

Newly opened SHINTORA-DORI CORE complex expected to catalyze development along Tokyo's iconic Shintora-dori Avenue

Will serve as a vibrant and interactive hub along the fast-evolving avenue

Tokyo, October 18, 2018 — SHINTORA-DORI CORE, a new complex jointly constructed by Mori Building, a leading urban developer in Tokyo and Obayashi-Shinseiwa Real Estate, opened in the Shimbashi 4-chome area of Tokyo. SHINTORA-DORI CORE is the first major project in a master plan calling for integration of separated city blocks and redevelopment along Shintora-dori Avenue, Tokyo's newest iconic street. Located at the intersection of Shintora-dori Avenue and Hibiya Street, the complex has 15 floors above ground and a basement floor encompassing a total floor space of 17,500 square meters and total rental space of 10,000 square meters. It features high-spec offices, incubation offices, highly welcoming restaurants and shops, and an open café/event space that directly faces Shintora-dori Avenue. Going forward, SHINTORA-DORI CORE is expected to catalyze development along Shintora-dori Avenue as a core where diverse people will gather and create new ideas, and serve concurrently as a hub for bold area-management initiatives in the surrounding Shimbashi/Toranomon area.



Model project for development along Shintora-dori Avenue



THE CORE KITCHEN/SPACE will become a hub for community development



The street-side terrace on Shintora-Dori Avenue enhances unity with the surrounding community

With SHINTORA-DORI CORE serving as a core for the surrounding area, Mori Building is committed to strengthening Tokyo's magnetism by developing Shimbashi/Toranomon area as an international hub and global business center where global players live, work and gather.

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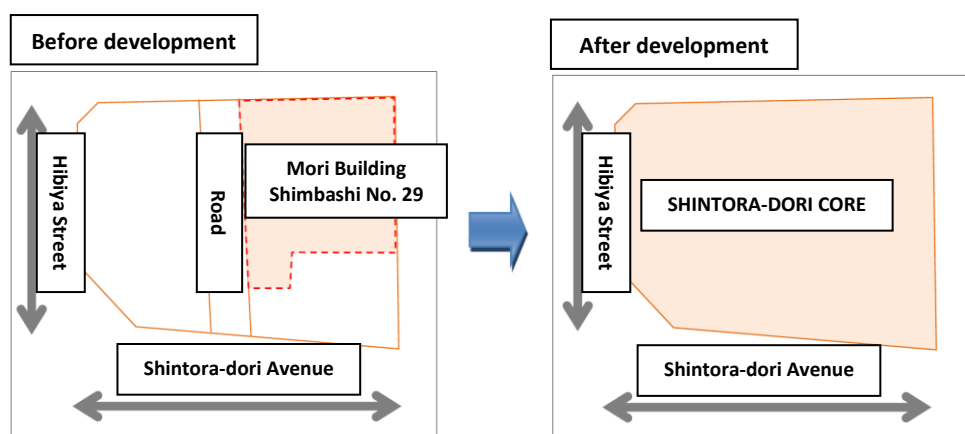
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Model project for unifying and reconstructing city blocks around Shintora-dori Avenue

■ Cityscape befitting an iconic street

SHINTORA-DORI CORE is designed to contribute to Tokyo's redevelopment policy for Shintora-dori Avenue. The policy calls for the creation of a more attractive Tokyo by solving challenges through flexible regulations that fit local circumstances, and also the sequential development and modernization of fragmented urban sites. SHINTORA-DORI CORE, as the first project to unify and reconstruct city blocks, will play a key role in establishing Shintora-dori Avenue as a new iconic street. (The project originally started as the redevelopment of the Shimbashi 4-chome area, where the Shimbashi No.29 Mori Building was completed in 1975.)



■ Architectural Design: A new urban landmark that contributes to area vibrancy

Prominently located at the intersection of Shintora-dori Avenue and Hibiya Street, SHINTORA-DORI CORE is a new urban landmark with a distinctive façade accented with white framing—a bold design makes an immediate impression on people. The lower half of the building has the look of a showcase with a large transparent opening. By beckoning pedestrians to come inside, SHINTORA-DORI CORE's inviting design will contribute to the avenue's vibrancy.

■ Street-side terrace enhances unity with surrounding cityscape

In cooperation with the Shintora-dori Avenue Area Management Council, Mori Building has set up chairs and tables on the sidewalk facing the first-floor THE CORE KITCHEN/SPACE, a combined café and event space, further merging SHINTORA-DORI CORE with its surrounding cityscape. The council was organized mainly by local companies in 2014, simultaneously with the opening of the Shintora-dori Avenue. To enhance attractiveness of the Shintora-dori Avenue and the surrounding area, it actively works for implementing the community's vision, establishing open cafés, and conducting several cleaning activities. The council also will contribute to the vibrancy of the surrounding Shimbashi/Toranomon area by organizing cultural activities and other events along Shintora-dori Avenue. According to Council Chairman Eiichi Matsumoto, "SHINTORA-DORI CORE is a center for managing Shintora-dori Avenue's community development, which connects Toranomon and Shimbashi. I hope that it will become a hub for the development of our community and for future town planning."

THE CORE KITCHEN/SPACE as a base for community management

■ Community Manager to help connect diverse people

The person designated as the dedicated community manager is stationed at the cafe in THE CORE KITCHEN/SPACE, which directly faces Shintora-dori Avenue's wide sidewalk. By helping to connect people, the space is expected to generate a new community spirit, contribute to the creation of new ideas in Shimbashi/Toranomon and catalyze cultural and economic activities. Community Manager Tomoko Nakagawa said: "I would like to promote close interaction between people who gather here, hoping that SHINTORA-DORI CORE will become the focal point of innovation and evolution in the Shimbashi/Toranomon area. Also, we aim to implement projects that compel people to come here by demonstrating that Shintora-dori Avenue is a magnet for interesting initiatives."

For Immediate Release

■ Space for cutting-edge business events and design workshops

The event space of THE CORE KITCHEN/SPACE is a base where people gather, interact and develop ideas. For its first initiative, the space will host a Mercedes-Benz event featuring mobility supported with the latest IT technologies. Another early endeavor will be the RCA-IIS Tokyo Design Lab's DESIGN ACADEMY, an educational program for businesspersons, presenting design-engineering know-how from the Royal College of Art (RCA) in the UK, a world-leading art university, and technologies from the University of Tokyo's Institute of Industrial Science.

■ Logo designed by local company, CC INC.

CC INC., a locally based designer headquartered in the Shimbashi/Toranomon area, created the logo for THE CORE KITCHEN/SPACE. The design's apple core is a metaphor for the source of life that is important for living things to grow, symbolizing the hope that THE CORE KITCHEN/SPACE will become the core of this area. According to CC INC.'s representative, Koichiro Toda: "Shimbashi/Toranomon is evolving faster than any other area in Japan. We decided to locate our office here to maximize our creativity in this continuously changing environment. We believe in the power of ideas and designs, so we will take on new challenges together with SHINTORA-DORI CORE."



THE CORE KITCHEN/SPACE is a base for area-management activities



Expected to conduct cutting-edge business events and workshops KITCHEN/SPACE



THE CORE
KITCHEN/SPACE

THE CORE
KITCHEN/SPACE Logo

Advanced, high-spec offices that trigger innovation

High-spec offices on the 4th to 14th floors of SHINTORA-DORI CORE are a standard 860m² in size with 2.8m ceiling heights and bright, open floor plans. Eco designing includes LED lighting with sensor-adjusted brightness and solar-power electric generation. A rooftop garden combining relaxing nature with marvelous views of the Tokyo cityscape is provided for the exclusive use of SHINTORA-DORI CORE office tenants. CREEK & RIVER Co., Ltd. and its group companies, which are renting office space in the complex, support creatives and other leading-edge professionals and are expected to contribute to the development of the Shimbashi/Toranomon area.



Main entrance with open ceiling



High-spec offices on the 4th to 14th floors



Exclusive roof garden where tenants can enjoy both nature and urban scenery

Also, startups and market newcomers from both Japan and overseas will avail themselves of incubation offices measuring 60–180m² on the third floor. In addition to small offices, a common lounge and common meeting rooms provide fertile ground for the cultivation of innovative ideas at SHINTORA-DORI CORE.



3rd floor incubator provides small offices, a common lounge and common meeting rooms

Highly welcoming restaurants and shops

Six restaurants and shops, including *THE CORE KITCHEN/SPACE*, will warmly welcome patrons on the first and second floors. *Shunpachi Kitchen & Table*, directly operated by a green grocer, will offer lunch boxes at lunchtime and self-serve fresh vegetables and side dishes at night. The Asakusa area's popular *Churrascaria Que bom!* will operate a moderately price churrasco buffet dinner and *YONA YONA BEER WORKS SHINTORA DORI* will serve outdoor cuisine and craft beer. The Shimbashi area's popular *MIKASA BAR* will feature Mediterranean cuisine at *MARSALA by MIKASA BAR* and *TWO • TWO • TWO* will proffer organic wine. Each establishment will be uniquely conceived and available for use by everyone, from individuals to large groups, and for diverse occasions including parties, girls' nights, dates and much more.



THE CORE KITCHEN/SPACE



Shunpachi Kitchen & Table



MARSALA by MIKASA BAR



TWO • TWO • TWO



Churrascaria Que bom!



YONA YONA BEER WORKS

SHINTORA-DORI CORE Overview

Location:	4-1-1 Shimbashi, Minato-ku, Tokyo
Site area:	1,524 square meters
Total floor area:	17,433 square meters
Total lent office area:	10,018 square meters
Standard office floor area:	858 square meters
Facilities:	Offices, retail stores, restaurants and parking areas
Structure:	Steel frame, with steel-frame reinforced concrete in some parts
Stories and height:	15 stories, 1 basement and 1 penthouse; approximately 75m high
Owners:	Mori Building Co., Ltd. and Obayashi-Shinseiwa Real Estate Co., Ltd.
Designer:	Obayashi Corporation
Builder:	Obayashi Corporation
Construction start:	August 2016
Construction finish:	September 26, 2018
Inauguration:	October 18, 2018



About Mori Building

Mori Building is an innovative urban developer based in Tokyo. The company is committed to maximizing the magnetic power of cities by creating and nurturing safe, sustainable and cosmopolitan urban centers based on its unique Vertical Garden City concept of high-rise centers for business, education, leisure and residence. The concept is applied in the company's many leading-edge projects, including ARK Hills, Roppongi Hills and Toranomon Hills in Tokyo and the Shanghai World Financial Center. Mori Building is also engaged in real estate leasing, project management and consultation. Please visit www.mori.co.jp/en