

November 5, 2008  
Mori Building Co., Ltd.

## **“HILLS” CHRISTMAS ILLUMINATION 2008** **Eco Holidays Use “Green Power” and LEDs Light**

The annual Christmas illumination events return to brighten the winter nights at the various facilities and urban development centers of Mori Building Co., Ltd. In addition to the annual illumination of Keyakizaka-dori, 66 Plaza, Mohri Garden and other popular spots in Roppongi Hills, “Skydeck”, which opened in April of this year as Japan’s highest open-air observation deck, will debut its inaugural illumination event. ARK Hills, Omotesando Hills and VenusFort also will be adding to the festive Christmas atmosphere of their respective communities with distinctive holiday season lighting.

Approximately 900,000 LED lights will be used to provide illumination, contributing to energy saving. Moreover, illumination of Roppongi Hills (Keyakizaka-dori, 66 Plaza, Mohri Garden, Museum Cone and retail facilities) will be powered by “Green Power” for eco-friendly lighting.



Roppongi Hills Illumination at Roppongi Keyakizaka-dori

For more information about the illumination at each site, please refer to the following pages.

### **Green Power” and LEDs power illumination for an “Eco” Christmas**

The power consumption per lumen (lm) for an LED is approximately 12.3% that of an incandescent light bulb and can approach about half that for a fluorescent light source. In addition, the life of an LED is about 18 times that of incandescent bulbs and triple that of fluorescent lights. For this year’s Christmas illumination, approximately 530,000 LEDs will be used at Roppongi Hills: 114,000 at ARK Hills; 22,000 at Omotesando Hills, and 220,000 at VenusFort.



Also at Roppongi Hills (Keyakizaka-dori, 66 Plaza, Mohri Garden, Museum Cone and retail facilities) the 6,000 kWh of electricity required for the illumination will be “green” power generated by wind power and biomass.

<http://www.natural-e.co.jp>

### **Roppongi Hills**

#### **Artelligent Christmas 2008**

<http://www.roppongihills.com/>

Twinkling with white lights, the stately “keyaki” zelkova trees that line Roppongi Keyakizaka-dori look as if they glitter with snow, while 66 Plaza and Mohri Garden warmly glow in a fantasy of red and candle colored illumination. Together the brilliant lights dazzle visitors to Roppongi Hills. Tokyo City View observation deck not only commands a breathtaking view of the Christmas season nightscape, but also features the Skydeck open-air observation deck 270 meters above sea level. This popular spot that just opened this year will debut its first illumination event this Christmas.

#### **Keyakizaka Illumination SNOW & BLUE**

The white and blue LED lights that illuminate about 400m of Keyakizaka-dori transform Roppongi Hills main street into a winter fantasy. The effect of the twinkling lights woven in the branches create the vision of a tree-lined boulevard sprinkled with freshly fallen snow.

Illumination period: November 5 (Wed) ~ December 25 (Thu), 2008

Illumination hours: 17:00~23:00

#### **66 Plaza Illumination THE BRAND NEW CHRISTMAS**

#### **Mohri Garden Illumination THE BRAND NEW CHRISTMAS**

Befitting its role as the main entrance to Roppongi Hills, 66 Plaza welcomes visitors with heartwarming bouquets of red and candle yellow illumination. In Mohri Garden, multicolored present boxes cover the gardenscape. The sparkling illumination creates an enchanting ambience that is both a gift and message of thanks to all who visit the Hills.

Illumination period: November 13 (Thu) ~ December 25 (Thu), 2008

Illumination hours: 66 Plaza 17:00~24:00 / Mohri Garden 17:00~23:00



## ■ Roppongi Hills Observation Deck 「Tokyo City View」

Tokyo City View × J-WAVE (81.3FM)

### Heavenly Christmas “Sky Illumination 2008 supported by Windows Mobile”

Commanding a 360° view of the Tokyo nightscape during the Christmas season, Tokyo City View is commemorating its 5th anniversary by holding Skydeck’s inaugural illumination event on November 22 (Saturday). Just opened this year, the open-air observation deck is on the rooftop of the Mori Tower 270m above sea level. With a spectacular night view of Tokyo stretching to the horizon below and the starry skies above, visitors will be bathed in the soft glow of champagne gold illumination. Also on the 52F observation floor, a 5 meter-tall “tree” made of fragrant Casablanca lilies, often referred to as the “Queen of the Lilies”, will delight visitors.

From a comfortable vantage 250m above sea level, visitors can also enjoy a variety of fun events planned for the holiday season including: (1) a Christmas Eve event produced by J-WAVE (81.3FM) from 12/15 to 12/25, (2) the special display of a golden tree valued at about ¥100 million as part of the “Gold ~ Natural Treasure, Cultural Obsession” exhibition underway at the Mori Arts Center Gallery, (3) the special screening of short movies with a romantic or Christmas theme selected from entries in the Short Short Film Festival, (4) a glass of champagne at the “Champagne Bar” together with music against the breathtaking night panorama, (5) the special Christmas menu at the museum café “Mado Lounge”, and more.

Illumination period:

November 22 (Sat) ~ December 25 (Thu), 2008

Illumination hours: 17:00~22:00 (tentative)

\* Skydeck illumination period

\* In the event of bad weather conditions, the Skydeck may be closed for reasons of safety. At those times, illumination will also be canceled.



## Omotesando Hills

### “Luxurious Moment 2008 RUBY CHRISTMAS in Omotesando Hills”

<http://www.omotesandohills.com/>

“RUBY CHRISTMAS” is the inspiration for this year’s “LUXURIOUS MOMENT” created with CRYSTALLIZED™ - Swarovski Elements (Swarovski, headquarters: Austria) at Omotesando Hills. From the centerpiece tree to all the illumination and lighting, “Ruby Red” - the ultimate color quality in crimson crystal, is extravagantly used to conjure an atmosphere of enchantment.

The sense of luxury created by the 11.5m-tall “Ruby Crystal Tree” wrapped in approximately 310,000 crystals dominating the giant stairs in the atrium of the main building and by two “Chandelier Towers” that extend a maximum of 17m from the ceiling is completed by the opulent red carpet welcoming visitors. The entire exterior of Omotesando Hills will radiate in ruby red light with the 250m-long LED “Bright Up Wall” lighting the winter nights in passionate red.



Illumination period: November 13 (Thu) ~ December 25 (Thu), 2008

Illumination hours: 17:00~23:00 \* Illumination hours for some areas may differ.



## ARK Hills

“Brilliant Champagne!” <http://www.ehills.co.jp/arkhills>

“Brilliant Champagne!” is both the message and golden color of the illumination that fills the cascade area in front of Suntory Hall. ARK Karajan Plaza also is bathed in champagne gold illumination and decorated with champagne-themed greenery, providing both office workers and other ARK Hills visitors with a place to enjoy a moment of brilliant wonder.

Illumination period: December 1 (Mon), 2008 ~  
January 31 (Sat), 2009  
Illumination hours: 17:00~23:00 (tentative)

### [Other Sites]

## VenusFort

“VENUSFORT ILLUMINATION 08-09”

<http://55vf.jp>

Illumination inspired by the theme “Brilliant of Planets” will greet VenusFort visitors with a “never-before-experienced” encounter with light. The sparkling tetrahedron in the fountain court is composed of 4 crystal illuminated objects representing the mythological paramours Mars, Mercury, Adonis and Anchises with a twinkling sphere pulsating in the center of the tetrahedron to represent Venus – the eternal object of their affection. Positioned above it is the solar system symbolizing Apollo with a variety of other illuminated objects completing the micro universe. When viewed from a certain spot, the pulsations of Venus evoke the image of a heart.

The realization of this year’s illumination of the fountain court required approximately 20,000 of the latest full-color chip LEDs from the top LED maker in the world (over 35% share of the global market) under program control to achieve near-HiVision quality reproduction of 16,777,216 colors. Throughout the VenusFort complex, over 200,000 LEDs were used to create illumination on an unprecedented scale.

Illumination period: November 8 (Sat), 2008 ~ March 15 (Sun), 2009 (tentative)

Illumination hours: From 12:00 every hour on the hour for 30 minutes (Last illumination show: 22:00~22:30)

### ■ SNOW WISH 2008

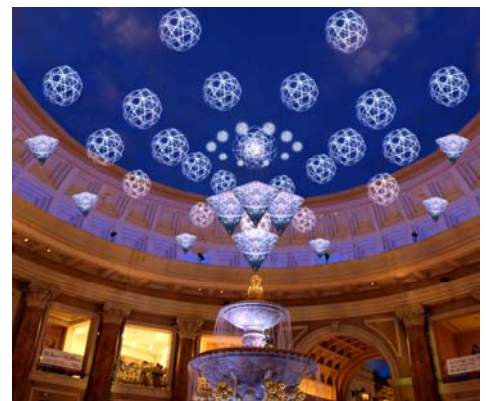
Back by popular acclaim, “SNOW WISH” returns to VenusFort to delight visitors with a fantasy of light that surrounds them with illumination simulating the falling of pure white snow.

Illumination period:

November 29 (Sat) ~ December 25 (Thu), 2008 (tentative)

Illumination hours: Weekdays 15:00~, 17:00~ and 19:00~

Saturdays & Sundays 14:00~, 16:00~, 18:00~, 20:00~ (tentative)



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