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Mori Building Co., Ltd.

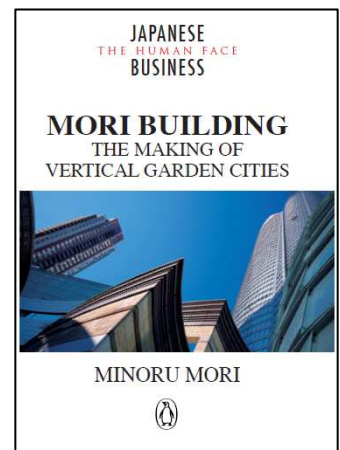
**URBAN DEVELOPMENT PIONEER LATE MINORU MORI OF  
MORI BUILDING PUBLISHES  
“THE MAKING OF VERTICAL GARDEN CITIES” WITH  
PENGUIN BOOKS**

Tokyo, Japan, March 28 – A pioneer redefining urban life in Japan, former Chairman and CEO of Mori Building Co., Ltd., late Minoru Mori’s thinking and philosophy will now be available in English language with the translation of his book “Hills – Challenging Cities.” This new edition features specially written material, such additional new text written after The Great East Japan Earthquake (March 11, 2011), which happened as this English version was under preparation: an experience which truly showed Roppongi Hills’ exceptional value as a “city in which you would want to escape to.” Moreover, based on this experience, Mori added new text describing his vision for the next 50 years.

This updated edition published by Penguin books is now available at Amazon.co.uk (both Hardcover and Kindle editions), from March 29 at Penguin.co.uk (ePub ebook), and in April in major bookstores.

**Book Information**

<b>Title:</b>	The Making of Vertical Garden City
<b>Author:</b>	Minoru Mori, Chairman and CEO of Mori Building
<b>Format:</b>	Penguin Books
<b>ISBN:</b>	978-1-84614-366-3
<b>Publication Date:</b>	March, 2012
<b>Pages:</b>	200
<b>Price:</b>	£ 20
<b>Size:</b>	234mm × 156mm



**Abstract from Prologue:**

“Roppongi Hills is an urban complex that realizes the concept of the ‘vertical garden city’ that I have been long advocating. This urban proposal is a transformation from cities packed with buildings to ones where citizens can enjoy larger open spaces covered by greenery by more efficiently using the sky and the underground and by creating raised ground levels for more underground space. Urban infrastructure should have enhanced earthquake resistance and safety, and through its own electricity generation systems this kind of urban complex could truly play an important role as a shelter in the case of disasters. This is really the kind of city ‘you would want to escape to, rather than escape from.’

This year’s mega-earthquake has shown to the world the safety, the superiority and the benefits of such an urban model. Since the earthquake, we have been receiving many tenant inquiries from non-Japanese firms.

Japan has lost a lot in this catastrophe. But at the same time, we learned a lot. We must put our learning into practice in order to create even safer and more secure cities, and we must share this knowledge and experience with people around the world.

We will strive towards building even better vertical garden cities, and show them to the rest of the world. That will be the proof of our gratitude for the support you gave us in times of difficulty.”

**Comments for Minoru Mori and “The Making of Vertical Garden Cities”**

“Minoru Mori wears many hats – property owner, developer, and financial genius – but I think of him as an artist and a visionary. Cities, Tokyo especially, are his canvas.”

– Richard Bender, Dean Emeritus, College of Environmental Design,  
University of California, Berkeley

“I have had the pleasure and the honor to collaborate with Minoru Mori on several projects. In working with him I was impressed by his deep understanding of construction and city planning. I believe some of his ideas about our cities and our buildings are original and important.”

– Cesar Pelli, founder of Pelli Clarke Pelli Architects

“Mr. Mori’s concern for the future of cities puts him in a very special class of real estate developers. He looks at the larger context, and cares about the contribution his buildings make to their communities. As exemplified by Roppongi Hills – the pride, culture, and quality of life he brought to the people of Tokyo – he’s a true urban hero.”

– A. Eugene Kohn, Chairman of Kohn Pedersen Fox Associates

“Throughout history the most significant advancements in the quality of our cities and the lives of their inhabitants have resulted from grand, singular and often contentious plans. Minoru Mori, a modest yet hugely determined man, is the visionary behind some of Tokyo’s most important urban developments of the last fifty years ... and the best client a designer could have.”

– Sir Terence Conran

**About Mori Minoru**

Minoru Mori was born in Kyoto, Japan, in 1934. Upon graduation from the University of Tokyo in 1959 he co-founded Mori Building Co. as Director. He became President and CEO from January 1993 to June 2011, and is now Chairman and CEO.

Mori is a member of many policy committees and consultative councils for the Japanese government. He was named Asia Businessman of the Year by Fortune Magazine (January 2008) and was made an Honorary Knight Commander of the Order of British Empire in 2009. Deceased on March 8, 2012.



[Contact for this Release]

Mori Building Co., Ltd., Public Relations

TEL : +81-3-6406-6606

FAX : +81-3-6406-9306

E-mail : koho@mori.co.jp