

Press Information

February 2, 2006

Mori Building Co., Ltd.

Grand Opening of MEDIA SHIP “Omotesando Hills” on February 11 ～ The “Ship of Cultural Information Transmission” to set sail for the future from Omotesando～

On February 11 (Saturday and public holiday), Mori Building Co., Ltd. (Head Office: Roppongi, Minato-ku, President: Minoru Mori) will celebrate the grand opening of the commercial / residential complex “Omotesando Hills (Type I Urban Redevelopment Project for the Jingumae 4-Chome area)”, which the company has jointly undertaken with the Jingumae 4-Chome Urban Redevelopment Association (Chairman: Toru Ishii).

“Omotesando Hills” replaces the Dojunkai Aoyama Apartment complex, which was a renowned landmark of Omotesando for many decades. Its facade extends approx. 270 meters, i.e. a quarter of the length of the internationally famous Omotesando Boulevard that links the Omotesando subway station to the Meiji Jingu shrine. The six-story complex with six basement levels and a total floor area of 34,061 square meters, features a commercial section boasting 93 shops and restaurants, a residential section with 38 residential units and a car park with a capacity of 216 vehicles.

MEDIA SHIP

～ A medium that provides human links and generates collaboration of diverse expression

Omotesando Hills is the unmatched cultural / commercial complex of its kind, emerging as the new face of Omotesando, the street that has disseminated various trends as the hub of Japanese fashion and cultures. The six-level atrium (3 levels above ground and 3 levels underground) at the heart of the main building is complemented with the 700-meter “Spiral Slope” ramp (“the second Omotesando”) spiraling around the atrium space in a gradient roughly the equal to that of Omotesando. At the center of the atrium space is a grand stairway (from Basement Level 1 to Basement Level 3), leading to a 500-square meter multi-purpose space on Basement Level 3. The exterior wall carries a 250-meter-long LED section called “Bright-Up Wall”. Also featured across the complex are moving projectors, ultra-directional speakers, large-screen displays and other cutting-edge devices and technologies that enable diverse presentations of light, visuals and sound.

This creative space is combined with “selective” stores mainly positioned along the Spiral Slope, participating artists and trend-conscious people who gather at Omotesando Hills, to evolve the complex into a new “medium” with unparalleled presentation capacity.

On February 11, MEDIA SHIP “Omotesando Hills” sets sail as the “Ship of Cultural Information Transmission” pioneering a fresh future from Omotesando to the rest of the world.

◇ **Tadao Ando** Omotesando Hills / Architectural Design

Architect. Born in Osaka in 1941. Self-taught architecture and launched his own architectural design office in 1969. One of Japan's most prominent architects advocating a fresh architectural approach in harmony with the environment. In this project, Ando has incorporated the essence of the old community symbol Dojunkai Aoyama Apartment complex into the redevelopment under the theme of "Urban Memory" and "Landscape Regeneration", successfully creating the next-generation landmark.

◇ **Julian Opie** Omotesando Hills / Opening Artwork

Artist. Born in London in 1958. Graduated from Goldsmith College and launched an international artistic career in the 1980s. His works range from paintings to sculptures and animation films, with recent artworks being famous for their pictographical depiction of people and landscapes.

In this project, Opie provides an opening artwork featuring "walking persons" as a motif.

◇ **Hiroshi Fujiwara** Omotesando Hills / Theme song

Music producer, DJ and creator. Born in 1964. Studied in London and later in New York, before launching a career as DJ in the 1980s. Started work as a music producer in the 1990s, and has achieved high acclaim in the areas of music production, composition and arrangement. Maintaining a charismatic presence in Tokyo's street cultures, such as Ura-Harajuku (means the back streets in Harajuku), Fujiwara continues to attract attention both at home and abroad as the figure leading the city's cultural scenes.

◇ **Satoshi Uchihara** Omotesando Hills / Architectural lighting design

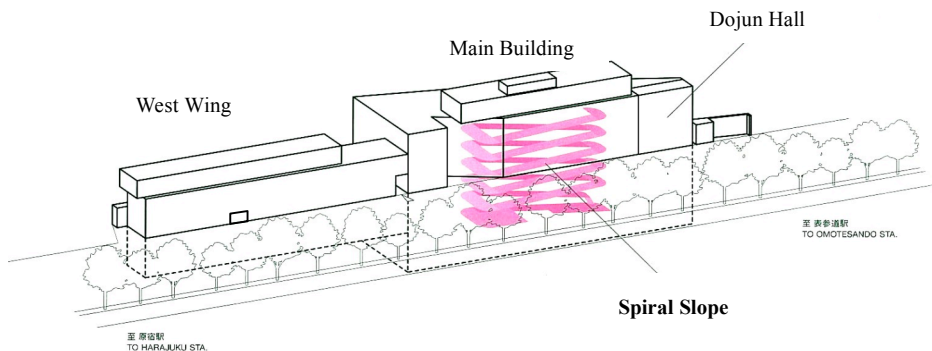
Lighting designer. Born in Kyoto in 1958. Graduated from the Department of Communication Design, Tama Art University, and worked at a design office of Motoko Ishii before establishing his own design office in 1993. His works extend from spatial production using lights to light fitting designs and design of urban landscape lighting. He is particularly famous for his involvement in lighting designs for historical buildings including Kinkakuji Temple Golden Pavilion, as well as Roppongi Hills.

In this project, Uchihara provides architectural lighting design for the entire complex, including the 250-meter LED wall incorporated into the façade.

◇ **+NOP** Omotesando Hills / Environmental artwork presentation

Standing for *Notion Organize Project*. A group of creators brought together in 2004 to provide an environmental presentation of Omotesando Hills. Consists of Junji Tanikawa, Yasunori Ito, Hiroaki Ide and Yu Maruno with expertise in different areas. The group combines cutting-edge technologies of Japan's highest level in audio, visual and lighting, presenting Omotesando Hills, a site of unparalleled potential as unconventional and expansible environmental artwork.

■ Overview of the commercial section



The commercial section of Omotesando Hills extends across the West Wing (2 levels above ground and 2 levels underground), Main Building (3 levels above ground and 3 levels underground) and Dojun Hall (3 levels above ground), with the fourth basement level providing a customer car park for 182 cars. The six-level atrium at the heart of the Main Building is surrounded by the Spiral Slope ramp in a gradient roughly equal to that of Omotesando. The ramp is continuously lined with shops and restaurants, presenting the atmosphere of an outdoor shopping street. Of a total of 93 shops and restaurants in the complex, about half represent first outlets of brands (including first outlets in Japan) and existing retailers adopting renewed business formats, and the rest are outlets defined as the brands' flagship shops.

【Target】

The main target is “O-TO-NA”* Omotesando lovers with the frame of mind 10 years younger than their actual age, enjoying creative activities with a playful mentality. They are characterized as having a high sensitivity to fashion trends, and include persons of various age groups seeking urban lifestyles, as well as creators, artists and journalists visiting Tokyo.

※ “O-TO-NA” implies persons who lead a lifestyle full of “Originality”, value time they spend “TOgether” with their friends and appreciate their “Nationality” while also maintaining a global perspectives.

【MD Concept】

The merchandizing concept is to provide a “place where selective and creative items are found”. Omotesando Hills will continue to disseminate the latest editorial information about lifestyles and how to take full advantage of goods on offer, adding a fresh lifestyle interpretations. Underlining the concept is the philosophy of “recurring essence = RE”, i.e. adding recurring essence to traditional, authentic and high-quality goods and services, and creating unique items of selective value to be presented from Omotesando / Japan to the rest of the world.

※RE (examples) **REBIRTH** **RECREATION**

REDISCOVERY **REINVENTION** **REMIX**

■ Omotesando Hills Logo Design Concept

The Omotesando Hills logo was designed by the graphic design group Tycoon Graphics based on the landscape and history of Omotesando, a conception of heading into the future with the birth of Omotesando Hills, and the transmission of modern Japanese culture to the rest of the world.

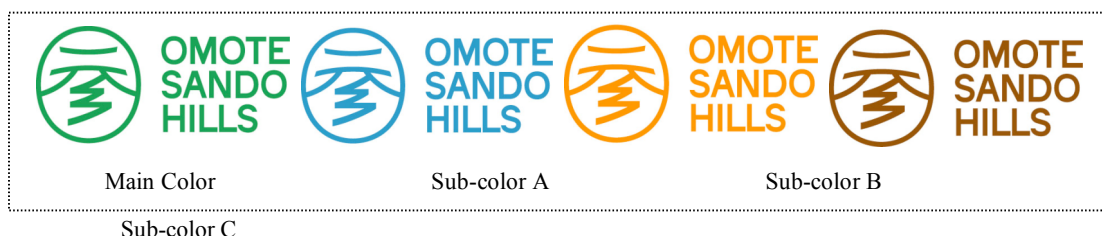
< Main Logo >



The Japanese character for “san” (参) in Omotesando (表参道) constitutes the motif of the logo, invoking the meaning “to gather” and expressing the identity of Omotesando as a road leading to Meiji Jingu Shrine. It symbolizes Omotesando as a place where various people gather and produce myriad forms of progressive culture.

The logo depicts the large Shinto archway that serves as the entrance to Meiji Jingu Shrine, the road leading to it, and the spiral slope running inside Omotesando Hills that is a major characteristic of the building architectural design as well as what could be considered a second Omotesando road. The logo is also intended to bring to mind people walking leisurely under the rows of keyaki (zelkova) trees lining Omotesando as well as walking along the spiral slope inside Omotesando Hills.

The ellipse surrounding the “san” (参) character represents both the “O” in Omotesando and the personal seal, or hanko, which is ubiquitous in Japanese society.



The variations in color evoke the four seasons like the rows of keyaki trees.

*Tycoon Graphics - Art Direction & Graphic Design

Established by Yuichi Miyashi and Naoyuki Suzuki in 1991, Tycoon Graphics produces graphic design for corporate advertising, logos, packaging, and editorials in sectors that include music, fashion and architecture. The firm has been honored with a number of awards, including a Gold Cube for “Big Magazine” and a Silver Cube for “Boycott Movie” at the 78th New York ADC Awards, other awards at the 76th through 79th New York ADC Awards, and

Omotesando Hills / Internal Device Fact Sheet

Name		Description
Audio devices	Ultra-directional moving speakers	Special large and long-range speakers capable of variable direction adjustment are installed to enable realistic audio movements and zoning effects.
	Pole-shaped plane wave speakers	The directional characteristic of plane wave speakers (not spreading sound in a vertical directions) is utilized to clearly define four audio zones.
	Zoning-type ceiling speakers	Numerous compact and high-quality speakers with a fixed directional property are embedded in the ceiling to deliver clear sound while minimizing sound evasion to retailers facing the atrium.
Lighting devices	Active Vision	Japanese-made "Active Vision", a moving projector system with the world's longest history, has been specifically developed for Omotesando Hills. It facilitates diverse visual contents and lighting presentations, while achieving synchronized lighting operations with zoned audio contents.
	Vari-Lite	The moving spotlight system with a presentation capacity comparable to the base light of theater lighting, caters to diverse events and makes an environmental presentation in constant synch with audio and visual elements in a timeline.
	General spatial presentation system	The system can combine multipurpose stores, atrium and communal space according to the objectives in conducting spatial presentation, and supports a small-scale presentation for individual multipurpose retail units to a large-scale presentation that coordinates multiple areas. With 1,500 light control channels, the system has a potential that surpasses large theaters in Japan.
Visual devices	Media Control Room	The facility controls the mega-network of 1,000 devices to achieve a high-level coordination of audio, visual and lighting effects. The newly-developed original control system allows even persons with no expert knowledge to conduct information dissemination operations on the premises.
	180-inch monitor	The world's thinnest large DLP* Vision monitor that sits in the space only 26 centimeters deep. * Digital Light Processor
	Outdoor sensor cameras (Zelkova cameras)	Sensor cameras make a fixed-point observation of changes in Omotesando landscape (including Zelkova trees). The visual data is computer-processed into digital signals for use in future presentations.



Ultra-directional moving speakers



Pole-shaped plane wave speakers



180-inch monitor

■ Development overview

【Concept of Development】

- ◇ Harmony with Omotesando landscape
- ◇ Innovative Spiral Slope ramp (the second Omotesando)
- ◇ Residential units surrounded with zelkova trees
- ◇ Safety and disaster-resilient community development
- ◇ Rooftop garden for nurturing greenery
- ◇ Partial reuse of the original apartment's exterior walls

□ Considerations to the local landscape and environment

With priority on harmonization with Omotesando's historical landscape and environment, the project chose Architect Tadao Ando architectural design. The complex makes maximum use of available underground space to keep the structure height to the same level as zelkova trees, and actively incorporates rooftop greenery so as to achieve a lush-green landscape in harmony with the tree-lined Omotesando Boulevard. In an effort to preserve the familiar landscape that vividly remains in the memory of local residents and pass it to future generations, the now-demolished Dojunkai Aoyama Apartment complex has been reborn as "Dojun Hall". Omotesando Hills also incorporates innovative environmental considerations, such as rainwater reclamation, so that the complex will continue to be enjoyed by many visitors for years to come, fostering the area's history and cultures.

□ Community contributions

Omotesando Hills provides added convenience to the local community through offering a multilevel car park from the basement levels 4 to 6 (196 parking units for retailers and 20 units for residents), and installing a pedestrian walkway linking Omotesando to the north side of the complex. The site is also equipped with an emergency well and other facilities to function as a disaster management base.

□ Residential units

Omotesando Hills include a total of 38 residential units occupying the upper floors. All units, most of which are one-bedroom condominiums, have a southerly aspect, offering a view of zelkova trees lining Omotesando.

【Project history】

1927	Dojunkai Aoyama Apartment complex completed
Around 1968	The initiative to redevelop the site starts.
1995	Great Hanshin & Awaji Earthquakes gives momentum to the redevelopment campaign.
1998	Tadao Ando is chosen as the architect. The Tokyo Metropolitan Government sells the land to the redevelopment consortium.
April 2001	Jingumae 4-Chome Urban Redevelopment Preparation Association established
March 2002	Urban planning approved for the Class I Urban Redevelopment Project for the Jingumae 4-Chome area
October 2002	Jingumae 4-Chome Urban Redevelopment Association established
March 2003	Property rights adjustment plan approved for the Class I Urban Redevelopment Project for the Jingumae 4-Chome area
August 2003	Construction commenced
January 2006	Construction completed
February 2006	Omotesando Hills (commercial complex) grand opening