

## **Mori Building Earns Two Bronze Prizes from Prestigious Cannes Lions 2020/2021 — Mori Building Brand Movie and Urban Research Facility Both Awarded —**

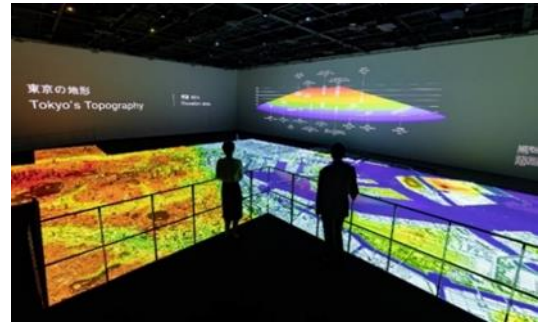
**Tokyo, July 5, 2021** – Mori Building, Japan’s leading urban landscape developer, announced today that its "DESIGNING TOKYO" brand movie and “Mori Building Urban Lab” for researching the future evolution of cities have won two bronze awards from the prestigious Cannes Lions International Festival of Creativity 2020/2021.

Cannes Lions, one of the world’s three top creative awards in the advertising field along with The One Show and the Clio Awards, is closely followed by creators, designers and advertising professionals worldwide. This year’s festival was combined with the 2020 edition, which was postponed due to COVID-19. The two bronze awards for "DESIGNING TOKYO" and “Mori Building Urban Lab” were selected from among 29,074 works entered globally in 28 categories combined, which raised the level of competition compared to previous years.

"DESIGNING TOKYO" won a bronze for “Achievement in Production” in the Film Craft category. It was also on the short lists of six other categories. “Mori Building Urban Lab” won its Bronze for “Experience Design: Multi-platform” in the Digital Craft category.



Scene from "Designing Tokyo" brand movie



Mori Building Urban Lab

"DESIGNING TOKYO" presents major urban developments that Mori Building has carried out over several decades in Tokyo. The film vividly recreates urban scenery and culture (along with symbolic persons from each era) that these projects realized through the application of cutting-edge technologies. While revisiting the past, the film also expresses Mori Building's vision of urban development and its aspirations for Tokyo’s future.

Mori Building Urban Lab is a facility for urban research based on the combination of a giant physical model of Tokyo with projection mapping and other advanced technologies. The lab, established in 2019 to further Mori Building's ambitions for urban development, enables people to conceptualize, contemplate and discuss the future of cities from diverse perspectives.

The film and research facility, both of which use unconventional expressions to vividly portray Tokyo’s character as a global city, have attracted extensive acclaim worldwide, including earning other top accolades, such as from the New York ADC Awards and The One Show.

Mori Building has been helping to drive 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 residence. The concept is 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](http://www.mori.co.jp/en)

***Please address inquiries regarding this press release to:***

Public Relations, Mori Building Co., Ltd.

Tel +81 (0)3-6406-6606

Fax +81 (0)3-6406-9306

E-mail [koho@mori.co.jp](mailto:koho@mori.co.jp)