

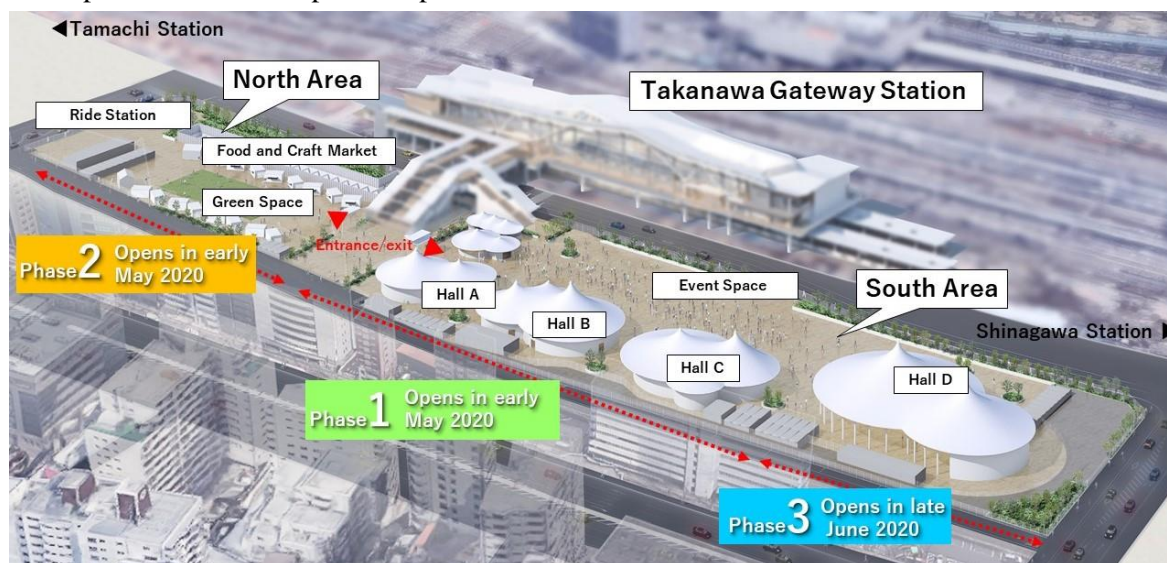
Overview of the Takanawa Gateway Fest

Creation of an event space to coincide with the opening of Takanawa Gateway Station

- To coincide with the opening of Takanawa Gateway Station, JR East will establish a special site in front of the station to hold the Takanawa Gateway Fest.
- The event will run for a limited period of six months with JR East establishing a space inspired by a bustling new city for the enjoyment of customers. The space will feature attractions such as a pavilion providing a simulated experience of the future that encourages a sense of expectation, a digital art museum using the latest imaging technology, an outdoor installation that will be making its first appearance in Japan, and food outlets showcasing the appeal of Japan in a new style.
- During the Tokyo 2020 Olympic and Paralympic Games, part of the space will be a Tokyo 2020 Live Site hosted by the Tokyo Metropolitan Government and the Tokyo Organising Committee of the Olympic and Paralympic Games.

1. Event name: Takanawa Gateway Fest
2. Event period After the opening of Takanawa Gateway Station in spring 2020 until early September 2020
*Announcement of the opening date is slated for early February
3. Event location Special site in front of Takanawa Gateway Station
4. Site area Approximately 30,000m²

*The special site will be opened in phases.



【Rendering of the whole site】

5. Site design

As the area around the site is the coastline where Japan's first railway was built at the beginning of the Meiji Era, it was designed in the image of light and floating white-crested waves.

We used white-crested waves to express a focal point connecting the past and the future, and Japan and the world, where a variety of people, goods, and information gather and interactions take place.



【Rendering of south area of site】



【Rendering of Green Space in north area】

◇Site Features

【South Area】

- The site was designed in its entirety, with the white roofs of each hall standing loosely in a row representing white crested-waves while the surface of the site was given a finishing in the image of a sandy beach.

【North Area】

- This area will house container-type stores, while food and drink can be enjoyed and events such as markets will be held at the Green Space in the central part of the area.

◆YUKO NAGAYAMA & ASSOCIATES YUKO NAGAYAMA / Architect

Established YUKO NAGAYAMA & ASSOCIATES in 2002. Currently working on plans for the Japan Pavilion at Expo 2020 Dubai. Received the encouragement prize at the JCD Design Award in 2005 for the Louis Vuitton Kyoto Daimaru store. Received the Highly Commended prize at the AR Awards (UK) in 2006 for A Hill on a House. Received the JCD Silver Award in 2017 and the Excellent Award at the Tokyo Architecture Awards 2018.










6. Logo

We have designed the letters of Takanawa Gateway Fest and made a logo. To coincide with the opening of Takanawa Gateway Station, the logo was designed on a motif of railway lines symbolizing the new connections, expansion, and sense of expectation for the future originating from the station. The colors of the letters used in the logo represent the seven event categories.



◇Seven Categories and Main Events (details on a separate sheet)

 [Technology]	A DAY —experience the interconnection of tomorrow A simulated experience of a day in the future through the technologies and services that JR East is examining the possibility of providing going forward.
	Advanced Environment and Energy Exhibition Showcasing initiatives under the Shinagawa Development Project through which Takanawa Gateway Station and the city aim to reduce their environmental burden in an integrated manner.
	Hydrogen Energy Experience Event An event featuring an exhibit of JR East's initiatives and for learning and experiencing the workings of hydrogen energy in a fun way.
	J-WAVE INNOVATION WORLD COMPLEX Experts discuss the future on the theme of a mobility-made future. (Organizer: J-WAVE, Inc.)
 [Art]	Space Time Journey – The Journey of Art through Space and Time A digital art museum based on the theme of a train journey around art that transcends time and space.
	COSMOS Making its Japan debut, a fantastic outdoor installation featuring interweaving lights.
	VIII International Ephemeral Art Congress Tokyo WORLD FLOWER CARPET 2020 The world's flower artists and members of the public join forces to create a huge flower carpet. (Organizer: Hanae Cultural Association)
 [Mobility]	Personal Mobility Test Drive Test drive program for Toyota's personal mobility Walking Area BEV Standing Type.
	Test drive experience of the ultra-compact BEV "TOYOTA i-ROAD" Test drive program for the TOYOTA i-ROAD. (Organizer: TOYOTA MOTOR CORPORATION)
 [Music]	J-WAVE NIHONMONO LOUNGE An entertainment restaurant where live performances and other music produced by J-WAVE can be enjoyed. (Organizer: J-WAVE, Inc.)
 [Food]	Food and Craft Market A market based on the theme of contemporary Japanese food culture and traditional crafts where the appeal of all Japan's regions can be discovered.
 [Local Culture]	TAKUMI JAPAN (HYAKKA RYORAN) An exhibition of, and workshop on, the skills of 100 young artisans from around Japan. (Organizer: TAKUMI JAPAN)
	Tohoku Region Information Center in 2020 "TOHOKU HOUSE" Conveying to the world the various attractions of Tohoku and Niigata, and a cheerful Tohoku on the road to reconstruction. (Organizer: The Executive Committee of the Tohoku Region Information Center in 2020 "TOHOKU HOUSE")
 [Sport]	Tokyo 2020 Beach Volleyball Women's Japan National Team Finals A specially constructed court will hold games to decide the team who will represent Japan in beach volleyball at the Tokyo 2020 (women's competition). (Organizer: Japan Volleyball Association)
	Sports experience event Visitors can enjoy a hands-on experience of Parasports such as Boccia and wheelchair basketball, and urban sports such as parkour.

* JR East is considering the implementation of events that create bustle in cooperation with Minato City and local entities.

7. Establishment of a Website for Takanawa Gateway Fest

Up-to-date information on the latest events will be released via the website.

Some events require advance reservation. Information on those events will be released in early February.

【URL】 <https://www.takanawa-gateway-fest.com>

- * Free admittance (some events require an admission fee).
- * Event details are subject to change.
- * Since there are no car parking facilities at the site please use the train when visiting.
- * Changes to event details, restricted admission, and cancellations may occur due to adverse weather conditions, congestion, and other factors.

Opening of Phase 1 After the station opens in spring 2020A DAY — experience the interconnection of tomorrow

[Period] From the opening day until early September

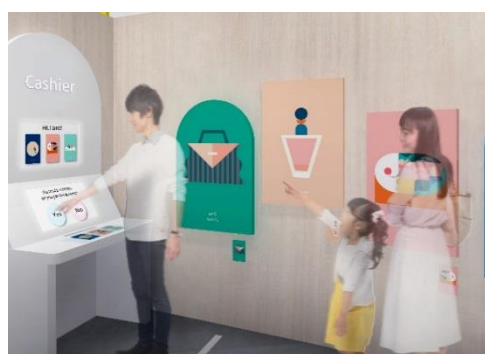
[Location] Hall A

[Details] A pavilion will open where visitors can experience a day in the future in three zones — Station, Train, and City— through the technologies and services that JR East is examining the possibility of providing going forward.

At the station zone, visitors pass through a touchless gate based on *Suica* technology, view video guidance to the city in a train-style theater, and, in the city, seamlessly experience Mobility as a Service (MaaS) and lifestyle scenarios such as shopping by utilizing new authentication functions.



【Rendering】



【Rendering】

Space Time Journey – The Journey of Art through Space and Time

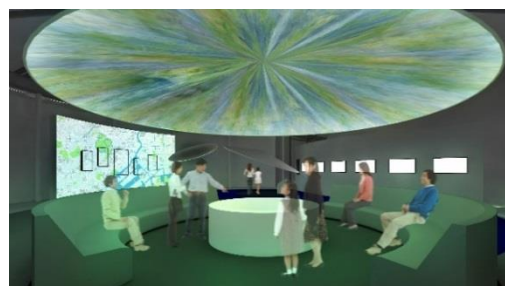
[Period] From the opening day until early June

[Location] Hall B

[Details] JR East will open a state-of-the-art digital art museum, the creation and production of which is undertaken by the visual design studio, WOW.* For the main content, based on the theme of a train journey around art that transcends time and space, visitors can experience an immersive visual space via a 360° screen utilizing the latest visual technology. Additionally, for the secondary content, there will be an installation on the perspective of art.



【Rendering】



【Rendering】

* WOW Visual Design Studio (Creation and Production)

A visual design studio with bases in Tokyo, Sendai, and London. WOW undertakes a broad range of design work beyond the confines of existing media or categories, from a variety of video expressions in advertising to installation video in display spaces and user interfaces developed jointly with manufacturers.

Opening of Phase 1 After the station opens in spring 2020



J-WAVE NIHONMONO LOUNGE

[Period] From the opening day until early July

[Location] Hall C

[Organizer] J-WAVE, Inc.

[Details] An entertainment restaurant produced by J-WAVE (81.3FM). In collaboration with Hidetoshi Nakata, who presents CRAFT SAKE WEEK,^{*1} a line-up of carefully selected Japanese sake that changes on a daily basis can be enjoyed in addition to the provision of a weekly-changing menu from popular restaurants at CRAFT SAKE WEEK.

Entertainment, such as live radio shows from the venue, live performances from musicians, and the showing of a short film made in collaboration with Short Shorts Film Festival & Asia^{*2} can be enjoyed.

Moreover, there will also be store, NIHONMONO SHOP, gathering together various items encountered by Hidetoshi Nakata on his travels around Japan.



【Rendering】 CRAFT SAKE WEEK 2019



【Rendering of live performances】

*1 CRAFT SAKE WEEK

Nakata Hidetoshi has travelled around all 47 of Japan's prefectures and used those travels to visit over 350 breweries. He started this event symbolizing Japanese culture in 2016 after he was struck by the great taste and cultural potential of Japanese sake, CRAFT SAKE WEEK is one of the largest events in Japan where food, traditional crafts, and architecture can be enjoyed along with carefully selected Japanese sake.

*2 Short Shorts Film Festival & Asia

Established in 1999 by the actor and J-WAVE presenter Tetsuya Bessho, it is one of the largest international film festivals in Asia, bringing together 10,000 short films from across the world. In 2004, it became an American Academy Awards accredited film festival. As of 2019, the best short film award winners in the Official Competition and the best short film award winner in the non-fiction category will be eligible for nomination in the Academy Show Short Film category the following year.

◆Hidetoshi Nakata, Director of J-WAVE NIHONMONO LOUNGE

Former Japan soccer player. Following his retirement from professional soccer after the World Cup in Germany, he travelled around the world. After a journey throughout Japan's 47 prefectures, he established JAPAN CRAFT SAKE COMPANY CO., LTD. in 2015. His radio show, VOICES FROM NIHONMONO started in April 2019.



Opening of Phase 1 After the station opens in spring 2020



COSMOS

[Period] From the opening day until late May

[Location] Event Space

[Details] An outdoor installation from the interactive artist, Jen Lewin,* making her first appearance in Japan. Visitors can enjoy magical scenes, such as the fantastic world of beautifully interweaving lights that have mesmerized people across the world and installations that change to a variety of colors on contact.



【Rendering】



【Rendering】 Aqueous by artist Jen Lewin

* Jen Lewin Studio (Planning and production)

Jen Lewin is an interactive artist based in New York who specializes in large-scale installations in public spaces that combine elements such as light, sound, and complex engineering. Her interactive light installation, *The Pool*, debuted in 2008 and has been exhibited across the world and at events including South by Southwest.

Personal Mobility Test Drive



[Period] From the opening day until early September

[Location] Event Space

[Details] Test-drive the next generation of aided transportation in the form of personal mobility. Visitors can experience a smooth ride by mobility on Toyota Motor Corporation's personal mobility Walking Area BEV Standing Type.



Photograph provided by
TOYOTA MOTOR CORPORATION

Advanced Environment and Energy Exhibition

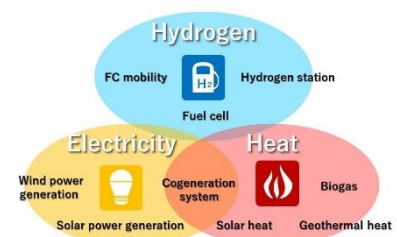


[Period] From the opening day until early May

[Location] Event space

[Details] The Shinagawa Development project plans to create an advanced environmental city that aims to achieve the United Nations Sustainable Development Goals (SDGs). Takanawa Gateway Station, which will stand as the focal point of the city, is pursuing “ecoste” (Environment Earth Conscious Station of East Japan Railway Company) initiatives through the introduction of a variety of environmental conservation technologies, such as energy saving and renewable energy.

Showcasing JR East's initiatives in which the station and city aim to reduce their environmental impact in an integrated manner.



Opening of Phase 2 Early May 2020

Food and Craft Market

Food

[Period] From early May until early September

[Location] Food and Craft Market, Green Space

[Details] A market based on the theme of contemporary Japanese food culture and traditional crafts where the appeal of all Japan's regions can be discovered.

○Food Shop

A food spot where 16 well-differentiated food shops assemble to deliver food in a new style. Visitors can enjoy original menus from chefs and cooking experts who take on the challenge of Japanese food culture as well as addressing social and other issues facing the world. Additionally, there will also be a “challenge shop” from college students who will lead the next generation.

【Featured restaurants (partial list)】

Mottainai Kitchen, which features in the road movie of the same name (slated for release at the end of 2020) in which people in a mobile food truck travel around Japan to solve the issue of food waste in a fun way, and *Peace Kitchen Tokyo's* tie-up shop, *Peace Kitchen – Mottainai Station*, will appear.



【Mottainai Kitchen】

Katsuo Shokudo Hanare, is the first spin-off project from the *katsuobushi* (dried bonito shavings) specialty restaurant, *Katsuo Shokudo*. Visitors can enjoy the great taste of *katsuobushi*, a traditional Japanese foodstuff, and understand its appeal.



【Katsuo Shokudo Mai Nagamatsu】

○Craft Shop

With the editor-in-chief of JapanMade, Ryo Hirano, as curator, carefully selected studios will change in line with differing themes to sell the finest traditional craft products. At the same time, hands-on events such as traditional craft product workshops will be held.

◆Ryo Hirano, Curator

Freelance creative director and cameraman. He launched an online magazine, JapanMade, to showcase Japanese craftsmanship, and operates it as editor-in-chief. With a view to updating craftsmanship culture, he travels around Japan and showcases it through photographs and videos, with a focus on the production process.



○Green Space

A special market assembling select products from across Japan will be held, primarily on weekends. Visitors can enjoy a variety of the latest developments in regional cultures through the market.

Opening of Phase 2 Early May 2020



Test drive experience of the ultra-compact BEV “TOYOTA i-ROAD”

[Period] From early May until early September

[Location] Ride Station

[Organizer] TOYOTA MOTOR CORPORATION

[Details] A test-drive program for the TOYOTA i-ROAD, which provides motorcycle-level usability and a fun riding performance due to its compact body size.



Photo supplied by
TOYOTA MOTOR CORPORATION

After a quick training session within the ride station, visitors can tour around the public roads in the vicinity of Takanawa Gateway Station led by an instructor.

Tokyo 2020 Beach Volleyball Women's Japan National Team Finals

[Period] May 23 and 24

[Location] Event Space

[Organizer] Japan Volleyball Association (JVA)

[Details] Games to decide the team who will represent Japan in beach volleyball at the Tokyo 2020 Olympic and Paralympic Games will be held at a specially constructed court.



Photograph supplied by JVA BEACH

The winning women's team will be unofficially decided as Japan's beach volleyball team at the Tokyo 2020 Olympic and Paralympic Games.

VIII International Ephemeral Art Congress Tokyo (WORLD FLOWER CARPET 2020)



[Period] May 23 until June 3

[Location] Event Space

[Organizer] Hanae Cultural Association

[Details] VIII International Ephemeral Art Congress Tokyo WORLD FLOWER CARPET 2020 which is considered to be the *Infiorata** world festival, an event held once every two years since 2006, comes to Japan for the first time. Approximately 100 flower artists from across the world will assemble in one place and unite with 1,000 members of the public to arrange a huge and beautiful flower carpet in the event space. The approximately 300,000 flowers used in the making of the carpet will be reused as the Flower Sketchbook.

* *Infiorata*

Infiorata, meaning to scatter flowers in Italian, are flower festivals that have continued for more than 400 years. Today, events and other festivals are held on a grand scale throughout the world, primarily in Italy and Spain.



【Rendering】Brussels flower carpet

Opening of Phase 2 Early June 2020



TAKUMI JAPAN (HYAKKA RYORAN)

[Period] Mid-June

[Location] Hall B

[Organizer] TAKUMI JAPAN

[Details] Gathering of 100 young artisans who will carry the torch of Japan's traditional crafts in a new form in the future throughout Japan. Through displays of abundantly diverse traditional craft products, demonstrations, and talk shows, workshops, and other events, TAKUMI JAPAN will convey the appeal of Japan craft innovation.



【Rendering】



【Rendering】



【Rendering】

J-WAVE INNOVATION WORLD COMPLEX



[Period] June 20 and 21

[Location] Hall B

[Organizer] J-WAVE, Inc.

[Details] A conference held in conjunction with the J-WAVE (81.3FM) radio show, INNOVATION WORLD,* assembling the latest technologies. Based on the theme of a mobility-made future, this will be an event where experts on the latest technologies will assemble to discuss the future through talk sessions and other forums by innovators and creators.

Live performance and other mediums that incorporate displays, hands-on booths, and technology are also planned.

* INNOVATION WORLD

Broadcast every Friday between 8 and 10pm. Supporting innovation, INNOVATION WORLD is a regular J-WAVE radio show that explores the future with its listeners based on the concept of creating new businesses via ideas and technology.



【Rendering】

Opening of Phase 3 Late June 2020



Hydrogen energy experience event

[Period] Late June

[Location] Hall B

[Details] As one of its ESG management initiatives, JR East is aiming for energy diversification. As part of that aim, JR East is examining the possibility of installing a hydrogen station at the Shinagawa Development Project in order to realize a sustainable low-carbon society by utilizing hydrogen.

JR East will hold events exhibiting its initiatives for hydrogen while offering experiences to learn in a fun way how hydrogen energy works and to feel hydrogen close.



【Example of an Initiative】
Rendering of a hybrid (fuel cell) test railcar

Sports experience event



[Period] From late June until early July

[Location] Event Space, Hall B

[Details] Visitors can enjoy a hands-on experience of Parasports such as Boccia and wheelchair basketball, and urban sports such as parkour.

Tohoku Region Information Center in 2020 "TOHOKU HOUSE"

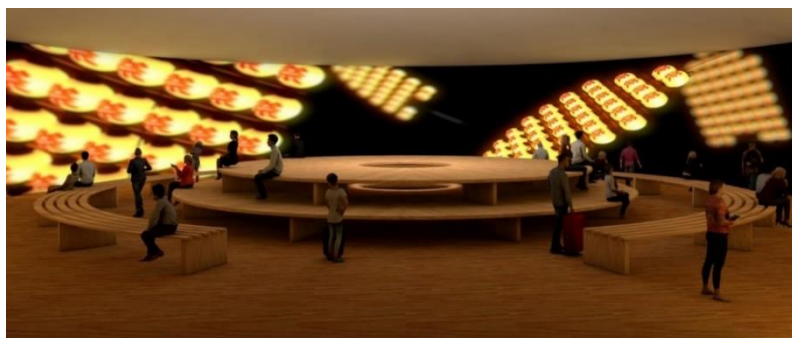


[Period] From July 18 until August 9

[Location] Hall B

[Organizer] The Executive Committee of the Tohoku Region Information Center in 2020 "TOHOKU HOUSE"

[Details] In 2020, the 10th year since the Great East Japan Earthquake and the final year marking the end of the reconstruction and revitalization period, the 2020 Tohoku and Niigata Information Transmission Center Project (TOHOKU HOUSE) will convey to the world “appreciation for the support received from across the world,” “a cheerful and secure Tohoku moving forward steadily on the road to recovery,” and “the appealing aspects of Tohoku and Niigata that cannot be experienced elsewhere in Japan.” In addition to showing video content on a large screen, an opportunity to experience traditional culture (an exhibit and hands-on experience of traditional crafts), and a chance to try out food and drink through tasting and sampling to convey the appeal of Tohoku and Niigata, a festival and other events are planned.



Rendering of excerpt of contents from Tohoku House (large-screen video)