
Embedding a Creative Hub Within the Office
Launch of “WORK WITH ARTIST”
An Artist-in-Residence Initiative That Builds a New Relationship
Between the Office and Art

Key Points of this Press Release

- Artists will be in residence at a newly created art studio within the Mitsui Fudosan office (11F, Nihonbashi Muromachi Mitsui Tower). Working alongside office staff, artists will develop concepts for artwork and create pieces to be installed in the office.
- Drawing on the perspectives and ideas gained through co-creation with the artists, the project aims to generate new value in neighborhood creation.
- By providing studio facilities, a rarity in the city center, the project creates a new space that connects artists and office staff.

Tokyo, Japan, May 28, 2026 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo (hereafter, “Mitsui Fudosan”), announced today that it is launching WORK WITH ARTIST (hereafter, “the project”), an initiative in which artists and office staff co-create new value through everyday interaction. The project is carried out in partnership with NOMAL Inc., headquartered in Tokyo (hereafter, “NOMAL”), a collaborator on the Mitsui Fudosan Group’s “&BIZ consulting” workstyle consulting service, and with NOMAL ART COMPANY (led by Misato Hirayama), which NOMAL operates. Through the project, artists carry out creative work in a studio within a corporate office, creating a space that connects artists and office staff.

The value that companies seek from their offices is shifting from “simply a place to work” to “a place that nurtures creativity and co-creation.” In recent years, art has been gaining attention as a means of generating fresh ideas and communication, while in the city center, a shortage of creative spaces for artists has become an issue. Against this backdrop, Mitsui Fudosan is incorporating creative activity into the office environment, providing artists with a place to create in the city center while also creating opportunities for artists and office staff to interact and gain new perspectives from one another.

Mitsui Fudosan has continually improved and updated its office environments under the concept of the “showcase office.” For this project, an art studio will be set up in conjunction with the renovation of the 11th-floor office at Nihonbashi Muromachi Mitsui Tower, scheduled for summer to autumn 2026. Reflecting Mitsui Fudosan’s philosophy and values, artists and office staff will develop concepts together, and the completed artworks will be installed in the office. Mitsui Fudosan will apply the perspectives and ideas gained through this process to its future neighborhood creation.



Art studio rendering

■ WORK WITH ARTIST Project Overview

(1) Creating an Artist-in-Residence Office

In conjunction with the office renovation, an artist will be in residence for a set period starting in October 2026 to carry out creative work. Part of the office will serve as an art studio, creating an environment where everyday work and creative activity intersect. Through daily interaction between the artist and office staff, the initiative is expected to foster an environment where fresh ideas and explorations of questions without clear answers arise naturally.



Artists wishing to take part in the project will be recruited and selected through NOMAL ART COMPANY going forward.

(2) Creating and Installing Concept Art

Office staff will take the lead in selecting the artist, developing the art concept together with the artist, and creating the work. The completed artwork (envisioned as a three-dimensional piece) will be installed at the entrance to the tenant area of the 11th-floor office.

(3) Building a Co-Creation Environment in Partnership with NOMAL

The project will be carried out in partnership with NOMAL, which brings its strengths in artist selection, management, and collaborative design. Together, they will build relationships that are valuable to both artists and office staff, creating a lasting space for co-creation.

■ Project Features

- **Art woven into daily life**

The creative process itself is present in the office, providing everyday inspiration.

- **Value creation through co-creation**

Artists and office staff inspire one another, expanding thinking and encouraging fresh ideas.

- **Evolving spatial value**

Transforming the office from a “place to work” into a “place that nurtures creativity.”

- **Providing artists with a place to create**

Studio facilities, difficult to secure in the city center, are built into the office, creating a new environment for creative work.

■ Schedule (Planned)

- Summer to autumn 2026: Renovation of the 11th-floor office at Nihonbashi Muromachi Mitsui Tower (studio installation)
- Autumn 2026: Artist selection and start of production
- October 2026 onward: Artist residency begins
- Within fiscal 2026: Completion of concept art installation

■ 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/