



## Umekita 2nd Project (Tentative name) to Be Named GRAND GREEN OSAKA

Advance opening of the new area in front of JR Osaka Station in the summer of 2024, including an urban park of approximately 45,000 m<sup>2</sup>

TOKYO, Japan - February 7, 2023 - The joint venture of nine companies (“JV9”)<sup>\*1</sup> in charge of the Umekita 2nd Project (tentative name)(“the project”), led by Mitsubishi Estate Co., Ltd., announced that the project with the urban development goal of creating a “base for fusing ‘MIDORI (greenery)’<sup>\*2</sup> and ‘Innovation’”<sup>\*3</sup> has now been officially named GRAND GREEN OSAKA, and given a logo.



▲ Panoramic view of GRAND GREEN OSAKA (visual concept of the completed area)



▲ GRAND GREEN OSAKA Logo

In addition, JV9 announces the following updates on the project.

- The project acquired the GOLD certification (planning certification) under LEED®-ND, an international environmental certification system.
- The Next Innovation Museum (tentative name), which will be located in the urban park, will be managed by Total Media Development Institute Co., Ltd. and Takuya Nomura Corporation, and the information center of the large-canopy facility will be managed by Toppan Inc.

With the establishment of the project name and logo, the official website for the project (URL: <https://umekita2.jp/en/>) has been largely updated today.

\*1: One member of JV9, Umekita Kaihatsu Tokutei Mokuteki Kaisha, is an SPC funded by Obayashi Corporation.

\*2: An open space rich in greenery that anyone can easily access. The Umekita Second Zone green space enhances the dignity and appeal of the city and provides an opportunity to elevate Osaka to the level of an international city with a world-class urban space. This will concentrate capital and superior human resources from all over the world and generate creative and transformative change (innovation).

\*3: Urban development policy formulated by the Osaka Station Area/Nakanoshima and Midosuji Area Urban Renaissance Emergency Development Council.

## Project Name/Logo

### ■ Project Name

#### GRAND GREEN OSAKA

The Umekita Project is a new urban development project in front of Osaka Station. Located in the advanced development area, GRAND FRONT OSAKA has been the gateway to Osaka and the Kansai region, facilitating interaction among many people. In 2024, GRAND GREEN OSAKA to be established in Umekita 2<sup>nd</sup> project area will be filled with abundant “MIDORI (greenery)” that will warmly surround the visitors.

MIDORI (greenery), which the name “GREEN” represents, embodies the wish that, in addition to the theme of “blending nature and urban space” created around the park, a diverse range of people will gather, meet, and make the most of each other’s individuality, thereby unlocking a multitude of possibilities and expanding new worlds the more time they spend here.

### ■ Logo



## GRAND GREEN OSAKA

グラングリーン大阪

The design, composed of unconventional and organic shapes, expresses the diverse forms of “vitality” that comes from this area. It is the “breath” of natural life, the “vitality” of diverse people, and the “innovation” that brings new value.

The yellow color of the two “G’s” symbolizes the “sun,” which is indispensable to MIDORI (greenery). It reflects the hope that the “breath” that comes from this area and the “sun” that shines down on this area will help each person’s potential to shine brightly.

## Environmentally Friendly Urban Development



The project has received the GOLD certification (planning certification) in the Neighborhood Development (ND) category of the Leadership in Energy & Environmental Design (LEED)<sup>\*4</sup>, an international environmental performance certification system administered by the U.S. Green Building Council, which targets area development. JV9 will continue to promote environmentally friendly urban development toward the advance opening in the summer of 2024.

\*4: LEED® is an environmental performance rating and certification system for buildings developed and administered by the U.S. Green Building Council (USGBC), and is the most widely used green building program worldwide. LEED® and related logos are trademarks owned by the U.S. Green Building Council® and are used with permission.

## Next Innovation Museum (Tentative Name)



▲ Visual concept of the outside of Next Innovation Museum (tentative name)



▲ Visual concept of the large exhibition hall with a ceiling height of 15 m

- The Next Innovation Museum, which will be located in the urban park, will be managed jointly by Total Media Development Institute Co., Ltd., which has experience in the design, construction, and operation of various cultural facilities, including NIFREL (Suita) and átoa (Kobe), and Takuya Nomura Corporation, which serves as the general producer of GRAND FRONT OSAKA Knowledge Capital<sup>\*5</sup>.
- Under the theme of “Inno-tainment”<sup>\*6</sup>, the museum will be operated in collaboration with JV9.



▲ átoa (Kobe)



▲ GRAND FRONT OSAKA Knowledge Capital

- The Next Innovation Museum is a new type of museum where visitors can experience new products, technologies, services, art, and other content that contribute to life-design innovation<sup>\*7</sup>, as well as a variety of activities such as events and programs. The museum will feature a large exhibition hall with a ceiling height of 15 meters, a lobby that can be used for events, as well as food, beverage, and merchandise shops available to park users and visitors to the museum.
- It aims to be a place that facilitates interaction between the entities that provide content (companies, developers, researchers, artists, etc.) and the local residents/users.

<sup>\*5</sup>: The core facility of GRAND FRONT OSAKA, which opened in April 2013. A “place for intellectual creation and exchange” that creates “new value” by combining the knowledge of business people, researchers, creators, and general consumers.

<sup>\*6</sup>: “Inno-tainment” is a coined word that combines the words innovation and entertainment.

<sup>\*7</sup>: Life-design innovation: Creation of products and services that enable people to live healthy and fulfilling lives, including but not limited to wellness, lifestyle, edutainment, etc.

## Information Center of the Large-Canopy Facility



▲Visual concept of the outside of the large-canopy facility

- The Information center of the large-canopy facility is an experience-based information space that proposes a new role and life model for urban parks (“Osaka MIDORI LIFE”), operated by Toppan Inc.\*<sup>8</sup>, which aims to realize a sustainable society as a social value creation company, in a partnership with JV9.
- The concept of the facility is “Ethical-tainment”<sup>\*9</sup> and it will provide a place where visitors can enrich their lives while enjoying their time in an urban park.



▲NIPPON GALLERY TABIDO MARUNOUCHI

\*8: Toppan Inc. has been commissioned by various companies and organizations to conduct business related to the operation of their facilities. Toppan also operates its own facility, NIPPON GALLERY TABIDO MARUNOUCHI, a center for co-creation of regional development and tourism that uses advanced expressive technology to communicate the appeal of tourism resources to the world.

\*9: “Ethical-tainment” is a coined word that combines the words “ethical” and “entertainment.”

- The Information center will be located at the entrance to the new area, and will comprehensively provide information and assistance on the urban park and GRAND GREEN OSAKA, as well as a project space for people to experience ethical and sustainable lifestyles, and a multi-purpose gallery for rent to companies and organizations.
- JV9 and TOPPAN Inc. will continue to develop programs that connect park users, corporations, local governments, and ethical businesses from around the world, and plans for the facility to provide local residents and visitors with the opportunity to gain insight into how to improve their quality of life.



▲ Visual concept of the inside of the information center

- \* Facilities in the urban park are authorized under the Osaka City ordinance on parks, and details of the operation plan, etc. will be determined upon confirmation with the City.
- \* The contents of this release are subject to change based on future considerations or decisions.

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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 28 countries and regions across the world.

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