz performances in an outdoor garden serving beer and highballs.

Event Overview

Period: August 30 (Fri) - September 1 (Sun) 10:00 - 18:00

Location: COREDO Muromachi Terrace Roofed Outdoor Plaza, Fukutoku Garden

*The event will be held in the Edo Sakura-dori Underground Walkway if the weather is wet or stormy.

Contact <https://www.nihonbashipublicjazz.com/> (only in Japanese)

What is ECO EDO Nihonbashi?

In August 2008, Nihonbashi-Meikyo, local groups, and companies formed the ECO EDO Nihonbashi Executive Committee. The Committee formulated 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 mid- July will feature up-to-date information, including more details of ECO EDO Nihonbashi 2024 and other events.

Reference : Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

【References】 · Group Management Philosophy and Long-Term Vision

<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>

· Group Materiality

https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following two Sustainable Development Goals (SDGs).

