

Research Facility to Consider Cities “Mori Building Urban Lab”

Mori Building established Mori Building Urban Lab in Roppongi, Minato-ku, Tokyo, in October 2019, which serves as a research facility to overlook Tokyo from a multifaceted perspective and to consider the future of cities and Tokyo.

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.

■ 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

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 are 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.



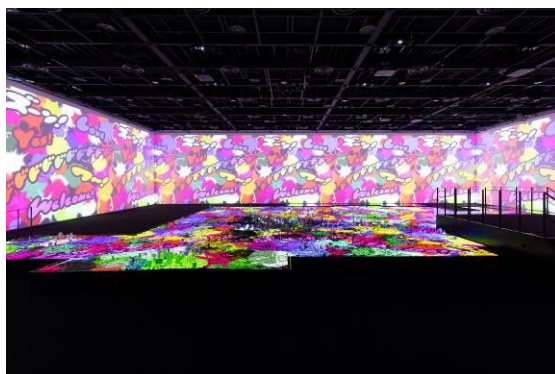
Buildings take shape. Roadways expand.

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)

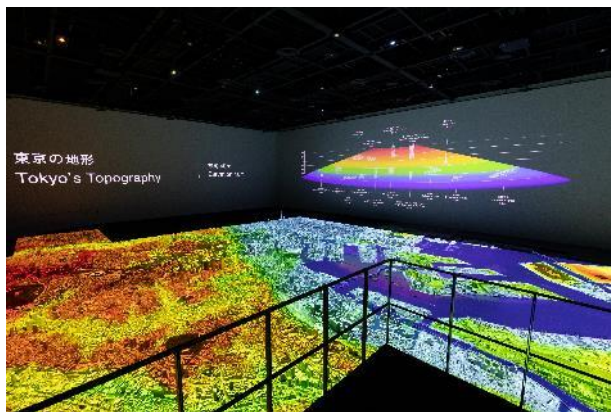
In this second presentation, the Tokyo scale model becomes a huge canvas for “sketching” Tokyo from various perspectives. Viewers are able to intuitively understand the characteristics and issues of Tokyo by looking closely at its railway network, topography, changing coastline of Tokyo bay, Tokyo 2020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



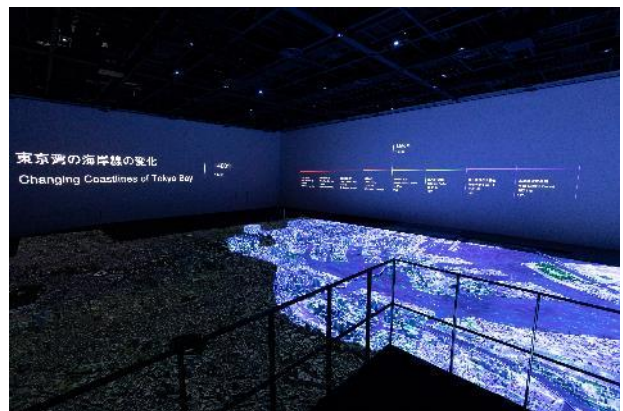
Diverse projection mapping contents are prepared



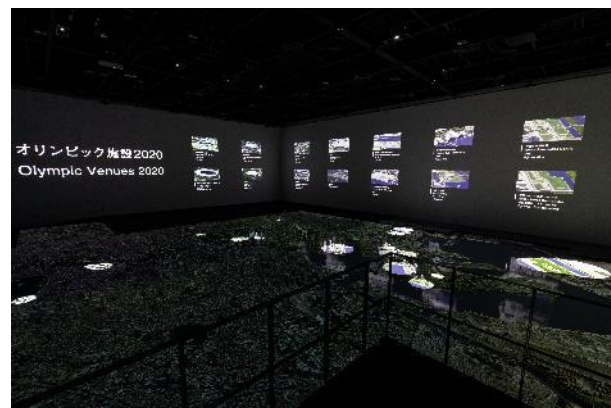
Tokyo's rail network



Tokyo's Topography



Changing coastline of Tokyo bay



Tokyo 2020 Olympic venues



Tokyo's green spaces

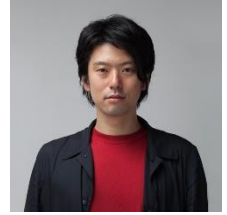
■ Designer / Creator Profiles

Creative Direction for TOKYO CITY SYMPHONY and TOKYO URBAN STUDIES

Tsubasa Oyagi

Executive Creative Director and Partner, SIX Inc.

Established SIX in 2013. Produced Tokyo City Symphony for 10th anniversary of Roppongi Hills. Has received many awards, including Cannes Lions and D&AD. Produces architectural works based on belief that “advertising is the most powerful medium/art for connecting people and moving the world in a better direction.”



Art Direction for TOKYO URBAN STUDIES

Naonori Yago

Art Director, SIX INC.

Has provided visual designs for Laforet HARAJUKU and the “Roppongi Hills Fashion” catalogue. Headed creative direction for ZIPAIR, a low-cost carrier owned by Japan Airlines. Held his first large-scale solo exhibition, “Basara,” at Laforet Museum in February 2020. Basara, his first collection of works, also has been published by SEIGENSHA Art Publishing.



User Experience Design for TOKYO CITY SYMPHONY and TOKYO URBAN STUDIES

Kampe Baba

Creative Director, Bascule Inc.

Born in Oita in 1976. Joined Bascule in 2002 as a programmer and became creative director in 2010. Currently engaged in planning and producing interactive content in various fields, including advertising, events, education and art.



Video Production for TOKYO CITY SYMPHONY and TOKYO URBAN STUDIES

Takahiko Kajima

Producer, P.I.C.S. Co., Ltd.

Joined P.I.C.S. in 2005 after working as assistant to film sound mixer. Was production manager before current position. Has produced commercials, internet advertisements, music videos, videos for live performances and concerts, short films, space effects, interactive content and more.



TAKCOM

Visual artist, Connection Inc.

Visual Artist for television commercials, music videos, art installations and live performances. Has collaborated with artists across diverse genres and on many scales. First feature film, “Flowers and Rain,” was released in theaters in January 2020.



Interior Design for Mori Building Urban Lab

Shohei Shigematsu

Partner and New York Office Representative, OMA

Born in Fukuoka in 1973. Major works include new CCTV (China Central Television) headquarters; new College of Architecture, Art, and Planning building at Cornell University; Coach’s flagship store in Omotesando; new museum for Musée national des beaux-arts du Québec; masterplan of Facebook campus in Menlo Park, Silicon Valley; and Sotheby’s headquarters building in New York. Currently involved in expanding New Museum in New York and designing Toranomon Hills Station Tower (tentative name). Teaches at graduate schools of Columbia University and Harvard University.

