

Mori Building Brand Movie “DESIGNING TOKYO”

For over 60 years, Mori Building has been promoting urban development under a philosophy of "Create Cities, Nature Cities," and envisioning the future of cities and the future of people's lifestyles. Focusing steadily on futuristic cities and Tokyo's evolution, the company's numerous urban redevelopment projects in central Tokyo—including ARK Hills, Omotesando Hills, Roppongi Hills and Toranomon Hills—have consistently offered the most advanced proposals for a better city in each era.

Urban development is the process of creating a better future by imagining new ways for people to live, work, and interact in cities that can continuously evolve and mature to keep up with ever-changing society, even after its completion. Mori Building Brand Movie “DESIGNING TOKYO” vividly recreates urban scenery and culture (including symbolic persons from each era) realized by the company's various projects through cutting-edge technologies, ultimately to consider the future that lays ahead for Tokyo.

■ Advertising Agency and Production Companies

Advertising agency: DENTSU INC.
Production company: Dentsu Craft Tokyo
CG production company: jitto/MARK/ OMNIBUS JAPAN

“DESIGNING TOKYO”

Creating cities is work that takes decades.

It could be said that, the minute we start, we are creating the future.

Creating cities is work that never ends.

The lives of city dwellers constantly evolve with the times.

We focus on the future, putting the whole of Tokyo in perspective.

We raise the appeal of Tokyo, and raise the potential of this country.

Step by step, project by project, we are creating a Tokyo that is yet to exist.

■ Commitment to Creativity

This video was created through meticulous research of Tokyo's evolution as a city in order to enable people to reflect on Mori Building's 60-year history with a sense of empathy. The biggest challenge was not only expressing Mori Building's various projects down through the years, but also reproducing the culture generated around these projects. Under the supervision of experts, each era was investigated to reproduce historically accurate scenes, including clothes, accessories and other items. Careful attention was paid down to the smallest detail, including things too small to notice at first glance. We hope people will enjoy appreciating these scenes over and over.

The special feature of this video is its seamless transitions, which create the feeling of a one-cut video achieved with a floating style of camera work. Also, the video is an advanced production incorporating extensive use of glitch effects to create a work unlike almost all videos in the advertising genre.

Nishi-Shimbashi 2 Mori Building (est. in 1956)



Laforet Harajuku (est. in 1978) with Sayoko Yamaguchi



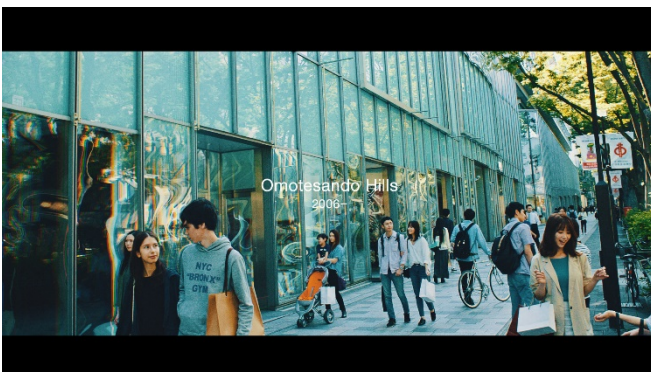
ARK Hills (est. in 1986) with Ryuichi Sakamoto (at age 34)



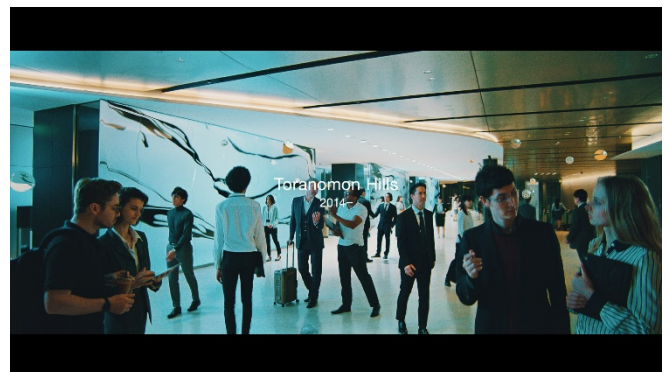
Roppongi Hills (est. in 2003) with Takashi Murukami(at age 41)



Omotesando Hills (est. in 2006)



Toranomon Hills (est. in 2014)



■ Shooting / Production Episode

Videography required 10 days of shooting and computer-graphic (CG) production took about 5 months. The entire cast totaled 318 people. Overall, the video required about one year from planning to public release. In addition to the video's use of extensive CG processing integrated into studio sets, it is believed to be a rare example in advertising history to combine use of motion-control cameras, location shoots with casts of some 100 people and aerial videography.

Buildings appearing in the video were reproduced from photographs and drawings of each era. To accurately portray what the people were like back then, we gathered videos and photos, worked with personnel familiar with makeup of specific periods and scanned mannequins in 3D. In the scene of Omotesando Hills, we used an actual photo of the Dojunkai Aoyama Apartments that originally occupied the site. Near the beginning of the video, the 1956 Tokyo cityscape as seen from the rooftop of Nishi-Shimbashi 2 Mori Building is particularly impressive.

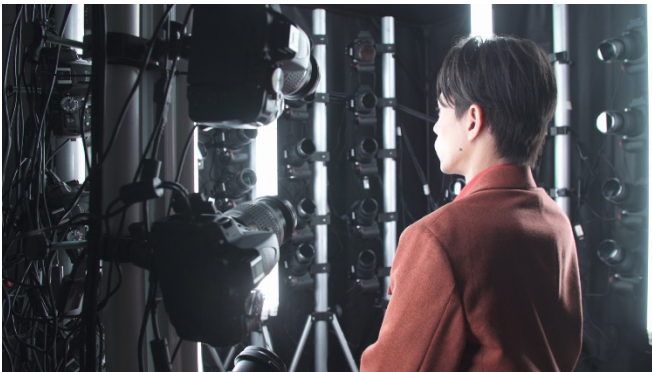
Filming a scene of Nishi-Shimbashi 2 Mori Building



Filming a scene of Café in Harajuku (only appeared in full version)



Making 3D capture of human figures



Filming at Karajan Place in ARK Hills



■ Staff Credit

Executive Creative Director : Yuya Furukawa

Creative Director : Kaoru Sugano

Copy Writer : Muneyuki Fujimoto

Art Director : Ryosuke Miyashita

Communication Planner : Kazuyoshi Ochi

Planner : Ryosuke Sone

Creative Producer : Mayumi Yamaguchi

Producer : Masafumi Fujioka, Kazuhiro Hasumi

Production Manager : Ryotaro Omori, Michio Furukawa, Mitsuo Tokunaga

Director : Sojiro Kamatani | Assistant Director : Jeffrey Stockwell, Naoki Kaneko

Cinematographer : Senzo Ueno, Yuta Echigo | DIT : Ryogo Tachiwada, Taito Oyama | Gaffer : Keisuke Ikeda, Masachio Nishida

Chroma Key : Jun Maeda | Key Grip : Toshiyuki Ichihara, Junya Yamamoto | Motion Control : Shigeru Hagiwara, Takashi Yabuki, Naoki Ito

Drone Operator : Michito Tanaka, Takeharu Fujiwara | Helicopter Shot : Takayuki Karasawa

Set Designer : Yuichi Ishida | Cooking Stylist : Naomi Kawasaki | Stylist : Yasuhiro Takehisa

Hair : Tomoko Sato | Make : Nao Yoshida | Special Effects Makeup : Fumihiko Kanda

CASTING : Hiroyuki Nakamura, Shunpei Nishijima | Location Coordinator : Fumiyoshi Shimada | Location Service : Kimio Tomizawa

CG Producer : Yoshifumi Sadahara, Shinji Tsuchiya, Tokihiko Tsukamoto, Hiyoshi Mamada | CG Director : Munetsune Inudo, Naoki Takano, Aritsune Kawamura | CG Technical Director : Satoru Tokoi

Motion Design : Hiroshi Kondo | Technical Advisor : Fumihiko Kamemura | 3D Scan : Yasuhiko Kani | Retoucher : Ryosuke Harashima

Offline Editor : Takayuki Tochizawa | Online Editor : Akio Sakamaki, Yoshifumi Hashimoto, Kentaro Kawamoto, Daisuke Miyako

Colorist : Benjamin Conkey | Music Producer : Katsuya Yamada | Sound Effects : Akihito Narita

Mixing Engineer : Masayuki Sato

Account Executive : Kumiko Midorikawa, Kenichi Sato, Reona Obinata

Cast : Sayoko Yamaguchi / Ryuichi Sakamoto / Takashi Murakami / SUMIRE

Music : mabanua

Narration : Kengo Kakudate (Yogee New Waves)

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