

Mori Building Earns Multiple Awards for Mori Building Brand Movie and Urban Research Facility from ADC 99th Annual Awards

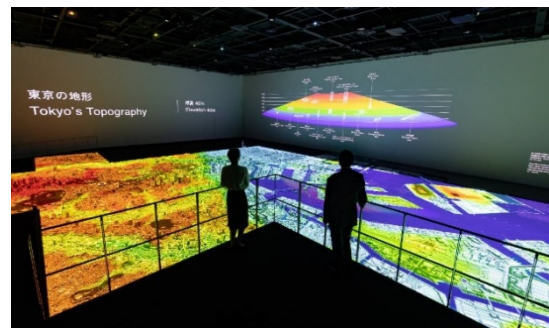
Tokyo, June 3, 2020 — Mori Building Co., Ltd., Japan’s leading urban landscape developer, announced today that its “DESIGNING TOKYO” brand movie and “Mori Building Urban Lab” for research on the future evolution of cities have won multiple awards from the ADC 99th Annual Awards, the world's oldest international advertising design awards program, hosted by The One Club for Creativity in New York City.

Mori Building Brand Movie “DESIGNING TOKYO” was presented with two Silvers and one Bronze in Advertising. Focusing on various projects that Mori Building has carried out over the years, the movie vividly recreates urban scenery and culture (including symbolic persons from each era) realized by these projects through cutting-edge technologies, ultimately to express Mori Building’s vision of urban development and its aspirations for the future of Tokyo.

Mori Building Urban Lab won a Silver in Spatial Design as an urban research facility that has effectively combined projection mapping and other advanced technologies with a giant model of Tokyo. The lab, which was established to embody Mori Building’s ambitions for urban development, is recognized for enabling people to conceptualize, contemplate and discuss the future of cities from diverse perspectives.



Scene from Mori Building Brand Movie “DESIGNING TOKYO”



Mori Building Urban Lab

Awards won by Mori Building Brand Movie “DESIGNING TOKYO”

Silver in Advertising: Art Direction – Digital/Motion – Motion

Silver in Advertising: Craft in Video – Special Effects – Single

Bronze in Advertising: Craft in Video – Cinematography – Single

Merit in Advertising: Craft in Video – Direction – Single

Awards won by Mori Building Urban Lab

Silver in Spatial Design: Installation Design

Merit in Interactive: Data Visualization

Merit in Experiential Design: Digital Experiences/Responsive Environments

The ADC Awards, the world's oldest advertising awards, were established in 1921 by the advertising art association Art Directors Club (ADC) to honor commercial advertisements and design based on evaluation standards similar to those applied to art objects. The program nominates and awards the world’s leading advertisements, attracting the attention of advertising and design professionals worldwide.

Mori Building has been shaping and envisioning Tokyo’s future since 1959. Based on its corporate philosophy of “Create Cities, Nurture Cities,” Mori Building continues to enhance Tokyo's magnetism as a leading international city.



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 residences. The concept has been 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

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