

Mori Building Earns New Accolades for "DESIGNING TOKYO" Brand Movie from THE ONE SHOW and D&AD Awards

Tokyo, June 29, 2020 — Mori Building Co., Ltd., Japan's leading urban landscape developer, announced today that its "DESIGNING TOKYO" brand movie has won multiple awards from THE ONE SHOW 2020, a leading advertising award hosted by The One Club for Creativity in New York, and a silver prize from D&AD Awards 2020, another leading international advertising award hosted by the nonprofit Design & Art Direction in the United Kingdom. To date, Mori Building Brand Movie "DESIGNING TOKYO" has won nine prizes from prestigious awards programs, including the ADC 99th Annual Awards as announced previously.

THE ONE SHOW is one of the world's top three advertising awards honoring international excellence in creative ideas for 45 years, along with the Cannes Lions and Clio Awards. The D&AD Awards program, which is noted for its rigorous selection process, has roots going back to British Design & Art Direction—D&AD's predecessor founded in 1962.



Awards earned from THE ONE SHOW 2020

Golds

Category: Design: Moving Image / Single

Category: Moving Image Craft: Craft - Visual Effects / Single

Silver

Category: Moving Image Craft: Craft - Editing / Single

Merit

Category: Craft - Direction / Single

Award earned from D&AD Awards 2020

Graphite Pencil (equivalent to silver prize)

Category: Branding - Brand Expression in Moving Image

Shortlist

Category: Art direction – Art Direction for Film Advertising

"DESIGNING TOKYO" expresses Mori Building's vision of urban development and its aspirations for the future of Tokyo. The movie features various projects that Mori Building has carried out over the years, vividly recreating urban scenery and culture, including symbolic persons from each era, that were realized through cutting-edge technologies deployed during these projects.

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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