

Research facility to consider the future of cities and Tokyo from broad perspectives

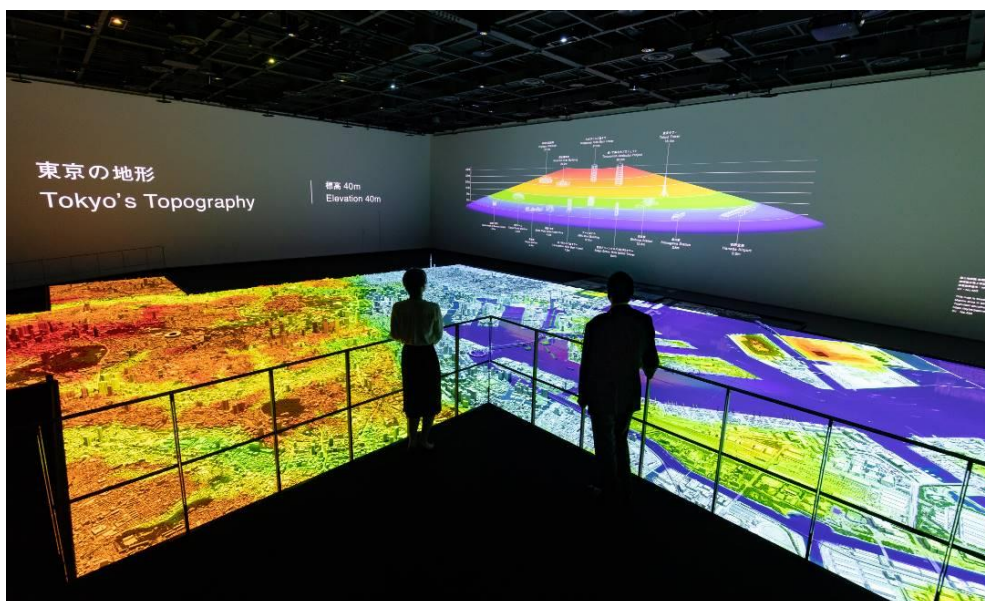
Mori Building Establishes “Mori Building Urban Lab”

— Private facility to be specially opened for press preview —

Tokyo, October 9, 2019 — Mori Building Co., Ltd, a leading urban landscape developer, announced today that it has established Mori Building Urban Lab in Roppongi, Minato-ku, Tokyo, which will serve as a research facility to overlook Tokyo from a multifaceted perspective and to consider the future of cities and Tokyo.

Mori Building, since its founding in 1959, has been constantly thinking about Tokyo’s future under its mission: “create cities, nurture cities”. For more than 20 years, Mori Building has been developing proprietary technology to create models of Tokyo and compare them to same-scale models of New York and Shanghai, also created by Mori Building. Through such comparisons, Mori Building has deepened its discussions with experts in various fields regarding the future of Tokyo as a major international city. In view of the increasing competition among major international cities to attract global resources and knowledge, the Mori Building Urban Lab will support the process of considering key issues, such as how Tokyo should evolve, what kind of urban lifestyles cities should offer and what should be done to improve Tokyo’s international competitiveness.

The facility measures approximately 1,670 square meters in total. The Theater Room, an impressively spacious area of about 740 square meters, has a large model of Tokyo (length 15 m x width 24 m; 200 square meters) and a huge 360-degree screen on the wall surrounding the city model. In addition, with some 30 high-definition projectors scattered throughout the room and various projection mappings created with state-of-the-art video technology, Mori Building Urban Lab offers various tools for conceptualizing, considering and discussing the future of the international city of Tokyo from diverse perspectives. Going forward, Mori Building will continue to contribute to Tokyo’s magnetic power by creating and nurturing cities.



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■ Main Facilities and Functions of Theater Room

1. 1:1,000-scale mega urban model

The Mori Building Urban Lab's Theatre Room presents a huge but highly detailed 1:1,000 scale model of Tokyo that has been created with Mori Building's unique technologies. The models accurately reproduce building exteriors, landforms, trees, signboards and road signs, allowing viewers to quickly grasp the city's overall composition and scale as well as its diverse spatial relationships. The 15m by 24m model covers 13 central wards of the city, about 230 square kilometers in total. Also, next to the Tokyo model are models of New York's Manhattan area and Shanghai's Pudong New Area, both reproduced on the same 1:1,000 scale, enabling visitors to make comparisons and better understand the characteristics and challenges of each city. Surrounding the entire model is a 360-degree screen that presents beautiful cityscapes of central Tokyo as well as informative graphic content.



Distant view of Tokyo model



Close-up view of Tokyo model



Model of New York's Manhattan area



Model of Tokyo's Minato City (front)

2. Giant 360-degree panoramic screen (6m x 26 m x 4 surfaces; about 620 sq. m.)



3. TOKYO CITY SYMPHONY (Projection-mapping Presentation)

Visitors will be greeted with this impressive four-minute video presentation, which combines the Tokyo model with high-definition 3D projection-mapping content to project Tokyo's vibrant energy as a major international city. Enveloped in music and video, visitors will be fascinated by Mori Building Urban Lab's overwhelming sense of scale.

Story (about 4 min.)

"Welcome"

A story begins with "Welcome" in various languages.

The city begins to pulse.

Day and night, over and over.



Buildings take shape. Roadways expand.

Energy spreads across the city.

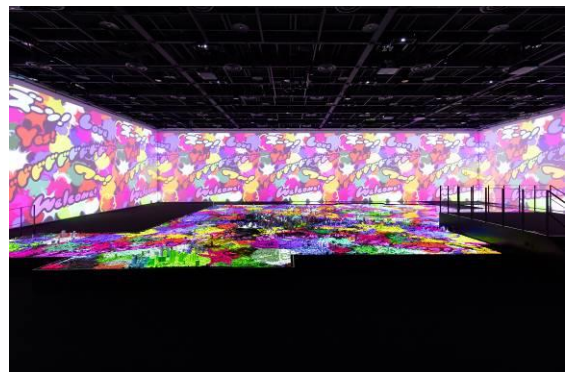
Tokyo begins to breathe like a single organism.



A large tree grows out of the darkness. Greenery carpets the city and the water of life flows. Flowers bloom and butterflies dance. A beautiful natural environment unfolds.

A monochrome thunderstorm envelops the city like a sudden flash.

Followed by a bacterial vivid shade as a Tokyo pop culture storm.



The story approaches to its finale.

Lights swirl and fireworks explode. It's a festival of color.

Buildings interact with each other in a dream-like vision of Tokyo of the future.



Thank you for paying us a visit.

Blessing you wholeheartedly.

4. TOKYO URBAN STUDIES (Projection-mapping Presentation)

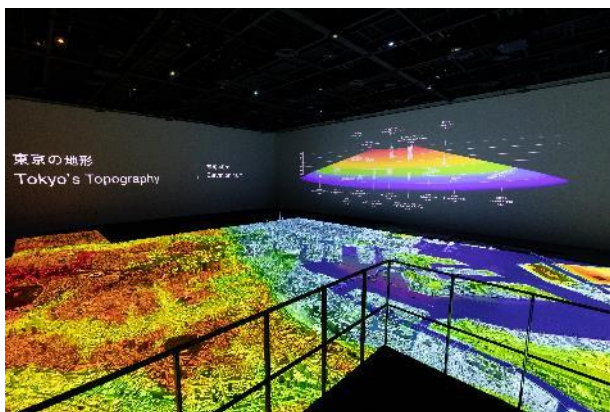
In this second presentation, the Tokyo scale model becomes a huge canvas for “sketching” Tokyo from various perspectives. Viewers are able to intuitively understand the characteristics and issues of Tokyo by looking closely at its railway network, topography, changing coastline of Tokyo bay, Tokyo 2020 Olympic venues and greenery.



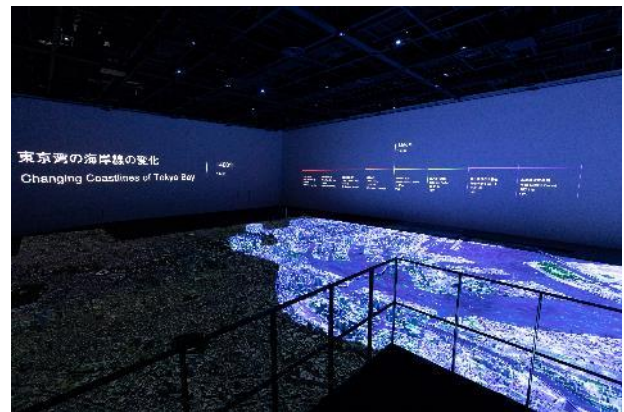
Diverse projection mapping contents are prepared



Tokyo's rail network



Tokyo's Topography



Changing coastline of Tokyo bay



Tokyo 2020 Olympic venues



Tokyo's green spaces