

MORI Building DIGITAL ART MUSEUM: teamLab Borderless to Reopen Next Year as Part of Toranomom-Azabudai Project

Updated museum expected to continue attracting global visitors as a leading destination of Tokyo

Tokyo, August 24, 2022 — Mori Building Co., Ltd., Japan’s leading urban landscape developer, announced today that MORI Building DIGITAL ART MUSEUM: teamLab Borderless, a popular tourist destination on Tokyo’s Odaiba waterfront operated jointly with the world-leading international art collective teamLab, will be relocated to central Tokyo’s Toranomom-Azabudai Project scheduled to open in 2023. The newly reestablished digital art museum, which will continue to deliver unique guest experiences based on its concept of “Wander, explore, discover in one borderless world,” plans to steadily renew exhibits that blur the boundaries between guests and the artworks. Once reopened, the museum is expected to strengthen its reputation as one of Tokyo’s leading destinations attracting visitors from around the world. The current museum in Odaiba will close on August 31, 2022.



Toranomom-Azabudai Project ©DBox for Mori Building Co.



MORI Building DIGITAL ART MUSEUM: teamLab Borderless ©teamLab

MORI Building DIGITAL ART MUSEUM: teamLab Borderless originally opened in June 2018 in the Odaiba area’s Palette Town mall and entertainment complex, attracting some 2.3 million visitors from more than 160 countries in its first year. Of this total, about half of visitors came from overseas,* and according to a questionnaire conducted by the museum, about 50% of these overseas visitors came to Japan for the main purpose of visiting the museum.**

In the years that followed, the museum earned numerous prestigious national and international awards, including being named as one of the World’s Greatest Places 2019 by TIME magazine in the United States. In just a few quick years, the museum became known globally as one of Tokyo’s most popular destinations.

In its new home in the Toranomom-Azabudai Project, a visionary “Modern Urban Village” designed to seamlessly connect people’s lives in diverse ways, the museum will renew its status as a compelling destination of Tokyo with its “Wander, explore, discover in one borderless world” concept.

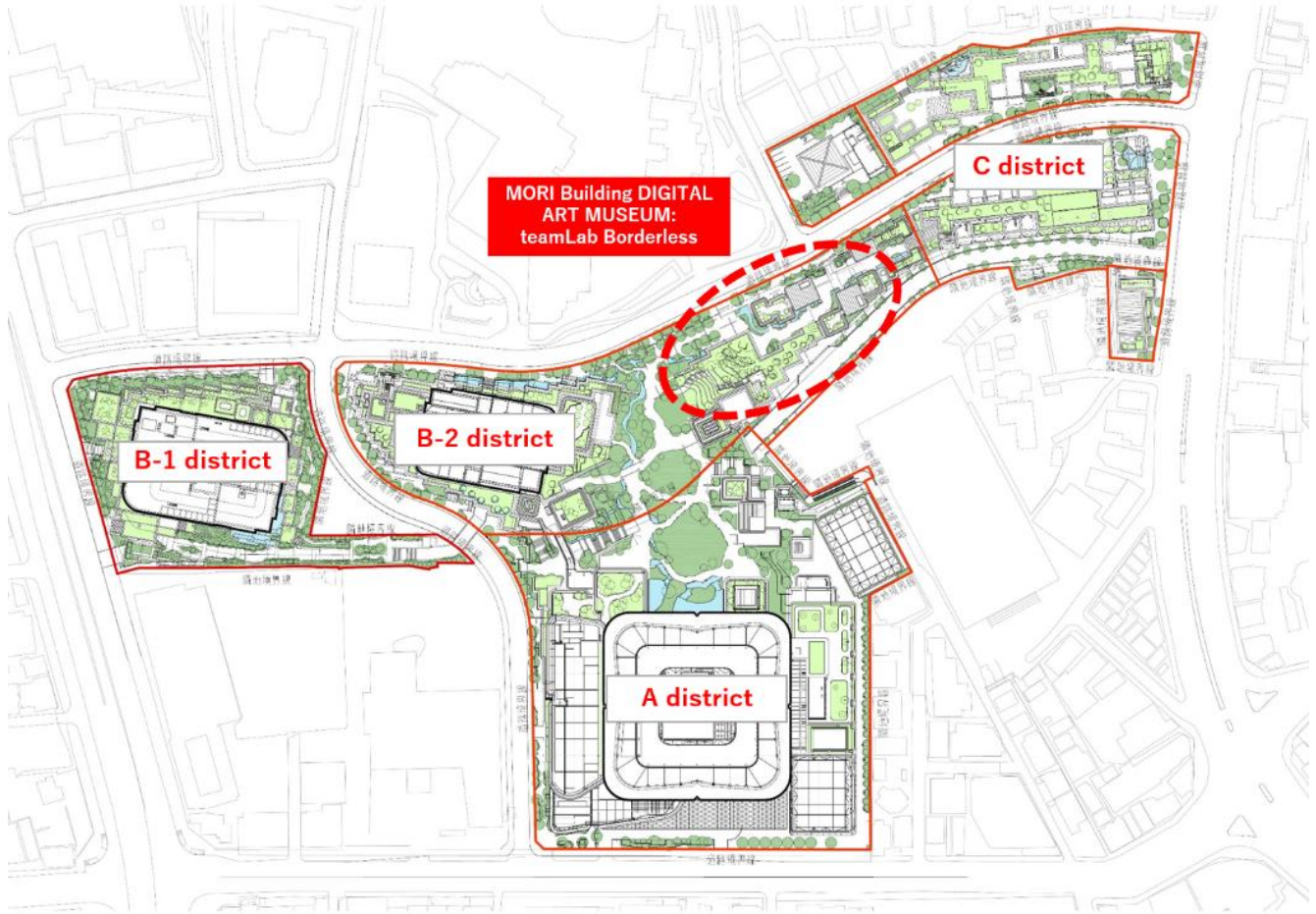
Mori Building, through its ongoing collaboration with teamLab, looks forward to attracting people worldwide to its reestablished digital art museum in the heart of the city and thereby further contribute to the growing magnetism of Tokyo as one of the world’s great cities.

For more about the newly planned MORI Building DIGITAL ART MUSEUM: teamLab Borderless, please see the teaser site https://www.teamlab.art/e/borderless_azabudai/

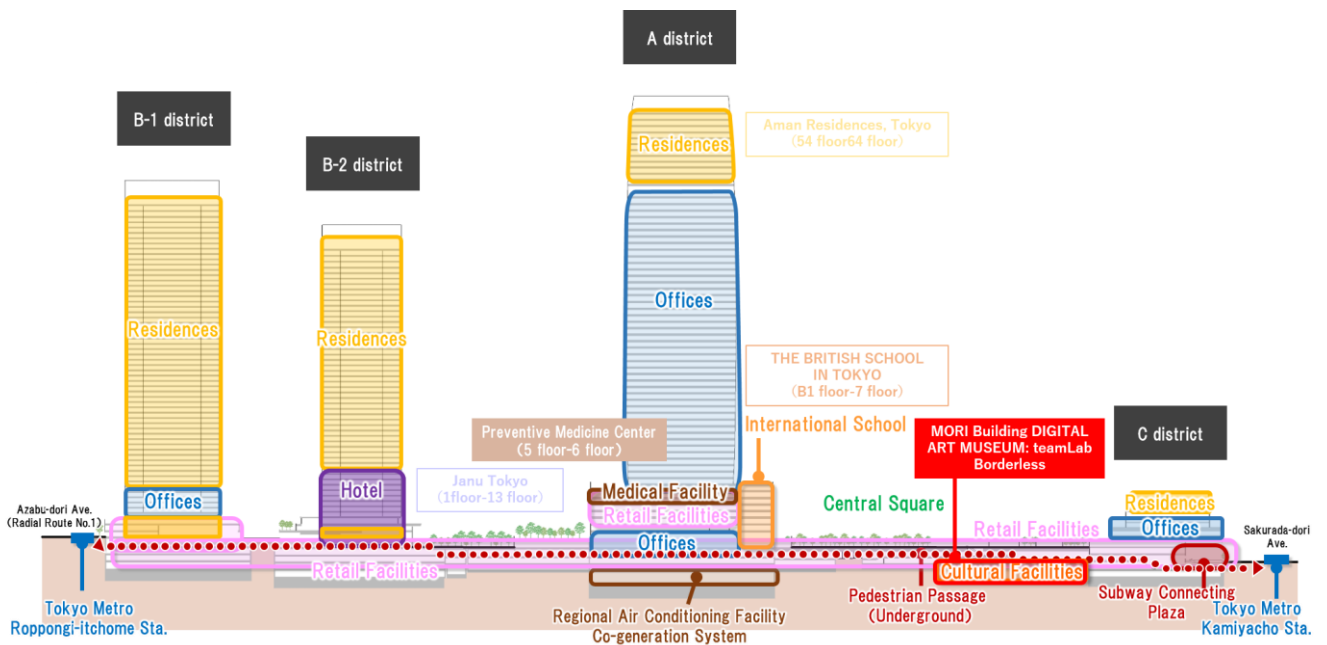
* Based on ticket purchasing data (provided on museum’s website) between Feb. 16 and Jun. 7, 2019

** Based on a survey of visitors (1,237 respondents) between Oct. 25 and Nov. 2, 2018

Toranomon-Azabudai Project Site Plan



Toranomon-Azabudai Project Cross Section Plan



Attachment 1: Achievements of MORI Building DIGITAL ART MUSEUM: teamLab Borderless in Odaiba, Tokyo

Art museum featuring works using innovative digital technology

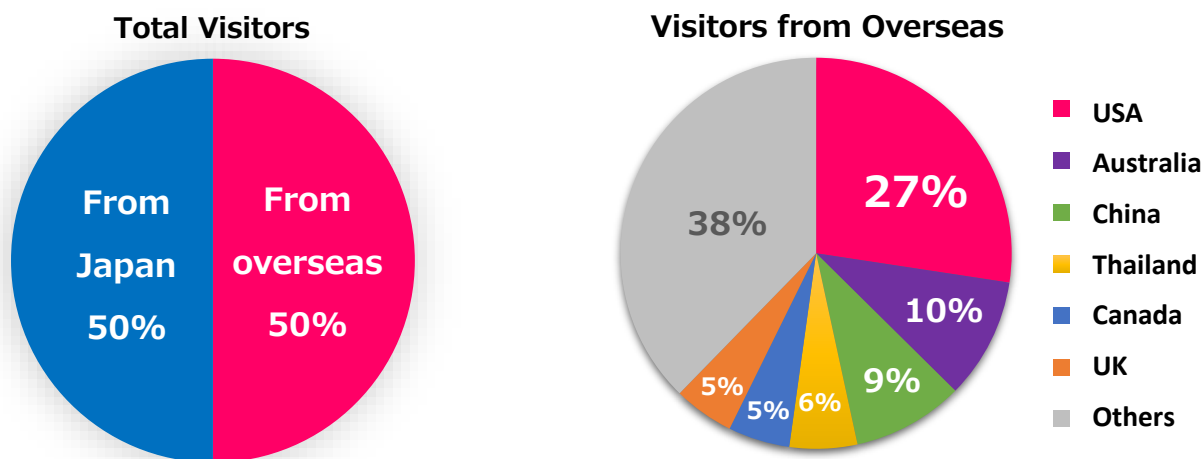
teamLab creates a one-of-a-kind worldview through art using digital technology, based on their "Borderless" concept. Artworks transcend physical boundaries, changing from moment to moment and viewer by viewer on a breathtaking scale. Visitors are constantly surprised and impressed by the experience of enjoying creations together with others on a highly interactive level influenced by each person's body.



Forest of Resonating Lamps - One Stroke, Fire ©teamLab

About half of visitors in first year from overseas

During the first year, the museum attracted some 2.3 million guests from more than 160 foreign countries, including (in order from #1 to #6) U.S.A., Australia, China, Thailand, Canada and the U.K. as well as many distant countries. About half of the total visitors came from overseas, and a questionnaire conducted by the museum revealed that about half of the foreign visitors came to Tokyo for the main purpose of visiting the museum.



Acclaimed domestically and internationally as a unique art museum

The museum has been highly evaluated for its unique worldview expressed on an overwhelming scale, and for providing high experiential value through experiences that are never quite the same from one visitor to the next. It also has been praised as a safe tourist environment incorporating thorough Covid countermeasures. The museum has received numerous prestigious national and international awards, including being named one of the World's Greatest Places 2019 by TIME magazine in the United States. Awards and other accolades received since 2019 are shown below:

2019	January	The Year In Visual Culture 2018 by Artsy (US) 37 th Nikkei Excellent Product/Service Award (Japan)
	April	48 th Fuji Sankei Group Advertising Awards, Public Category, Excellence Award (Japan) Nominated as Leading Culture Destinations Awards 2018 (UK) Nominated as The Design Prize 2019 (Italy) THE 25 th THEA AWARDS FOR OUTSTANDING ACHIEVEMENT (US) CX AWARD 2019 by PLAID, Inc. (Japan)
	September	World's Greatest Places 2019 by TIME (US)
2020	January	VFX-JAPAN Award 2020, Excellence Award (Japan)
	October	3 rd Nihon Service Award, Minister for Internal Affairs and Communications Award (Japan)
2021	March	Cool Japan Matching Award 2021 Grand Prix (Japan)

Attachment 2: Toranomom-Azabudai Project

The Toranomom-Azabudai Project site lies adjacent to the ARK Hills complex at the midpoint between two other major complexes, the “Cultural Heart of Tokyo” Roppongi Hills and the “Global Business Center” Toranomom Hills, an area with both cultural and business personalities. Its vast 8.1-hectare site will be filled with lush greenery totaling 24,000 m², including a 6,000 m² central square. The Toranomom-Azabudai complex will have a total floor area of 861,500 m², including 213,900 m² of office space, some 1,400 residential units and the A District Tower soaring 330 meters. The mixed-use site, which will be able to host some 20,000 employees and 3,500 residents, is expected to welcome 25–35 million visitors annually, numbers comparable to those of Roppongi Hills. Drawing on Mori Building’s vast experience with other Hills-series redevelopments, this latest project is destined to become the “Hills of the future.”

Green & Wellness for enhanced lifestyles in a Modern Urban Village

The concept of the project is a “Modern Urban Village,” a huge open space filled with lush greenery and designed to bring people closer together. The two pillars of this concept are “Green & Wellness.” The overwhelmingly verdant environment will form an all-new kind of diverse urban community where people can achieve harmony with nature as well as connect with and inspire others through creativity.

Architectural planning of the project began with planning the flow of people and a seamless landscape with a central square at the heart of the city. Proper locations were then considered for three high-rise towers to melt into the lush greenery. This is the opposite of the traditional approach of placing the buildings first and then filling in the rest of the space with greenery. By utilizing the topographical differences of the area and providing greenery among the entire site—including the low-rise rooftops of podium buildings—we will manage to produce a 24,000 m² green space including a 6,000 m² central square in the heart of this city. A relaxing atmosphere full of nature will be created in a seamless urban oasis filled with trees, flowers and waterscapes, which will also alleviate the heat island phenomenon in the central area.

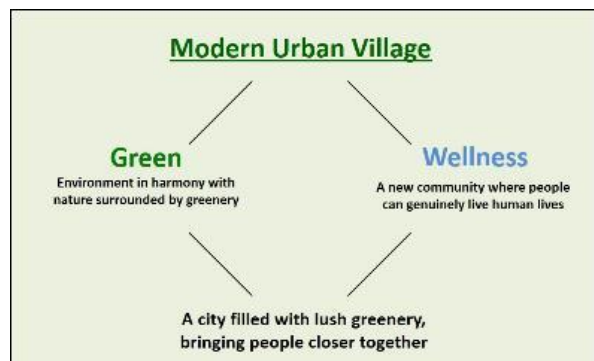
All 100% of the electricity supplied to the entire neighborhood will be renewable, meeting the targets stipulated in the RE100 international environmental initiative led by the UK’s Climate Group. The project will adopt technologies for high-level, large-scale energy efficiency and will support efforts by tenants to decarbonize.

In collaboration with Keio University, a core medical facility will be linked through a membership program with the site’s spa, fitness clubs, food market, restaurants, central square and vegetable gardens. Working with external facilities and medical institutions, the project envisages an urban environment that will enable all those living and working on-site to enjoy true wellness. In fact, certification of these and other wellness attributes will be pursued under Japan’s CASBEE-WO (Wellness Office) system. In sum, the Toranomom-Azabudai Project will introduce a range of solutions to address modern-world issues including decarbonization, biodiversity preservation, health enhancement and more.



Credit: DBOX for Mori Building Co.

Toranomom-Azabudai Project (image)

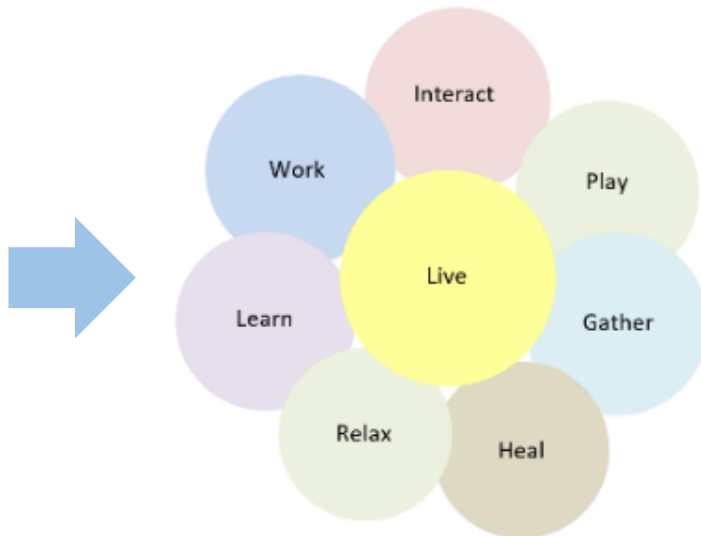


Pillars of the “Green & Wellness” concept

Urban center that seamlessly connects diverse aspects of human life

The Toranomon-Azabudai Project will be an urban environment where diverse aspects of human life, including working, living, relaxing, congregating, learning and recreating, will be connected seamlessly. Rather than designing the development around facilities such as offices, residences and hotels, Mori Building approached the challenge from the perspective of human activity, including to remove any barriers between facilities. As a result, the site’s many facilities will interact and collaborate with each other in support of all-new lifestyles, allowing people to live in harmony with nature, form a thriving community and enjoy creative, stimulating lives. The entire city, full of greenery, will become a place of learning, a workplace, a home, and a playground.

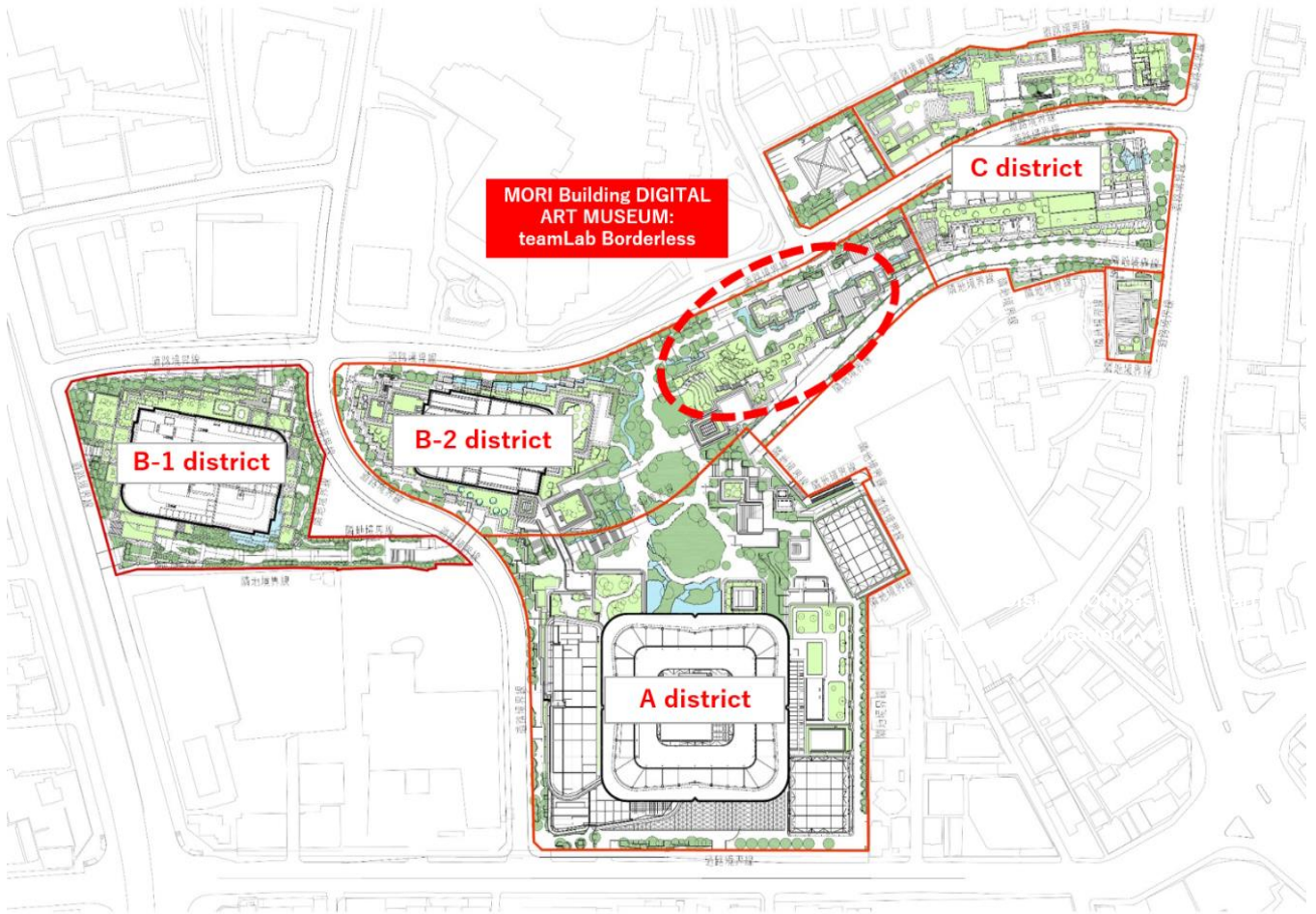
Offices	Residences	School
Hotel	Shops	Restaurants
Hospital	Cultural facilities	Sports



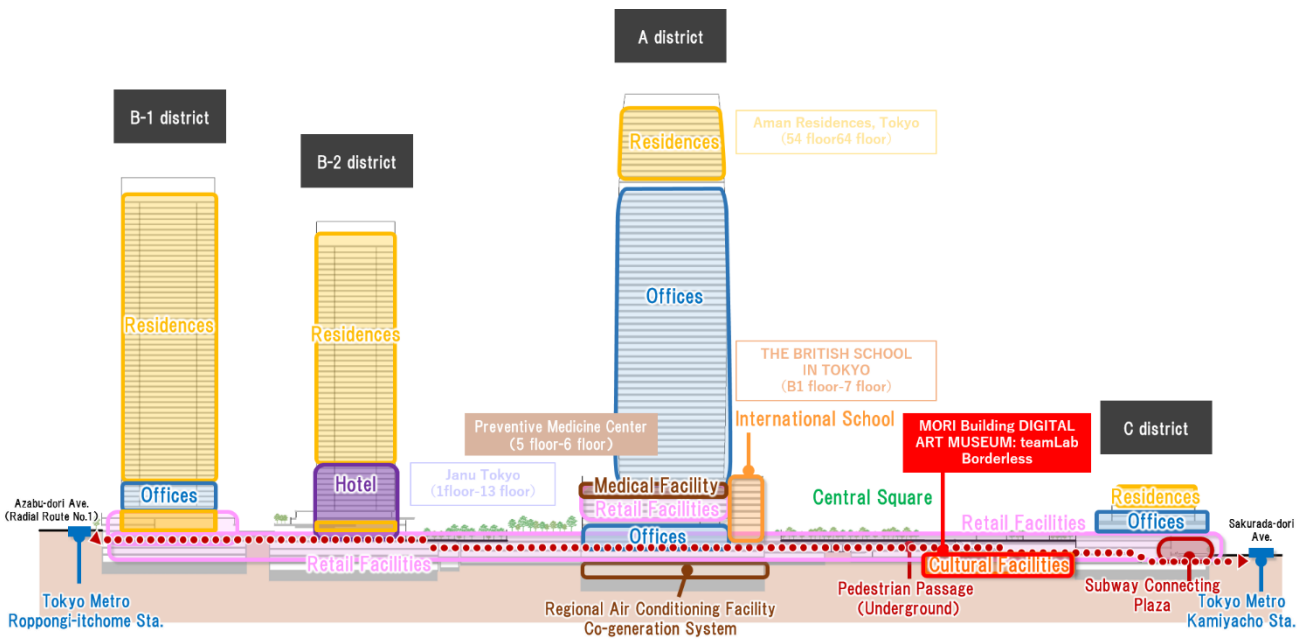
Project Overview

- Project name: Toranomon-Azabudai District Category 1 Urban Redevelopment Project
- Project executor: Toranomon-Azabudai District Urban Redevelopment Association
- Site area: Approx. 8.1 hectares
- Landscaped area: Approx. 63,900 m²
- Total floor area: Approx. 861,500 m²
- Buildings: Residences (1,400 units), offices (approx. 213,900 m²), retail facilities (approx. 150 shops), hotel (approx. 120 rooms), international school (approx. 14,000 m², British School in Tokyo [planned]), central square (approx. 6,000 m²), cultural facilities (approx. 9,000 m²), and center for preventive medicine (approx. 3,600 m²)
- Greenery: Approx. 2.4 hectares
- Parking: Approx. 1,880 spaces
- Project cost: Approx. JPY 580 billion
- Construction start: August 2019
- Planned completion: 2023

Site Plan



Cross Section Plan



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

International Media Inquiries

Public Relations, Mori Building Co., Ltd.

Tel +81 (0)3 6406 6606

Fax +81 (0)3 6406 9306

E-mail koho@mori.co.jp

Weber Shandwick Japan

Reina Matsushita (tel: +81 (0)80 2375 0295)

Mayuko Harada (tel: +81 (0)90 9006 4968)

Masashi Nonaka (tel: +81 (0)80 1037 7879)

E-mail moribldg@webershandwick.com