

Our Value Creation

The Mitsui Fudosan Group has created wide-ranging new value through neighborhood creation. Several examples are introduced below.

Creation of a **New Urban Space** During the Period of Rapid Economic Growth

Kasumigaseki Building

As a forerunner in making advanced use of urban space, we constructed Japan's first skyscraper, achieving effective use of land in a city center along with contribution to the community through the creation of open areas and green spaces.



An Initiative to **Create a Multi-Generational Community**

Suncity

By viewing a well-knit community of tenants and local residents as a new asset value and by creating a forest on the grounds of a condominium building, we achieved the formation of a multi-generational community connected by forest.



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Tackling **Regional Revitalization** Through Urban Waterfront Development

Okawabata River City 21

By redeveloping old factories, warehouses, and other assets into housing in the bay area of central Tokyo, which faces a shrinking residential population, we enhanced urban disaster readiness functions and achieved a population increase in the Bay area through providing new living spaces.



Enhancing Tokyo's Competitiveness as an **International City**

TOKYO MIDTOWN

By creating a brand-new type of mixed-use type neighborhood that closely integrates work, play, rest, and living, we sublimated a former Defense Agency site into our flagship site and enhanced the urban competitiveness of Tokyo through a concentration of diverse companies and an increase in visitors to the neighborhood.

