

Mori Building's "Designing Tokyo" Brand Movie Wins Multiple Awards including Two Grand Prix at ADFEST 2020

Tokyo, March 5, 2021 — Mori Building announced today that its "Designing Tokyo" brand movie won two GRANDE (grand prix), one GOLD and four SILVER awards during the Asia Pacific Advertising Festival (ADFEST) 2020 awards ceremony

"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.

The unique video, which stands apart from conventional advertising expressions, has attracted extensive global acclaim, 35 international awards including the New York ADC Award and The One Show, and 11 prizes in Japan including the ACC Tokyo Creativity Awards and the Galaxy Awards.



Scene from Mori Building's brand movie

Mori Building, since its establishment in 1959, has been actively involved in both the conceptualization and realization of urban evolution. Going forward, the company is committed to its "Create Cities, Nurture Cities" philosophy aimed at contributing to Tokyo's magnetic power as one of the world's greatest cities.

The Asia Pacific Advertising Festival (ADFEST) was founded in 1998 as one of the Asia-Pacific region's leading advertising award programs. ADFEST 2020 attracted more than 2,300 entries in 20 categories from some 260 companies in 28 cities. The awards ceremony, originally scheduled to be held in Pattaya, Thailand in March 2020, was postponed because of COVID-19 to February 15, 2021, when the awards were announced via live streaming during a virtual awards ceremony.

ADFEST 2020 awards earned by “Designing Tokyo”

GRANDE (2)

Design Lotus: Motion Design

Film Craft Lotus: Directing

GOLD (1)

Film Craft Lotus: Special Effects—Digital Visual Effects

SILVER (4)

Digital Craft Lotus Video: Moving Image

Film Craft Lotus: Costume Design

Film Craft Lotus: Production Design

Film Craft Lotus: Editing

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