



**KYOTO AQUARIUM; New Jellyfish Area with the most jellyfish in West Japan having 5,000 jellyfish from more than 20 species
“Kurage Wonder” Opens from July 16, 2020**

TOKYO, Japan - July 15, 2020 - ORIX Real Estate Corporation (“ORIX Real Estate”) announced that it will open the new “Kurage Wonder” area at the KYOTO AQUARIUM operated by ORIX Real Estate from July 16, 2020. The new area houses the most jellyfish in West Japan*¹ with approximately 5,000 jellyfish from more than 20 species.



GURURI offers a 360-degree panoramic experience



Kurage Wonder

Covering approximately 350 square meters, the new Kurage Wonder area allows visitors to experience the amazing world of jellyfish which live in the sea while floating. Tanks showing the stages of moon jellyfish (*Aurelia aurita*) development as they grow will be followed by the GURURI 360-degree panoramic dome tank which contains approximately 1,500 moon jellyfish. There will also be a new Kyoto Jellyfish Research Division that shows visitors the jellyfish breeding and research activities carried out by aquarium keepers on a daily basis in the backyard. This allows visitors to not only observe jellyfish but also rediscover the charms of jellyfish which are highly mysterious.

In addition, there will be panel displays about the jellyfish on display. The “Personality Test by Jellyfish” display allows visitors to find jellyfish that are similar to them in personality, while the “Kurage Wonder Illustrated” display shows the names and characteristics of jellyfish as well as the thoughts of aquarium keepers. They allow everyone from children to adults to enjoy while learning. Furthermore, the original images for the typography illustrations “Metamorphosis Notice” and “Metamorphosis Complete” will be exhibited for a limited period of time. These typography illustrations were used in advertisements about the reopening of the aquarium after its renovation and drew attention in social media and word-of-mouth.

To commemorate the opening of this new area, ideas were sought from the staff of KYOTO AQUARIUM, which were then commercialized into products to introduce the new “Puru-puru jellyfish soda” which is a soda topped with jelly to look like a wobbling jellyfish and “Jellyfish cushion with crown” which comes with a crown that is the logo of KYOTO AQUARIUM.

Going forward, KYOTO AQUARIUM will continue to offer opportunities for as many people to learn about jellyfish as possible through various exhibits showing the attractions of jellyfish and their unusual ecologies.

*1 Source: ORIX Real Estate, based on exhibition figures disclosed by members of the Japanese Association of Zoos and Aquariums in the Kinki, Chugoku, Shikoku, Kyushu, and Okinawa areas.

1. Overview of the new exhibition area “Kurage Wonder”

(1) The GURURI 360-degree panoramic tank—immerse yourself in a sea of floating jellyfish

This tank is the centerpiece of the Kurage Wonder area. It allows visitors entering through the arch-shaped entrance to the center of the tank to experience a world where approximately 1,500 moon jellyfish throb rhythmically while floating in the sea.

In addition, the colorful lighting—based on blue with other colors such as white, red, yellow, and purple—and music that synchronizes with the jellyfish’s throbbing produces a magical space full of jellyfish.



GURURI 360-degree panoramic tank

(2) Kyoto Jellyfish Research Division—a space where aquarium staff and visitors can interact

This is an open space where aquarium staff will carry out their jellyfish breeding and research activities—which previously took place out of sight—in the open. The methods of breeding and looking after jellyfish differ by species, and their development process may change even under the same conditions. At Kyoto Jellyfish Research Division, aquarium staff will provide unique insights into the jellyfish they handle on a daily basis. In addition, it is a space where visitors can observe at close quarters how aquarium staff create optimal environments for the jellyfish and what sort of everyday tasks they carry out to learn more about this amazing organism.



Kyoto Jellyfish Research Division where visitors can talk to aquarium keepers (conceptual image)

Approximately 5,000 jellyfish from more than 20 species—the largest jellyfish display of its kind in West Japan

It is said that there are more than 3,000 species of jellyfish in the world. They differ not only in appearance—such as color—but also in how they throb. At Kurage Wonder, approximately 5,000 jellyfish from more than 20 species will be displayed in tanks designed to suit their ecologies, allowing visitors to learn about the diversity of jellyfish.

List of species scheduled for display (23 species as of July 16, 2020)

Chrysaora pacifica, *Sanderia malayensis*, *Neoturris brevicornis*, *Proboscidactyla flavicirrata*, *Leuckartiara* sp., *Pelagia noctiluca*, *Aequorea coerulescens*, *Gonionemus vertens*, *catostylus mosaics*, *Stomolophus meleagris*, *Tima formosa*, *Chrysaora plocamia*, *Apolemia uvaria*, *Eirene lacteoides*, *Cassiopea* sp., *Phacellophora camtschatica*, *Sarsia tubulosa*, *Eutonina indicans*, *Stauridiosarsia ophiogaster*, *Mastigias papua*, *Chrysaora fuscescens*, *Olindias formosa*, *Aurelia aurita*

* Species on display are subject to change.



2. “Personality Test by Jellyfish” and the highly-informative “Kurage Wonder Illustrated” permanent displays

As an initiative for visitors to learn about the diversity of jellyfish and feel close to them, aquarium staff—who deal with jellyfish on a daily basis—have analyzed their respective characteristics and features to create two large panel displays from a unique perspective which will be displayed in the new area. The “Personality Test by Jellyfish” display allows visitors to find jellyfish that are similar to them in personality as they go through answering the questions, while the “Kurage Wonder Illustrated” display shows the names and characteristics of 24 species*2 of jellyfish that are planned to be on display as well as the thoughts of aquarium keepers. These large panels, each approximately 4 meters in size, will be on permanent display.

*2 As of July 16, 2020, the display will feature 23 species. The species on display at Kurage Wonder are subject to change.

Period: From July 16, 2020 (permanent display)

Location: Near exit of Kurage Wonder on second floor



Personality Test by Jellyfish (conceptual image)



Kurage Wonder Illustrated (conceptual image)

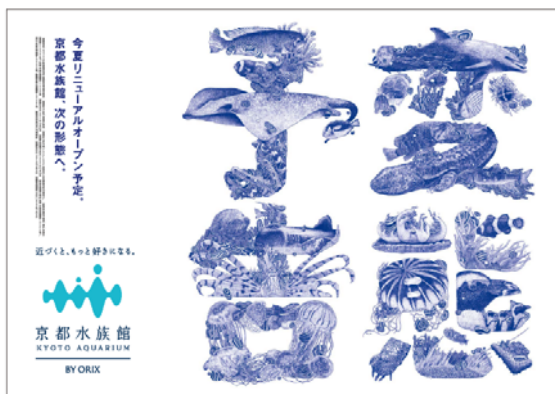
3. Exhibiting original images of advertisements announcing renovation “Metamorphosis Notice” and “Metamorphosis Complete” which drew attention

To announce the Kurage Wonder renovation and promote the changing state of KYOTO AQUARIUM, the aquarium put up the “Metamorphosis Notice” typography illustration advertisement at places such as Osaka Metro’s Umeda Station and bus stops of Kyoto City Bus from May 11 to 24, 2020.

This time, to commemorate the opening of Kurage Wonder, together with the putting up of the new “Metamorphosis Complete” typography illustration advertisement from July 16, the aquarium will be exhibiting the original images used for “Metamorphosis Notice” and “Metamorphosis Complete” for a limited period. Visitors will be able to carefully study the intricate drawings which are formed by combining aquatic life found in KYOTO AQUARIUM.

Period: From July 16 to August 31, 2020

Location: The Sea of Kyoto Area on second floor



Advertisement “Metamorphosis Notice”



Advertisements displayed at Osaka Metro’s Umeda Station

4. Turning ideas from staff of KYOTO AQUARIUM into products—introducing new drink and merchandise

A new drink as well as new merchandise will be introduced to commemorate the opening of Kurage Wonder. The new “Puru-puru jellyfish soda” which is a soda topped with jelly to look like a wobbling jellyfish and “Jellyfish cushion with crown” which comes with a crown that is the logo of KYOTO AQUARIUM are ideas sought from the staff of the aquarium that were commercialized into products. Products that are excellent for souvenirs will also be sold, such as the “Printed jellyfish rice cracker” which is printed with illustrations of jellyfish drawn by aquarium staff. In addition, the “KYOTO AQUARIUM Limited Couplium Collection Jellyfish” (five types in total) will also be available. These are capsule toys paying attention to fine detailed which were produced under the supervision of aquarium staff.



Name: Puru-puru jellyfish soda
Price: 650 yen (incl. tax)
On sale at Harvest Café on second floor, limited to 20 cups per day



Name: Jellyfish cushion with crown
Price: 3,300 yen (incl. tax)
On sale at Museum Shop on first floor



Name: KYOTO AQUARIUM Limited Couplium Collection Jellyfish
Price: 500 yen (incl. tax)
On sale at Event Hall on second floor

Facility Overview

Name of Facility	KYOTO AQUARIUM
Operating Company	ORIX Real Estate Corporation (Headquarters: Minato-ku, Tokyo; President: Toyonori Takahashi)
Contracted Operator	ORIX Aquarium Corporation (Headquarters: Minato-ku, Tokyo; President: Takaaki Nitnai)
Director	Katsuhiko Matsumoto
Date of Opening	March 14, 2012 (Wednesday)
Location	35-1, Kankijicho, Shimogyo-ku, Kyoto City (inside Umekoji Park)
Official Site	https://www.kyoto-aquarium.com/en/
Admission Fees (tax included)	Adults ¥2,200 High school students ¥1,700 Junior high school and elementary school students ¥1,100 Children (age 3 and over) ¥700 * The fee is revised from July 16, 2020.
Access	About 15 minutes' walk to the west from Kyoto Station's Central Exit About 7 minutes' walk from Umekoji-Kyotonishi Station on the JR San-in Main Line

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About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses.

Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 37 countries and regions across the world.

Going forward, ORIX intends to utilize its strengths and expertise, which generate new value, to establish an independent ORIX business model that continues to evolve perpetually. In this way, ORIX will engage in business activities that instill vitality in its companies and workforce, and thereby contribute to society. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>
(As of March 31, 2020)

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