

1993

Development of MM21 Landmark Plaza

Commercial Complex Facilities

Philosophy of the development project

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*** The Project Is Based upon the TI Concept**

As the 21st century approaches, the commercial complex facilities of the MM21 Landmark Plaza has been developed based upon the TI concept in order to achieve, literally, the standard of the future. TI stands for town identity. The TI concept allows us to see towns and urban facilities as living creatures. As each person has his or her own personality and each company its corporate identity, towns and buildings also have their unique characters and definite objectives.

For the past 16 years, W's Group has been involved in projects developing the buildings and facilities of commercial complexes based upon this TI concept and has met with remarkable results. As of 1993, we have successfully completed 400,000 square meters in commercial complex facilities construction. They all stand high in the public estimation. Most of them were recognized as prototypes of future urban facilities and are still functioning as indispensable factors of the towns and cities where they are located. Furthermore, many of them have become landmarks, being presented with pride.

The TI concept is realized by following the process from Phase 0 through Phase 4 according to the Produce & Planning Flow Chart. It also plays an important role in uniting

hardware and software (See the enclosed Innovation/General Project Flow Chart). Regarding the development of the MM21 Landmark Plaza Commercial Complex Facilities, we were involved in this 7-year project as a general consultant, forming, creating or working on the following:

- basic idea;
- layout and interior image;
- merchandise and tenant arrangement;
- tenant promotion and leasing;
- management, promotion and operation.

In the MM21-25 area where Mitsubishi Estate Co., Ltd. worked as a developer and Hugh Stubbins and Stubbins Associates (USA) were in charge of the concept & design, the 72-storied Landmark Tower, the tallest building in Japan, is literally a landmark. Our Landmark Plaza is a 230-meter long, 5-storied building which forms the lower part of the Landmark Tower. Constructed on the most gigantic scale in the history of any Japanese commercial complex facility, the Landmark Plaza accommodates about 200 tenants. It also features grand stairwells. While the Landmark Tower takes prides in being a skyscraper, the Landmark Plaza presents itself as a spiritual landmark where the human mind can experience spiritual flight.

*** With the TI and TA Concepts the Spirit of This Building
Creates an Urban Life-style for the 21st Century**

Our aim is to put spirit into the vessels of environment, architecture and interior decoration. We are facing an age when values are shifting from materials to events, and events to people and the heart. The spirit that we create is intended to comfort the heart of urban residents.

'City Resort' has been the main theme of the DOUBLES Group since its foundation. The idea of this City Resort is to offer a desirable life-style to urban residents in a three-dimensional way by means of creating urban architecture with spirit. The idea is not pro-material, but pro-people and pro-heart. In other words, it is a challenge to develop an urban culture out of the commercial complex facility which would function as an incubator while paying careful attention to people and the heart.

To work on our latest project, we reviewed our basic theme of the City Resort focusing even more on the people and the heart and reached the new idea of Healing Japan. This will be a keyword of the rich urban culture of the 21st century. We devoted ourselves to the construction of this commercial complex to make it a spiritual landmark, believing that urban

amenities as well as the idea of hospitality and humanity would replace money and materialism as a new criterion of values. We set forth the TA concept in addition to the TI concept to achieve a higher standard and to create a desirable urban atmosphere. TA stands for transcendental atmosphere. It is intended to transcend materialism and to present a quality environment, space and atmosphere in such a way that is easily understood and directly felt. In order to achieve this goal, a great deal of information and intelligence acquired through experience are required. The basic idea of this TA concept is to provide urban residents with what is genuine and uppermost in the culture of urban life, in other words, a good life-style as well as a happy and productive time. The walking rhythm, atmosphere, well-lighted interior, selection of available products, and most of all, space where the human mind can play with imagination are the main factors of the Healing Japan concept which are well reflected in this project which has taken place in the port town of Yokohama.

* More Detailed and Specific Ideas for Development

- Three viewpoints were considered which would provide distant, medium and close views. They were respectively reflected on an enormous atrium, water and plant arrangements as well as tenant shops, and the provision of slight space among people passing by. We organized these three viewpoints in good harmony.
- Considering the nature of people's mobility including the flow and stop inside the gigantic rectangular space, we constructed blocks of buildings to accommodate tenants and shops. In addition, by creating niches, the dullness of walking through the 230-meter long passage was solved.
- A smoother flow of people was achieved by connecting lanes between the two main streets which created an intersecting line of movement.
- The enormous 5-storied rectangular building is well sectioned. One side is decorated with a basic tone of elegance, and the other with a casual feeling. In addition, each basic tone shows its gradation from one floor to another. Consequently, the taste of shops or products changes every 40 -50 meters and passers-by can enjoy a more pleasurable walk.

- Escalators connect each section vertically. They are clearly signed and well positioned to allow people to experience spiritual flight.
- Little difference was demonstrated between daytime and nighttime in traditional commercial complex facilities. In this facility more attention was paid to the evening and nighttime appearance for a dramatic effect. The development of harmony between interior and exterior decoration was also taken into account.
- Regarding the leasing allocation, while local shops and merchants were given precedence, many of the tenants came from department stores in the local community in order to avoid having any vacancy remaining after the opening. At the same time, according to the aforementioned MD concept, the shop allocation was designed so that former tenants of department stores would not be concentrated in one area of the building.
- While maintaining the grade and image of Japan's urban culture today, we also kept in mind the need to demonstrate the unique character of Yokohama.

*** Shift of Attitudes Toward an Urban Multi-culture; not with Transient Enthusiasm but with Clear Ideas and Principles**

Toward the end of the 20th century, urban culture has shown great diversification. This is represented by countless popular trends, including those for Italian goods or brand products which were actually only the personal likings of individuals. However, if Japan should contribute to the creation of a new urban culture on a global basis, it is not enough to engage ourselves in transient enthusiasm. While maintaining the traditional idea of Japan or Asia, we must prepare our environment to adopt Western culture with less difficulty. A great deal of effort must be made not only to overcome linguistic problems but also to demonstrate to the world that our multi-culture has its own definite principle. Copying Western culture is a specialty of the Japanese but it worked only in the age of materialism. In the coming future we have to be well equipped with definite ideas and principles for our own multi-culture which place more importance on spiritual aspects and people. In order to overcome the differences between the West and the East, or to reciprocally accept different values and ideas, we are required to declare

our own view in creating urban culture. To express it or to make people to feel it, the urban architecture of commercial complex facilities would be a desirable vessel. In that sense, the MM21 Landmark Plaza is the herald of an urban multi-culture of Japanese origin.

< THE LANDMARK TOWER & PLAZA YOKOHAMA >

Location: 2-2 Minato mirai, Nishi-ku,
Yokohama City, Japan

Lot Area: 38,061 square meters

Building: 72 floors, maximum height of 296 m

Major Facilities: Office space (162,649 square meters)
Yokohama Royal Park Hotel Nikko
Plaza (shopping mall)

Developer & Builder: Mitsubishi Estate Co., Ltd.