

i-Urban Exchange Conference 2020

Venues

JP Tower - Hall & Conference / Tokyo International Forum

Date

Feb 12 (Wed) & 13 (Thu), 2020

Scale

160 attendees

DMO
roles

Conference venue proposal, reception planning/operation support, city walk map production, guided walks for overseas delegates

Overview

International conference with workshops jointly hosted by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) and the Cabinet Office. The hosts wanted "Tokyo-ness" to be part of the conference's appeal because young local government staff from all over Japan involved in urban development were attending, so DMO TOKYO Marunouchi offered wide-ranging support, such as providing eco-bags, proposing a venue with a sweeping view of Tokyo Station building, and producing an original city walk map with photogenic spots.



Closing reception in an open space with a sweeping view of Tokyo Station building



The hosts requested that the closing event on the last night be held in a venue that shows off Tokyo's good side, so DMO TOKYO Marunouchi proposed that two of the restaurants in Marunouchi House, the restaurant floor on the 7th floor of Shin Marunouchi Building, be hired.

That night was warm for February, so many attendees went out onto the terrace to enjoy the meal and the wine.



The hosts requested that local government staff involved in urban development take walks to see Marunouchi's photogenic spots, so DMO TOKYO Marunouchi produced its own maps. Ten locations were selected from within the area, and attendees used their maps when walking to the closing event venue.



DMO TOKYO Marunouchi produced an English map and arranged guided walks for overseas delegates

i-City Exchange Conference 2020/City Walk MAP

📷 In 9 are recommended photography locations. If you take photos facing towards the 📷 photos can be taken to suit the narration. Locations marked with 📷 are conference venues (3 locations). Please post the photos on social media with the #marunouchi/haishiki!

DMO TOKYO Marunouchi

- KITTE Rooftop Garden**
A rooftop garden located on the 6th floor of the KITTE 2F Tower commercial building. The building preserves and renews part of the former Tokyo Central Post Office building. A scenic station with amazing views over the Tokyo Station Marunouchi Building.
- Tokyo International Forum Glass Building**
One of the largest international conference venues in Tokyo, designed by the Utagawa architect, Rafael Vinoly. The glass building creates a DDBS enveloping the beauty in arches. Experience the different atmosphere between the day and the evening.
- Marunouchi Naka-dori Avenue**
A Chiyoda ward public street where the Japanese national rugby team held a parade in 2019. Besides a pedestrian zone during the day, offering a space of relaxation for people in an urban jammed. LED lights illuminate the area between November and February.
- Mitsubishi Ichigokan Square**
Saka is surrounded by office buildings and the "Mitsubishi" Station Museum. The rose garden "ROSE Fountain" beautify the area, and the museum has been selected as a "Green Class of Greenery" site by the Organization for Landscape and Urban Green Infrastructure.
- Meiji Seimei Kan**
An Important Cultural Heritage completed in 1914. The reception room used by the Far East Air Force prior WWII is open to the public for visiting. (Open only on Wednesday, Thursday, and Friday)

- Marunouchi Building ("Maru-Biru")**
An office and commercial building rebuilt in 2002. Renowned using steel pipes from the foundations of the original 1923 construction are on display on the Gyocho-dori Avenue side.
- Gyoko-dori Avenue**
The street is used for public events involving the Imperial Family, as well as ceremonies when overseas ambassadors to Japan present their credentials. A great location to take photos when lights decorate the Tokyo Station.
- Tokyo Station Dome Ceiling**
In 2012, the Tokyo Station building was restored based on the original 1914 design by Kyoji Inokubo, preserving the 100% TOKYO designated as an Important Cultural Heritage. The touring design is based on the ceiling roof, while maintaining its features from before the restoration.
- Otemachi Forest**
Otemachi Forest is created directly 2009. Otemachi Station, located at the end of the Marunouchi Naka-dori Avenue. Numerous fountain (2000 and 200 trees) are planted in the area, attracting visitors as a model of urban greenery.
- Otemachi Naka-dori Avenue**
A street passing through the Otemachi Financial Center. It has been selected as one of the TOKYO Unique Venues, as well as being used as MICE (meetings, incentive, conferences, exhibitions) venues.



Client Comment: MLIT's secretariat officer

We asked for support from DMO TOKYO Marunouchi right from the very beginning, when we decided to hold the conference in Tokyo and had to start preparations. We gave them a slightly vague order saying "We want to hold the conference in an area where people can enjoy Tokyo from street level, spending time in Tokyo the way we do, after the conference is over as well." DMO TOKYO Marunouchi provided all the proposals and support in line with our wishes, from arranging the conference venue overlooking the station building in Marunouchi to proposing the menu for the networking session, and the excursion for overseas guests to Marunouchi Nakadori with its dazzling illumination.

In the end, all the conference attendees rated the conference very highly and said they'd like to attend the next conference, so if ever we had the opportunity, we would ask DMO TOKYO Marunouchi for their support.

