



PRESS RELEASE

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Roppongi Hills 10th Anniversary – Part 1

Roppongi Hills 10th Anniversary ~ LOVE TOKYO ~

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1. Roppongi Hills 10th Anniversary Theme and Logo

1-1. Roppongi Hills 10th anniversary theme -LOVE TOKYO-

Roppongi Hills will celebrate the 10th anniversary of its opening on April 25, 2013. 10 years ago, Roppongi Hills was born as a model of new urban development forging close links between working, living, and playing. Since that time it has actively worked to incorporate a broad range of cultures and lifestyle trends based on the cultural heart of the city concept. From its opening, Roppongi Hills aspired to become a leading force in Tokyo and to begin a movement that would change Japan, and this goal remains unchanged to the present.

Live. Work. Rest. Play. Learn. We want to make all the elements that are necessary for human activity more enjoyable and more creative. Based on this ideal, as we work to make Tokyo a city that we can present proudly to the world, we will continue to communicate with people from countries everywhere as we advance into the next, new age together with all the people who come here.

This year as we celebrate the 10th anniversary of Roppongi Hills, we are renovating a number of the facilities to create a foundation for achieving this goal. We will also present authentic performances of art, music, and entertainment of a high international standard, in the unique style of Roppongi Hills that is accessible and enjoyable to everyone.

"What kind of city is the Tokyo of today to you?" We are confident that you will find the answer to that question here in Roppongi Hills.



[Roppongi Hills 10th anniversary logo mark]

A logo mark commemorating the 10th anniversary has been created, featuring the 10th anniversary message "LOVE TOKYO" and a heart motif. The open heart formed from polka-dots of varying sizes expresses how people with many different kinds of personalities join hands in the city and form an open bond as they and the city grow together.

The design of this heart motif was inspired by the new public art work *Kin no Kokoro* by Jean-Michel Othoniel that will be installed in commemoration of this 10th anniversary.



2. Roppongi Hills 10th Anniversary Event Information

2-1. Roppongi Hills Mori Art Museum 10th anniversary exhibition All You Need is LOVE: From Chagall to Kusama and Hatsune Miku

Commemorating the 10th anniversary of Roppongi Hills and the Mori Art Museum, the museum will be holding an exhibition titled "All You Need is LOVE: From Chagall to Kusama and Hatsune Miku."

To mark its opening in 2003, the Mori Art Museum held an inaugural exhibition featuring works on the theme of happiness, the essential objective of all human beings. The exhibition was titled "HAPPINESS: a survival guide for art and life." In the same spirit as the happiness exhibition, the new exhibition focuses on another universal theme, this time the most fundamental human desire that has continued to provide all manner of inspiration to artists regardless of genre in all times and places: love.

This exhibition is composed of five sections titled "What Is Love?" "A Couple in Love," "Love in Losing", "Family and Love", and "Love Beyond". Approximately 100 artworks representative of different regions and time periods, including both masterpieces from art history and ambitious new works, will offer visitors a view of the many complex and highly variable faces of love.

In March of 2011, Japan experienced unprecedented tragedy when it was struck by the Great East Japan Earthquake. In the wake of the disaster, we discovered a renewed appreciation for how truly important the bonds of love and connections between individuals are. Through this exhibition, we hope to call attention to the need for everyone to join together in constructing a society filled with love and peace in a world that knows no end to disaster, recession, and war.

When: April 26, 2013 (Friday) – Sept. 1 (Sunday)
Where: Mori Art Museum (53rd floor, Roppongi Hills Mori Tower)
Entrance fee: General 1,500 yen



Frida Kahlo
My Grandparents, My Parents, and I (Family Tree)
1936, oil and tempera on zinc, 30.7 × 34.5 cm
The Museum of Modern Art, New York
Gift of Allan Roos, M.D., and B. Mathieu Roos. Acc. n.:277.1987.a-c.
© 2012. Digital image, The Museum of Modern Art, New York/Scala, Florence



Gohar Dashti *Today's life and war*
2008, inkjet print, 70 × 105 cm



Yayoi Kusama
Dots Obsession
2004, installation (mixed media)
Photo: Masataka Nakano
Installation view: "KUSAMATRIX: Kusama Yayoi,"
Mori Art Museum



Hatsune Miku
Illustration by KEI
© Crypton Future Media, INC. www.piapro.net



2-2. New 10th anniversary commemorative public art installation

A new public art work *Kin no Kokoro* by French artist Jean-Michel Othoniel will be installed in commemoration of the 10th anniversary of Roppongi Hills.

[Comments from Mr. Othoniel]

Kin no Kokoro is a work of sculpture which I produced to commemorate the 10th anniversary of Roppongi Hills and Mori Art Museum. This outdoor sculpture is both abstract and concrete. Viewed from the side, it presents the sense of motion in space, like a Mobius strip. Walk slowly around it to see it take the shape of a large heart.

This work will be installed at the pond in Roppongi's historic Mori Park. Stone steps will let visitors to come close to the installation and converse directly with it. The sculpture and its reflection in the water form a shining gold aura that cascades over the persons who stand at its center.

Jean-Michel Othoniel

[Profile, Jean-Michel Othoniel]

Born in Saint Etienne, France in 1964. He began working with sulfur, lead, beeswax, and other versatile materials in the 1980s, and began working with Murano glass in 1993. His works are known for their decorativeness and sensuality, and his personal exhibitions have been held at institutions including the Fondation Cartier pour l'art contemporain (2003) and the Musée de l'art decoratif in Paris (2007). He has also been active in international exhibitions such as Documenta IX (1992), the Gwangju Biennale (2000), and the Istanbul Biennale (2007). In Japan, his works were featured at the Hara Museum ARC "Too French" exhibition (1991), and at the "Collection of the Fondation Cartier pour l'art contemporain" at the Museum of contemporary art Tokyo (2006). The international tour of his personal exhibition "My Way" that kicked off at the Centre Pompidou in 2011 came to the Hara Museum ARC in 2012. The artist now resides in Paris.

<http://www.othoniel.fr>



Drawing by Mr. Othoniel
© ADAGP, Paris & JASPAR, Tokyo, 2013 D0144



2-3. Celebration spectacle event "Les Girafes"

The French performance group Compagnie OFF has gained worldwide attention and finally arrives in Japan for the first time, where it will stage a variety of performances on the streets of Roppongi Hills.

Featured are the splendid Diva and suspicious Circus Director, as well as a herd of 8 meter tall giant giraffes. These red giraffes slowly walk the city streets, swaying their long necks until a sudden burst of beautiful opera calls the herd of giraffes together in an instant. With the city streets as the stage, this grand spectacle performance also includes theatrical performance and musical elements.

[Profile, Compagnie OFF]

Founded by Philippe Freslon (director and designer of Compagnie OFF) in Tours, France in 1986, Compagnie OFF is one of the top street art companies not only in France, but in all of Europe. Continually pursuing a diverse range of elements including poetry, the circus, opera, contemporary art, and humanism, this company has performed its original, free-thinking pieces in locations around the world.

When: April 26, 2013 (Friday) – 29 (Monday, holiday)

Where: Locations throughout Roppongi Hills

Entrance: Free





2-4. 10th anniversary commemorative flower production "Into the Joy"

The streets of Roppongi Hills will come alive with brilliant flowers. Fields of pink flowers fragrant with the spirit of approaching spring will be adorn 66 Plaza and Roppongi Keyakizaka Dori, expressing celebration of the 10th anniversary and providing a warm welcome to visitors.

66 Plaza, at the center of the production, is a place frequented by the wide variety of people who come to Roppongi Hills to work, live, study or visit, and is the main entrance to the streets of Roppongi Hills. It will feature an exciting and spectacular design space as if the entire area had been festooned with ribbons in celebration.

When: Mid-April 2013 – Mid-May
Where: Roppongi Hills 66 Plaza, other venues
Design: Makoto Azuma, AMKK



2-5. J-WAVE & Roppongi Hills present TOKYO M.A.P.S Anniversary Edition (provisional title)

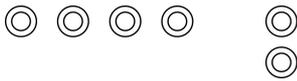
As Roppongi Hills celebrates its 10th anniversary, the radio station J-WAVE that has its offices in Roppongi Hills is approaching its 25th anniversary.

The free collaboration live performance event "J-WAVE & Roppongi Hills present TOKYO M.A.P.S" is held each year during Golden Week. This year, the event will be a special edition commemorating the anniversaries of Roppongi Hills and J-WAVE.

When: May 5, 2013 (Sunday) – 6 (Monday, holiday) (planned)
Where: Roppongi Hills Arena
Admission: Free
Performers: TBD



TOKYO M.A.P.S (2012)



2-6. Roppongi Art College 2013 – Find love in art! –

The Roppongi Art College will be held again this year, exploring the limitless possibilities of art and aiming to stimulate growth on a basis of personal identity. This time it will approach art from the perspective of the Roppongi Hills 10th anniversary theme: love.

The day of the event will feature 10 original courses available on this day only. Participants can select and attend whichever course they want. The invited instructors include opinion leaders in various fields, and professionals from a range of areas that include an art perspective.

When: April 29, 2013 (Monday, holiday) 13:00 – 18:00
Where: Academy Hills (49th floor, Roppongi Hills Mori Tower)
Capacity: 800 persons (planned)
Cost: 4,000 yen (included in Mori Art Museum "LOVE Exhibit" ticket)

2-7. Annual event schedule

Roppongi Hills is planning 10th anniversary events throughout the year. In addition to large-scale cultural events commemorating the 10th anniversary, there will also be new enhanced versions of events that have been enjoyed by many visitors in the past. Collaboration events are also being planned with two broadcast companies that have their offices in Roppongi Hills: TV Asahi, celebrating its 55th anniversary this year, and J-WAVE, celebrating its 25th anniversary. Details will be announced as they are decided.

[Summer 2013]

- Kids' workshop – new enhanced version

[Autumn 2013]

- Roppongi Hills 10th Anniversary International Forum – Innovative City Forum for better human life (provisional title)

It is now forecast that over the coming 20 years, 60% of the world's population will live in cities. How to design cities in order to provide better living for mankind is an important item on the global agenda.

Based on the issue of "new designs for urban lifestyles," an international forum will be held, inviting top opinion leaders from around the world in three fields: leading-edge technologies, culture and creativity, and urban strategies.

When: Mid-October 2013
Where: Academy Hills (49th floor, Roppongi Hills Mori Tower)
Capacity: Approx.400 persons
Organizers: The Mori Memorial Foundation, Institute for Urban Strategies, Mori Art Museum, Academy Hills, others
Speakers: Heizo Takenaka (professor, Keio University), Hiroo Ichikawa (dean, Meiji University (planned) Professional Graduate School), Fumio Nanjo (director, Mori Art Museum), Joichi Ito (director, MIT Media Lab), Peter Hall (professor, University of London), Saskia Sassen (professor, Columbia University), Glenn Lowry (director, MoMA), Nicholas Serota (Tate Modern), Alfred Pacquement (director, Centre Pompidou), David Elliot (former director, Mori Art Museum), Manuel Jose Borja-Villel (director, Museo Nacional Centro de Arte Reina Sofía, Spain), Udo Kittelman (director, Nationalgalerie, Germany), others

[Winter 2013]

- Change of Christmas illumination design (under consideration)
- Christmas event special version