

Four Companies Collaborate to Turn Discarded Materials into Art Installation of “Para Art” to Begin in Common Areas of All Condominiums in Principle

As the First Stage, 17 Properties Across Japan Will Adopt “Para Art”

Tokyo, Japan, January 24, 2025 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today along with Mitsui Designtec Co., Ltd., Specified Nonprofit Organization studioFLAT, and SAPTI Inc., that “para art*” will be installed in the common areas of all future condominiums for sale or lease by Mitsui Fudosan Residential. As the first stage of this initiative, approximately 30 works of art will be installed in the common areas of 17 properties, including 12 in the Tokyo metropolitan area.

Mitsui Fudosan Residential has undertaken this unique initiative in collaboration with three other companies: SAPTI, which handles printing and venue decoration for numerous sports teams’ apparel and banners, studioFLAT, which has been collaborating with Mitsui Fudosan Residential on a “para art” subscription service “PARA ART Subscription by studioFLAT” since 2021, and Mitsui Designtec, which handles fabric processing. The collaboration of these four companies will also contribute to the realization of a sustainable society by collecting discarded banners from sports stadiums and transforming them into indoor signage, and by selecting paintings that use waste cosmetics as part of the paint.



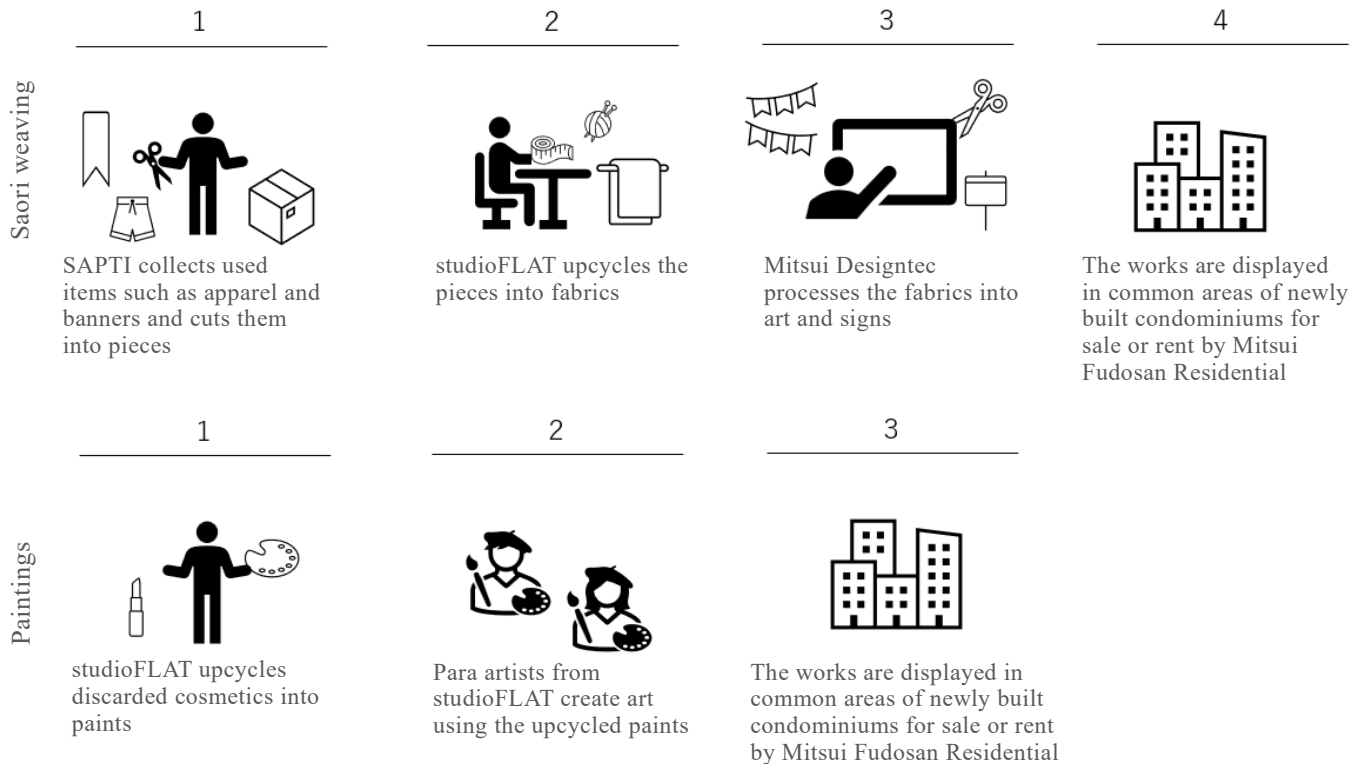
Production of fabric for use in sign art

Features of This Initiative

- 1. “Para art” will be installed in the common areas of condominiums for sale or rent by Mitsui Fudosan Residential**
- 2. In principle, this initiative will be implemented at all properties, and as the first stage, approximately 30 pieces of “para art” will be installed at 17 properties throughout Japan**
- 3. This collaboration of four companies will contribute to the realization of a sustainable society by repurposing discarded banners and other materials**

* Para art is artwork by individuals with disabilities.

■“Para Art” Creation Process



■The Role of Each Company

- SAPTI Inc. (<https://www.sapti.com/en/>)

Materials will be provided by SAPTI, which was in charge of dyeing many of the flags at the 1964 and 2020 Tokyo Olympics and the 1970 Osaka World Expo, and in recent years has produced apparel, merchandise, and banners and decorated venues for numerous sports teams.

- Specified Nonprofit Organization studioFLAT (<https://studioflat.or.jp/>) (Japanese only)

Fabrics will be woven by studioFLAT’s para artists who exercise their creative freedom using a weaving technique that incorporates strips of old cloth as the weft. The paintings will be created in part with discarded cosmetics.



Production of fabric for use in sign art



Painting process

■Example of art to be displayed



Completed paintings



Indoor sign art

■Properties to Introduce “Para Art”

Property name		Property Official Website
<For sale>		
1	PARK HOMES Kashiwa Akebono 2-Chome	https://www.31sumai.com/mfr/G2201/outline.html (Japanese only)
2	PARK HOMES Johokuchuo-Koen	https://www.31sumai.com/mfr/X2122/outline.html (Japanese only)
3	PARK HOMES Ohori Park Front	—
4	PARK CITY TAKADANOBABA	https://www.31sumai.com/mfr/X1429/outline.html (Japanese only)
5	PARK HOMES Yoyogi Nishihara	—
6	PARK HOMES Kyoto Nijo Castle	https://www.31sumai.com/mfr/K2104/outline.html (Japanese only)
7	PARK HOMES Issha	https://www.31sumai.com/mfr/J2202/outline.html (Japanese only)
8	PARK HOMES Danbara	https://www.31sumai.com/mfr/L2301/outline.html (Japanese only)
9	PARK HOMES Sendai Chuo	https://www.31sumai.com/mfr/I2101/outline.html (Japanese only)
<For rent>		
10	Park Axis Ueno Grace Court	https://www.mitsui-chintai.co.jp/resident/original/pax_ueno_gc/outline/ (Japanese only)
11	Nishiochiai 2-chome, Shinjuku-ku, Tokyo Project (tentative name)	—
12	Higashishinagawa 3-chome, Shinagawa-ku, Tokyo Project (tentative name)	—
13	Ojima 4-chome, Koto-ku, Tokyo Project (tentative name)	—
14	Shinohashi 2-chome, Koto-ku, Tokyo Project (tentative name)	—
15	Wakabacho 2-chome, Naka-ku, Yokohama Project (tentative name)	—
16	Higashishinagawa 4-chome, Shinagawa-ku, Tokyo Project (tentative name)	—
17	Sarue 2-chome, Koto-ku, Tokyo Project (tentative name)	—

■ 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).

