

February 13, 2020
East Japan Railway Company

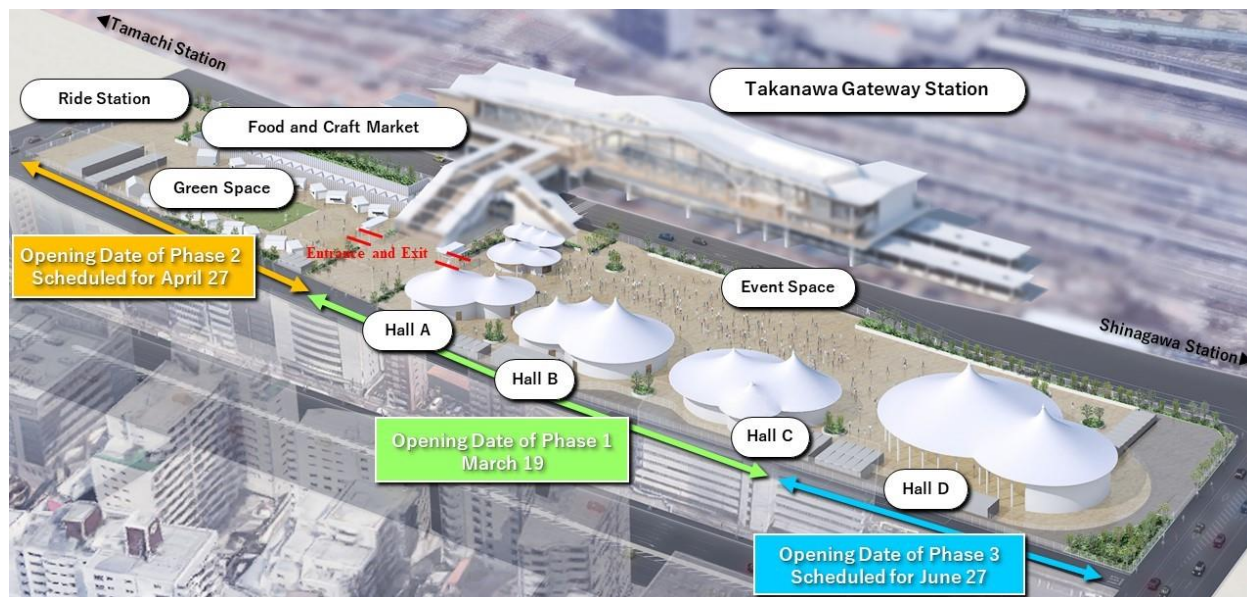
JR East will hold the Takanawa Gateway Fest from March 19!

Opening of reservations for events

- JR East will hold the Takanawa Gateway Fest from March 19, 2020 to September 6 at a special site in front of Takanawa Gateway Station.
- Phase one will see the opening of halls A to C and the event space. Visitors will be able to enjoy attractions including a pavilion providing a simulated experience of the future, a digital art museum using the latest imaging technology, an outdoor installation that will be making its first appearance in Japan, and test drives of personal mobility vehicles.
- We will open reservations via the website from February 19, 2020 at 10am for events that require advance reservations.

1. Overview

Phase 1 will open on March 19, followed by phase 2 on April 27, and phase 3 on June 27.

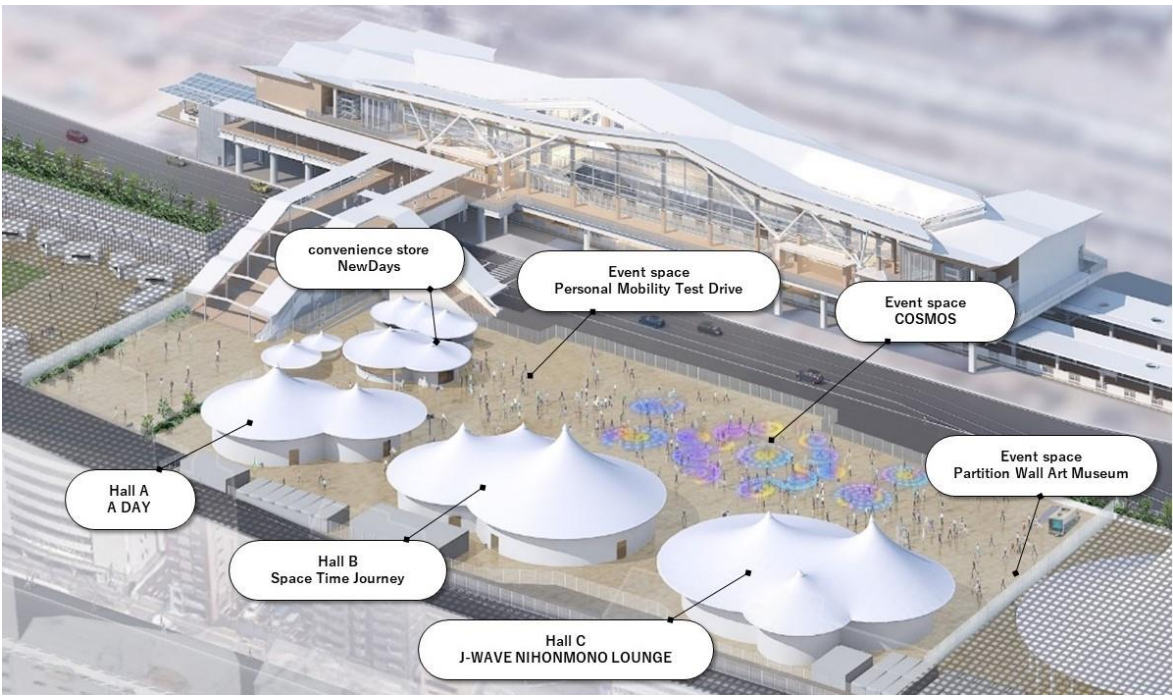


【Rendering of the whole site】

[Event name]	Takanawa Gateway Fest
[Event period]	From March 19, 2020 to September 6 (172 days)
[Opening hours]	11am to 9pm *Opening hours differ for each event.
[Event location]	Special site in front of Takanawa Gateway Station
[Site area]	Approximately 30,000m ²
[Website]	https://www.takanawa-gateway-fest.com

2. Opening of Phase 1

<Rendering of site>



【Rendering of site during phase 1】

<Schedule>

	Phase 1 (from March 19)	
Hall A	Advance reservation required	A DAY – experience the interconnection of tomorrow (until September 6)
Hall B	Advance reservation required	Space Time Journey – The Journey of Art through Space and Time (until June 7)
Hall C		J-WAVE NIHONMONO LOUNGE (until mid-July)
Event space	Limited numbered ticket	Personal Mobility Test Drive (until September 6)
	Limited numbered ticket* *Evening admission	COSMOS (outdoor installation) (until May 17)
		Partition Wall Art Museum (until late-June)

* We will conduct a verification test on multifunctional vending machines developed by JR East Water Business Co., Ltd. for inbound tourists at some beverage vending machines on site. Featuring an in-built AI system (AI Sakura-san), the vending machines will provide multiple contents such as multilingual product information and event space guidance.



【Rendering of a multifunctional vending machine for inbound tourists】

*As the screen is currently under development, the actual specifications may differ from this

< Overview of Events >

A DAY – experience the interconnection of tomorrow

Reservation required (free of charge)

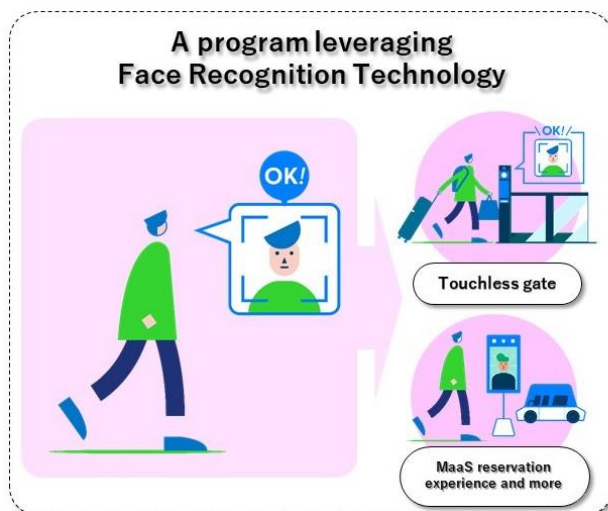


A pavilion where a day in the future can be experienced through advanced technologies and services

[P e r i o d]	March 19 to September 6
[Opening hours]	11am to 9pm *Admission time slots of 25 minutes.
[L o c a t i o n]	Hall A
[Advance reservation]	Advance reservations for phase one events (March 19 to April 26) will open via the website.
[W e b s i t e]	https://www.takanawa-gateway-fest.com/ We will open reservations from February 19, 2020 at 10am.
[Special cooperation]	Sony Corporation, NEC Corporation, and Japan Radio Co., Ltd.

Participants will be able to enjoy two stories based on future technologies envisioned by JR East in which “touchless” is the keyword. When making a reservation, choose either a program leveraging Face Recognition Technology ^{*1} or a program leveraging Millimeter Wave Communication Technology ^{*2}. In each program, through touchless gates, coordination with Mobility as a Service (MaaS), and the leveraging of new recognition technologies in lifestyle scenarios such as shopping, participants can experience the potential of a convenient and comfortable future in which stations and cities are seamlessly connected.

○ Rendering of experiences in each program



^{*1}Face Recognition Technology

With this technology, identity verification is accomplished via comparison with pre-defined face data to enable railway use, payment, and more without the need for conventional IC cards, etc.



^{*2} Millimeter Wave Communication Technology

This communication technology uses an extremely high band of radio frequencies called millimeter waves. The technology enables high-speed transmission and makes it possible to pass through gates, make payments, and more without touching an IC card, etc.



【Rendering of video】*A still from the video shown in the program.

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

Reservation required (free of charge)

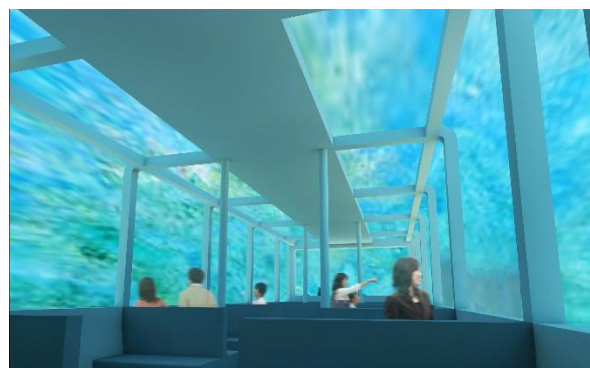


A digital art museum using the latest imaging technology

[P e r i o d]	March 19 to June 7
[Opening hours]	11am to 9pm *Admission time slots of 30 minutes.(Single admission only)
[L o c a t i o n]	Hall B
[Advance reservation]	Advance reservations for phase one events (March 19 to April 26) will open via the website.
[W e b s i t e]	https://www.takanawa-gateway-fest.com/ We will open reservations from February 19, 2020 at 10am.
[Creation and Production]	Visual design studio WOW

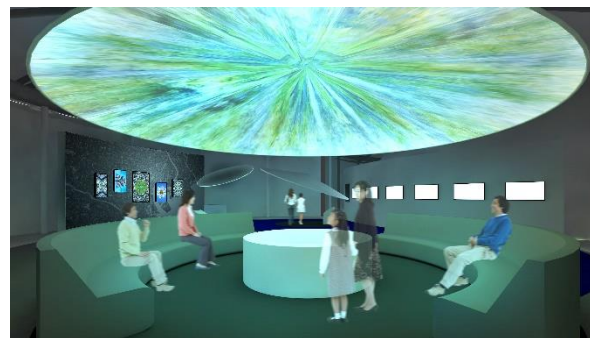
○ Space Time Journey

Visitors will be able to experience stunning images projected onto a dome from seats like those on a train, as if gazing out of a train window. Enjoy a journey transcending time and space as you enter a beautiful world based on a motif of ukiyoe and western paintings.



○ Picture Journey

Visitors will be able to enjoy an immersive visual space, which takes as its motif western paintings and other art, as if stepping into the world of the artworks.



○ Tokyo Geo/Map Journey

Visitors will be able to enjoy artworks based on the motif of topography and maps centered on the Shinagawa and Takanawa area of Tokyo. Expresses via the medium of digital art the appeal of this land through images that change in the manner of a kaleidoscope.



*Photos are renderings.

An entertainment restaurant produced by J-WAVE.

[P e r i o d]	March 19 to mid-July
[Opening hours]	11am to 11pm
[L o c a t i o n]	Hall C (approximately 180 seats)
[O r g a n i z e r]	J-WAVE, Inc.
[W e b s i t e]	https://www.j-wave.co.jp/special/tgf/nihonmonolounge/
[D i r e c t o r]	JAPAN CRAFT SAKE COMPANY CO., LTD. Hidetoshi Nakata
[Interior design]	YUKO NAGAYAMA & ASSOCIATES



○ SAKE

In this collaboration with CRAFT SAKE WEEK, one of the largest sake events in Japan, visitors can enjoy a line-up of ten carefully selected types of Japanese sake each week, 160 in total (scheduled).

○ DRINK

Offering distinctive beverages from regions in Japan encountered by Hidetoshi Nakata on his cultural travels around the country, including Yebisu beer.

○ FOOD

16 popular restaurants that have taken part in previous CRAFT SAKE WEEK events will appear on a weekly-changing basis. The restaurants will offer specially developed menus for this event.



Featured Restaurants (Japanese alphabetical order)

*District/city of each restaurant in parentheses

① Arroceria La Panza (Ginza)	⑨ Ristorante La Ciua (Tamachi)
② Sal y Amor (Daikanyama)	⑩ Ristorante La Barrique Tokyo (Edogawabashi)
③ Kirakutei (Kugayama)	⑪ Restaurant Sola (Paris)
④ Kudan (Gakugeidaigaku)	⑫ L'Effervescence (Nishi-Azabu)
⑤ Koho (Roppongi)	⑬ Roppongi Kappou Ukai/Kappou Ukai (Roppongi)
⑥ Shato Hanten (Roppongi)	⑭ Roppongi Ukai-tei (Roppongi)
⑦ Chiisana Daidokoro Hirata (Hiroo)	⑮ Yoroniku (Minami-Aoyama)
⑧ Trattoria Siciliana Don Ciccio (Shibuya)	⑯ Wakan Ishinabe WAKASA (Naka-Meguro)
⑧ La BOMBANCE (Nishi-Azabu)	⑯ Wakiya Ichiemi Charou (Akasaka)

○ MUSIC & ENTERTAINMENT

Enjoy live performances from artists recommended by J-WAVE, live radio broadcasts featuring invited guests who will lead the next generation, and short films in collaboration with Short Shorts Film Festival & Asia, which is supervised by Tetsuya Bessho.

○ ART

A store, NIHONMONO SHOP, assembling items that demonstrate the appeal of Japan, such as those encountered by Hidetoshi Nakata on his travels around Japan and in the course of field interviews for J-WAVE.

*Please refer to the website and other media for information such as how to reserve seats, menu details, and prices.

COSMOS



Limited numbered ticket vouchers will be issued (free of charge)

An outdoor installation making its first appearance in Japan

[P e r i o d] March 19 to May 17

[Opening hours] 11am to 9pm

[L o c a t i o n] Event space

*For evenings, a limited numbered ticket voucher issued on the same day is required.

*The installation may be cancelled due to weather.

[Planning and production] Jen Lewin Studio

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】 Aqueous by artist Jen Lewin



Personal Mobility Test Drive



Limited numbered ticket vouchers will be issued (free of charge)

Ride Experience Program in the form of personal mobility “Walking Area BEV”, of which there are high expectations as aided transportation.

[P e r i o d] March 19 to September 6

*Unavailable on certain days due to weather and other factors. Please check the website in advance.

[Opening hours] 11am to 5pm

[L o c a t i o n] Event space

*A limited numbered ticket voucher issued on the same day is required.

* Unavailable on certain days due to weather and other factors.

Experience a smooth ride via Toyota Motor Corporation’s personal mobility Walking Area BEV Standing Type.

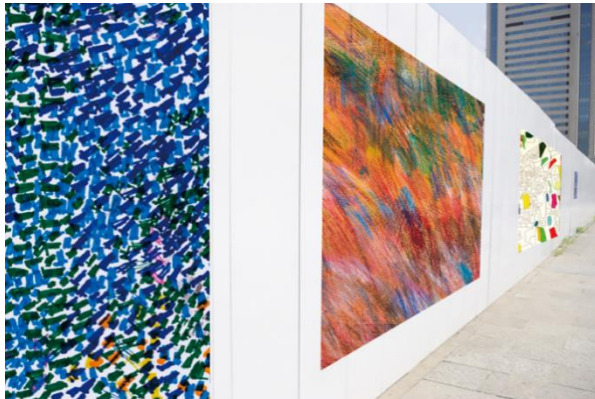


【Photograph courtesy of Toyota Motor Corporation】

Artworks by people with learning disabilities will be displayed on a partition wall

[P e r i o d] March 19 to Late-June
[L o c a t i o n] Event space partition
[O r g a n i z e r] HERALBONY Co., Ltd., and JR East Startup Co., Ltd.

Displaying artworks on a partition wall by people with intellectual disabilities. View works by artists who undertake creative activities at partner welfare facilities based on planning by HERALBONY Co., Ltd. When the period for displaying these artworks concludes, they will be turned into bags and other items.




【Rendering】



【Rendering of creation】

3. After Opening of Phase 2

Opening Date of Phase 2: Scheduled for April 27	Food and Craft Market [P e r i o d] April 27 to September 6 [L o c a t i o n] Food and Craft Market, Green Space [D e t a i l s] A market based on the theme of contemporary Japanese food culture and traditional crafts where you can experience the appeal of Japan's various regions.
	TOYOTA i-ROAD Ride Experience Program [P e r i o d] Every Saturday and national holiday during May 2 to September 6 (scheduled) [L o c a t i o n] Ride Station [D e t a i l s] TOYOTA i-ROAD Ride Experience Program [O r g a n i z e r] Toyota Motor Corporation
	Tokyo 2020 Beach Volleyball Women's Japan National Team Finals [P e r i o d] May 23 and 24 [L o c a t i o n] Event space [D e t a i l s] 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). [O r g a n i z e r] Japan Volleyball Association
	VIII International Ephemeral Art Congress Tokyo WORLD FLOWER CARPET 2020 [P e r i o d] May 30 to June 3 [L o c a t i o n] Event space [D e t a i l s] A huge flower carpet will be arranged together by flower artists from across the world and members of the public. [O r g a n i z e r] Hanae Cultural Association

<p>Opening Date of Phase 2: Scheduled for April 27</p>	<p>TAKUMI JAPAN (HYAKKA RYORAN) [P e r i o d] June 12 to 14 [L o c a t i o n] Hall B [D e t a i l s] Displays, demonstrations, and talk shows featuring 100 young artisans (“TAKUMI”) from all over Japan. [O r g a n i z e r] TAKUMI JAPAN [W e b s i t e] https://takumi-japan.jp/ (in Japanese only)</p> <p>J-WAVE INNOVATION WORLD COMPLEX [P e r i o d] June 20 and 21 [L o c a t i o n] Hall B [D e t a i l s] An event featuring a discussion on the future by experts on the latest technologies based on the theme of a mobility-made future. [O r g a n i z e r] J-WAVE, Inc.</p>
<p>Opening Date of Phase 3: Scheduled for June 27</p>	<p>Hydrogen Energy Experience Event (Tentative name) [P e r i o d] June 25 to 28 [L o c a t i o n] Hall B event space [D e t a i l s] As part of its ESG management initiatives, JR East has installed a hydrogen refueling station in front of Takanawa Gateway Station with the goal of realizing energy diversification. Through collaboration with JXTG Nippon Oil & Energy Corporation, which engages in the hydrogen refueling station business, and Toyota Motor Corporation, which actively promotes the spread of fuel cell electric vehicles (FCEVs), fuel cell electric vehicle buses (FCEV buses), battery electric vehicles (BEVs), and other environmentally friendly vehicles, JR East will hold events in which participants will be able to enjoy learning about hydrogen and experience how it works up close. [O r g a n i z e r s] JXTG Nippon Oil & Energy Corporation, Toyota Motor Corporation</p> <div data-bbox="438 1160 831 1391">  </div> <p>Tokyo Takanawa Gateway Hydrogen refueling Station Photo courtesy of JXTG Nippon Oil & Energy Corporation</p> <p>J-WAVE LIVE (Tentative name) [P e r i o d] June 27 and 28 [L o c a t i o n] Hall D [D e t a i l s] A live event organized by J-WAVE to celebrate the opening of Phase 3. [O r g a n i z e r] J-WAVE, Inc.</p> <p>Tohoku Region Information Center in 2020 “TOHOKU HOUSE” [P e r i o d] July 18 to August 9 [L o c a t i o n] Hall B , Event space [D e t a i l s] Conveying to the world the various attractions of Tohoku and Niigata, and a cheerful Tohoku on the road to reconstruction. [O r g a n i z e r] The Executive Committee of the Tohoku Region Information Center in 2020 “TOHOKU HOUSE” [W e b s i t e] https://www.tohokuhouse.jp/eng/</p>

* Admission is free of charge (however, a fee is required for certain events)

* The period and details of events may change at a later date.

* Please take public transportation to the venue as there are no parking spaces available.

* The details of events may change, admission may be restricted, and events may be cancelled due to weather and congestion.