

Color Design

- White to express traditional Japanese sense of beauty
- White to represent pride and symbolic value of the locality
- White to embrace all, to reflect seasonal changes and life of the *shitamachi* area

Sky Tree White

This is an original color based on *aijiro*, a traditional Japanese color for the lightest shade of indigo dye. The original color of Sky Tree White was developed to give a beautiful shade to the base color white by adding a tint of blue as in the technique of indigo dyeing. The tower clad in faint bluish white gives a subtle luster from time to time reflecting the sentiment of the old town and seasonal changes. The beauty of good old Japan transcends the ages from the past into the present.



Lighting Design



Basic Concept

- Locality spreading out from *shitamachi*—Tokyo—Japan
- History continuing on from Edo—present—future
- Symbol of eco-friendliness to address the age of environment

The tower will be lit up by two types of lighting used alternately every other day. The operations are called *Iki*, the manly spirit held by the urbane commoners of Edo, and *Miyabi*, one of the traditional Japanese aesthetic ideals meaning elegance. The tower represents the history and culture of the *shitamachi* area by adopting, in different parts of the structure, designs that inherit the nostalgic scenes of the old capital city of Edo. The lighting is designed to enhance the beauty of the tower by integrating together the parts that are illuminated and the parts that are not. Beauty and energy conservation coexist in the design as a result of the advanced lighting technology.

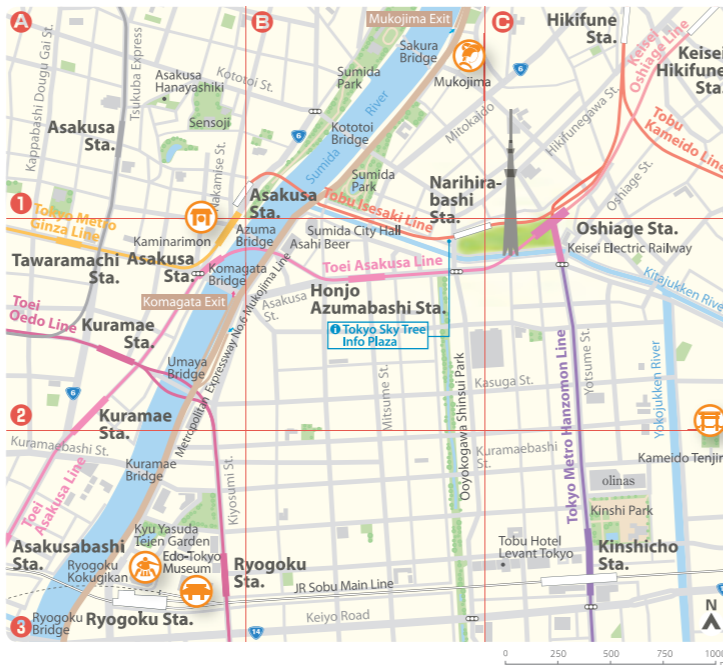


Lighting Designer

Hirohito Totsune / President, Sirius Lighting Office
Born in 1975, Tokyo. Graduated from Department of Architecture, Tokyo University in 1997. Established Sirius Lighting Office Inc. in 2005.
Has led many lighting projects including the light-up of Hamarikyū Gardens "Harvest Moon and Lighting Play" and Hotel Nikko Tokyo Chapel "Luce Mare."

Located in a major traditional international tourist zone of Japan

Tokyo Sky Tree is accessible from two stations on four lines. The closest station of Oshiage is a terminal served by Tobu Isesaki Line, Tokyo Metro Hanzōmon Line, Keisei Oshiage Line and Toei Asakusa Line. The location is convenient with smooth access to both Haneda and Narita Airports, the gateways to Japan.



[Kaminarimon in Asakusa] -1
Outer entrance gate to Kinryuzan Sensoji Temple, a symbolic tourist spot in Asakusa. The gate houses a statue of Fujin, the god of wind on the right and that of Raijin, the god of thunder and lightning on the left. Nakamise Street leading to the temple is lined with shops offering all sorts of Japanese souvenirs.



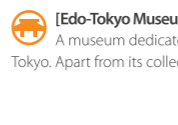
[Kokugikan in Ryogoku] -3
This is where sumo tournaments are held. Visitors can enjoy a tour of the stadium and shopping at the shops inside even when tournaments are not being held. Ryōgoku accommodates sumo stables, *chanko* (typical meal for sumo wrestlers) restaurants and other establishments related with sumo. You may even bump into a sumo wrestler on the streets.



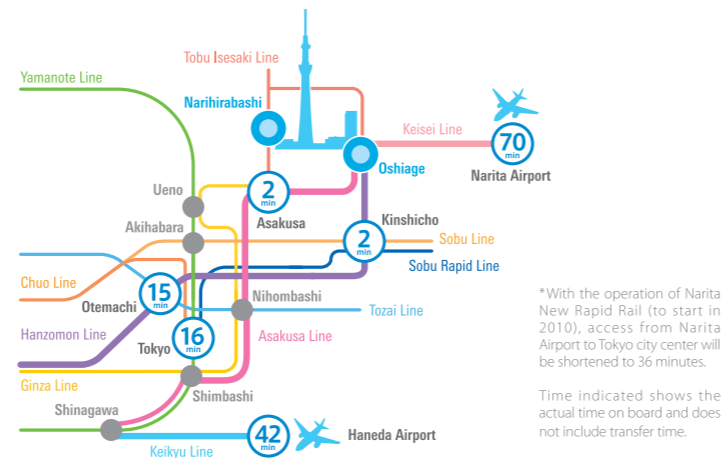
[Kameido Tenjin] -2
A famous shrine where Sugawara no Michizane is worshipped as the god of learning. It was first called "Higashi-saifu Tenman-gu" as it was located in the east of the head shrine Dazaifu Tenman-gu. The shrine is also popular for Japanese wisteria that blooms abundantly there in springtime.



[Mukojima] -1
An area with relics from old Edo, accommodating shrines and temples, such as Mireguri Jinja, Kofukuji and Chomeiji, just to name a few. Mukojima is also famous for the large number of ryōtei, a type of luxurious traditional Japanese restaurant. Cherry trees along the banks of River Sumida near Sakurabashi are spectacular when in bloom. They are cherished by the people as the "bokutei no sakura (or cherry blossoms of the river banks of Sumida)."



[Edo-Tokyo Museum] -3
A museum dedicated to collecting, preserving and displaying the historical and cultural heritage of Edo-Tokyo. Apart from its collection on permanent display, special exhibitions and events are held 4-5 times a year.



TOBU RAILWAY CO., LTD.
2-18-12, Oshiage, Sumida-ku, Tokyo 131-8522
<http://www.tobu.co.jp/>

TOBU TOWER SKYTREE Co., Ltd.
1-32-3, Mukojima, Sumida-ku, Tokyo 131-0033
<http://www.tokyo-skytree.jp/>

<http://www.rising-east.jp/>



March 2010

All information items in this leaflet are those envisioned at this point in time, and may be subject to further review and change.

Tokyo Sky Tree® Debuts in Spring 2012



Developing Project in the Narihira-bashi Oshiage Area

Rising East project



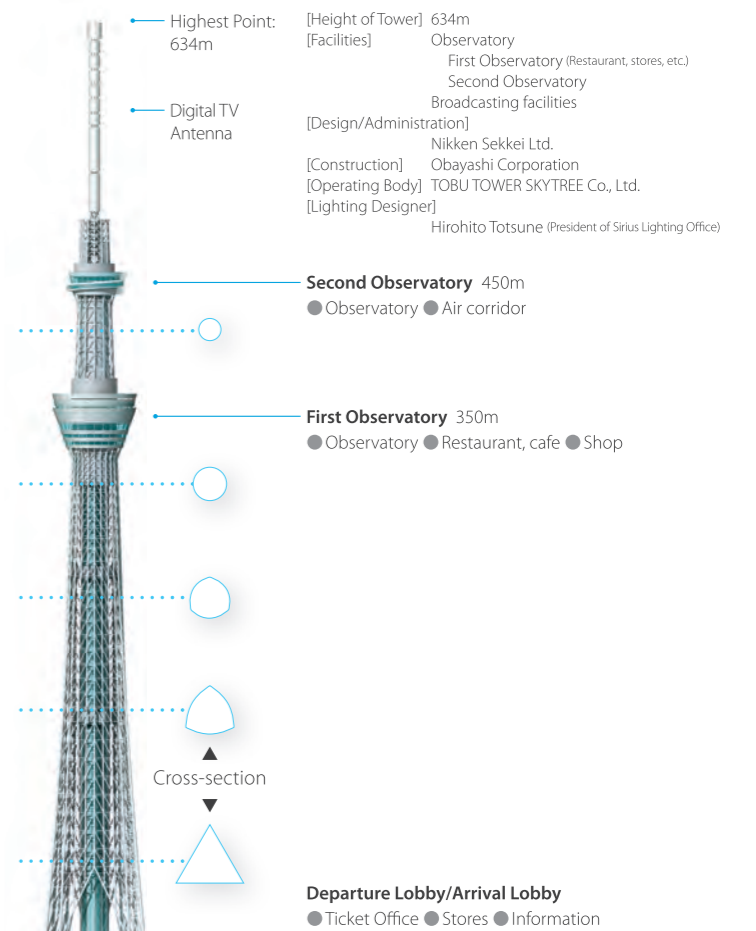
Tower

Tokyo Sky Tree, a new symbol of the city, constructed by fusing traditional and cutting-edge Japanese technology

Tokyo Sky Tree features a silhouette inspired by historical Japanese architecture featuring *Sori* (concave curves) and *Mukuri* (convex curves). The triangular pyramid shape at the bottom transforming into a cylindrical shape as it goes upward reduces the feeling of its massiveness and the impact of shadows on the surroundings. The silhouette varies depending on the location and angle from which it is viewed.

The tower was named after the development concept "to form a rich community caring for the people" surrounded by clean air and lush green trees. It is our hope that an environmentally friendly town will appear with new culture being formed as people gather from around the world.

Outline of Tokyo Sky Tree



Structure and Safety

Traditional Japanese technology applied in state-of-the-art technology

The five-story pagoda, representative of architectural techniques specific to Japan, is structured in a way that each floor is independent with a central pillar at the core. This structure and resulting interaction between the pagoda floors is said to help minimize the effect of tremors in the event of an earthquake or during strong winds. The structural system of the new tower will recreate this five-story pagoda damping system using the latest technology.



Higher level of structural safety

Tokyo Sky Tree has been designed based on structural calculations stipulated by the Building Standard Law. The main structure is that of a steel skeleton using steel frames with double the standard strength for the key elements. Furthermore, the vibration control system installed has been confirmed to protect the tower against earthquakes and winds stronger than those envisioned in conventional high-rise buildings.

Rising East

From Here Starts the Tender-hearted Future



Aerial photo shot at the altitude equivalent to the Second Observatory (450m above the ground) of the Tokyo Sky Tree.

Concept

When Tokyo Sky Tree stands tall in the eastern sky from where the sun rises, a future community will be formed at its foot and it will be one of a kind that is filled with tenderness. There we will find the spirit of the artisans who have supported the culture of Edo-Tokyo through craftsmanship and the long-cherished sentiments of the *shitamachi* residents. The vibrant community of the new age inheriting the living culture of this town will attract people interested in arts and crafts. The environmentally friendly community will serve as an ideal global model both for residents and visitors.

Triple-faced hub to represent the new age of Japan

Development is taking place in the area surrounding the tower based on three visions: a hub for transmitting information on and creating urban culture, a hub for urban lifestyle community, and a hub for wide-area exchange of urban tourism. With the world's number one tower as a symbol, collaboration will be further enhanced between the tradition of craftsmanship and the broadcast communication media. The project will provide improved urban infrastructure for residents in the surrounding area and along the railway line so that the community will be environmentally-friendly while serving as an emergency response center at the same time. The "town with a tower" will attract people of all generations from different parts of the world, which will contribute toward forming a vibrant community.

Development Concept

Atelier Community

A community inheriting the DNA of Japanese *shitamachi* craftsmanship and creating a new urban culture through human interaction

Caring Community

A vibrant community caring for people and the earth, highly responsive to any emergency and safe to live in

Open Community

A community, with the tower as the core element, of advanced technology and the media transmitting information on Japan and Tokyo of the new age to the world



Project

Creating "a town with a tower" in a historical setting

The two wards of Sumida and Taito are famous for Asakusa, the busiest amusement center of Edo, the old residential area of Honjo, and the scenic place of Mukojima. They represent the cuisine, sentiments and craftsmanship of Edo culture which had provided the foundation for the development of Tokyo. Tokyo Sky Tree will be constructed in a location rich in such historical legacy. The symbolic tower rising to the world's tallest height of 634 meters will serve to create an affluent community of the new age where people meet and communicate.

Chronological Account of Development

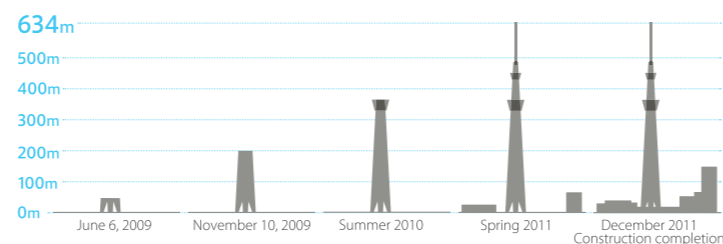
December 2003 Six terrestrial broadcasters in Japan (including NHK and major private operators) launch the "New Tower Promotion Project by six operators in Japan" in a bid for constructing a new tower of 600-meter height
December 2004 Local entities concerned in Sumida Ward approached Tobu Railway Co., Ltd. to ask for cooperation in the bid for the new tower
February 2005 Tobu Railway announces its decision to take part in the project for the new tower to the broadcasting companies and Sumida Ward
March 2005 Broadcasters select Oshiage area of Sumida Ward as the first choice for the site
 City planning project finalized (including rearrangement of town lots, business zones and urban roads)
July 2005 Local bidding entities of Sumida and Taito Wards get together in launching the Sumida-Taito New Tower Bidding Liaison Council
December 2005 Approval given to the founding of the Land Readjustment Association (approval to the project)
March 2006 Final decision is made on the site of the new tower
May 2006 New Tokyo Tower Co., Ltd. established to serve as the operating body of the new tower project

October 2006 Rising East Project launched to communicate the concept of the joint development project with the new tower as the core element
October 2007 Public participation invited for deciding the name of the new tower
November 2007 City Planning Liaison Council formed consisting of members from the neighboring block associations
March 2008 City planning finalized (changes in use districts, district planning, etc.)
June 2008 New tower is named Tokyo Sky Tree by nationwide vote
 Company name revised to Tobu Tower Skytree Co., Ltd.
July 2008 Construction kicks off
February 2009 Color design for Tokyo Sky Tree finalized
October 2009 Lighting design for Tokyo Sky Tree finalized
 Tokyo Sky Tree to reach the height of 634 meters

Development Schedule

July 2008 Start of construction
December 2011 (Scheduled) Construction completion
Spring 2012 (Scheduled) Grand opening

Construction Schedule



Town

A multi-functional town incorporating commerce, culture and education; a place attracting visitors time after time

Networking Plaza leading from Oshiage Station to the tower lobby on the fourth level, three plazas in front of the station and along Kitajukken River, and Shinsui Park will form a community environment where visitors and nearby residents can gather. It will be a vibrant town by accommodating business, entertainment, culture, office facilities with emergency response measures and by coordinating with the surrounding areas.



Tokyo Sky Tree viewed from the Networking Plaza on Level 4 (virtual image)



Plaza viewed from Kitajukken River (virtual image)



New and unique "Shitamachi Style"

The "town with a tower" promises a lifestyle that is not uniform. The facilities are developed with the aim of producing a community brand transmitting new local values to the world by generously introducing facilities and functions that will manifest the charm of the *shitamachi* spirit and produce a synergy effect.
Note: *Shitamachi* means traditional old town area with Edo atmosphere.



Overview of Overall Plan

[Location]	1-chome, Oshiage, Sumida-ku, Tokyo
[Site Area]	36,900m ² (approx)
[Scale of Facilities]	
Building Area	31,600m ² (approx)
Total Floor Area	230,000m ² (approx) (including the Tower)
Building Scale	31 levels above ground and 3 basement levels
[Main Purpose]	Broadcasting tower, exhibition hall (observatory), commercial facilities, aquarium, Dome Theater, academic institutes, regional cooling and heating facilities, parking

- Commercial Facilities
- Aquarium, Dome Theater
- Academic institutes
- Offices

