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Mori Building Co., Ltd.

Experiential learning event for enjoying urban greenery with the five senses
"Explore the "Hills" Green Tour" to be held in conjunction
with Greenery Day (May 4)

-Learn the importance of greenery in visits to Ark Hills roof gardens normally closed to the public-

On the two days of May 4 (Greenery Day) and May 6, Mori Building Co., Ltd., will hold the "Explore the "Hills" Green Tour" at the Ark Garden complex of gardens located at Ark Hills. In a city-center setting of rich greenery, this event will enable children to view plants and flowers and learn about the urban environment while enjoying nature with the five senses.

An opportunity for children and parents to think about city and nature coexistence

In recent years, increasing attention has been given to urban greening, which helps to reduce the heat island phenomenon while making a contribution to resolution of the environmental issue of city beautification. At Mori Building, we planned this event as a way to give children and parents an opportunity to think about the coexistence of city and nature, and to enable children to learn about the importance of plants and greenery by using their five senses to feel the earth with their own hands, to observe plants, to hear the calls of birds, and to paint a chosen flower, all in an urban setting.

Reflecting the "environment," "safety and security," and "culture" themes that are part of our urban design mission, last year Mori Building began the full-fledged implementation of an experiential children's learning program that utilizes company facilities. As part of the program, the aims of this event are to promote public understanding of our urban design initiatives and to give children an opportunity to think about congenial urban lifestyles. Last year, this program received an award for excellence in the event category in the "11th Japan PR Awards 'PR Award Grand Prix'" competition held by the Public Relations Society of Japan.



Scene from last year's tour



Scene from last year's tour

The origin of Mori Building urban design, Ark Hills, receives praise from Japan and abroad for its environmental measures

Under Mori Building's "Vertical Garden City" concept, we have defined "Environment and Greenery" as one of our urban design missions, and we are working to concentrate buildings and, wherever possible, plant greenery in the resulting open space and on rooftops. Based on this philosophy, Ark Hills (1986 completion) combined a wide range of city functions, including offices, residences, a hotel, and a concert hall. The project served as the starting point for Mori Building urban design that achieves "coexistence of cities and nature" through the incorporation of extensive green space. Recognized for its contribution to community building and its promotion of ongoing urban greening via development, in 2006 Ark Hills was presented the "National ENERGY GLOBE AWARD Japan," an international environmental award given by an organization based in Austria. In 2008, Mori Building was presented the Minister of Land, Infrastructure, Transport and Tourism Prize as part of the 17th Global Environment Awards.

Venue for the event, Ark Garden is actually made up of seven gardens created through the greening of the open space and rooftop space that resulted from Ark Hills development. Included in the seven is Suntory Hall's Roof Garden, which is normally closed to the public so it can serve as a wild bird sanctuary. The rich ecosystem nurtured there hosts many birds and small animals despite its city-center location. Exploring each garden, including this "secret garden," the children participating in the experiential program will be able to touch and enjoy a large amount of greenery.



Roof Garden



Main garden at the foot of the residential buildings

Overview of the "Explore the "Hills" Green Tour"

- Place Ark Garden at Ark Hills (1-12-32 Akasaka, Minato-ku)
- Date/time May 4 (Mon./holiday) and May 6 (Wed./holiday), 2009
10:00 to 11:30
(Gather at Four Seasons Garden in Ark Hills at 9:50)
- Eligibility 20 parent-child pairs each day (elementary school student with,
in principle, an accompanying parent or guardian)
 - * May 4 (Mon./holiday): For elementary school grades 1 to 3
 - * May 6 (Wed./holiday): For elementary school grades 4 to 6
- Fee Free
- How to apply Applications accepted from April 15 via fax or the website below.
Application deadline: 12:00 noon on April 27
https://webcas.mori.co.jp/form/fm/mori/090415_midoritanken
*Applications accepted in order of receipt if available spots exceeded
- Event description Learning the power of greenery (lecture)
Explanation of the role of greenery with respect to the heat island problem and the problem of stress in society, and explanation of the importance of greenery in city life.

"Secret Garden" discovery (Roof Garden and Rose Garden tour)

Tour of the Roof Garden and Rose Garden, which are normally closed to the public, and an explanation of early summer flowers given while viewing the greenery that has been nurtured on the roof over 20 years.



Drawing pictures in a city garden

In the Main Garden of Ark Garden, the children will select their own favorite flower and try drawing a picture of it. Afterwards they will be able to pick the chosen flower and take it home.



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