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NTT, Inc.
NTT Urban Solutions, Inc.
NTT Urban Development Corporation
NTT EAST, Inc.
Daiichi Life Insurance Co., Ltd.
Chuo-Nittochi Co., Ltd.
Imperial Hotel, Ltd.
Tokyo Century Corporation
Tokyo Electric Power Company Holdings, Inc.
Mitsui Fudosan Co., Ltd.

Hibiya Redevelopment Project To Be Named “HIBIYA CROSSPARK” Logo and brand concept also announced

The developers of the urban redevelopment project underway in Hibiya, Tokyo, have chosen an official name for the upcoming mixed-use district “HIBIYA CROSSPARK”. They have also created a logo and brand concept: “A place where all paths cross.” A website and brand concept movie will accompany the name launch.



Artist's rendering of “HIBIYA CROSSPARK”



The project is composed of three zones—North Zone, Central Zone, and South Zone—and will accommodate offices, stores, restaurants, hotels, and other establishments to meet a variety of needs. It is a major undertaking that, when completed, will boast over 1.1 million square meters of floor space—one of the largest in Tokyo—and serve as a hub connecting many of Tokyo’s business and commercial districts, including Otemachi, Marunouchi, Yurakucho, Ginza, Kasumigaseki, and Shimbashi. As part of the phased development toward overall completion, the South Zone Tower is scheduled to be completed in FY2028, followed by the NTT Hibiya Tower in the Central Zone in FY2031.

■ “HIBIYA CROSSPARK”

<Quality-of-life objectives>

The project started out as the “Tokyo Cross Park Vision”, a plan for creating a hub that could connect Hibiya Park, nearby train stations, and Tokyo’s key districts. Here are some of the quality-of-life objectives that the developers hope to achieve:

- Using the district’s enormous floor area to offer an expansive environment that seamlessly connects to Hibiya Park, in the process providing a sense of comfort and sophistication that passersby will find instinctively attractive
- Making it easy to visit in the course of a daily routine, while still offering opportunities for making discoveries and leaving one’s comfort zone
- Establishing the district as a multifaceted place at the nexus of central Tokyo’s key districts, one that continually evolves through encounters and resonances among diverse people and differing elements

<The name>

The name “HIBIYA CROSSPARK” was developed by combining the words “cross” and “park” to create a hybrid term that embodies the developers’ conceptual vision, as detailed below:

- CROSS: The concept of an intersection where many different people, ideas, and circumstances intersect to create a synergy that feels fresh and welcoming
- PARK : The concept of a place allowing you to feel comfortable and be your natural self

■ The Logo

The logo conveys both something about the character of the Hibiya district in which the project is located and the developers’ vision for the multi-use district that will emerge.



The iconic logo is composed of a series of long rectangles that have been laid out to create an abstract representation of the district’s physical features. (They also form a shape resembling the kanji “日,” which is the first character in the name Hibiya.)

The highlighted squares where the rectangles overlap symbolize the concept of crossing paths, the gaps between the rectangles symbolize the passage of wind throughout the district, and the green rectangle symbolizes the intersection of nature and the urban landscape. In other words, the logo shares a conceptual similarity with the district’s name.

The font used for the name has been designed with an airy look to bring to mind gentle winds and the sense of comfort the developers hope people will find in the district.

■ Brand Concept and Statement

“A place where all paths cross” has been chosen as the brand concept representing the purpose of “HIBIYA CROSSPARK” and the vision behind the development.

A place where all paths cross

Nature flourishing in the middle of a city.
Culture blooming where business thrives.
People at play and people at work.
When a diverse mix of elements comes together,
it creates a synergy
that feels fresh and welcoming —
like a pleasant wind.
A beautiful, historic park crossing paths
with a vibrant, cosmopolitan neighborhood
and people of many different backgrounds —
imagine what wonderful winds that would create.

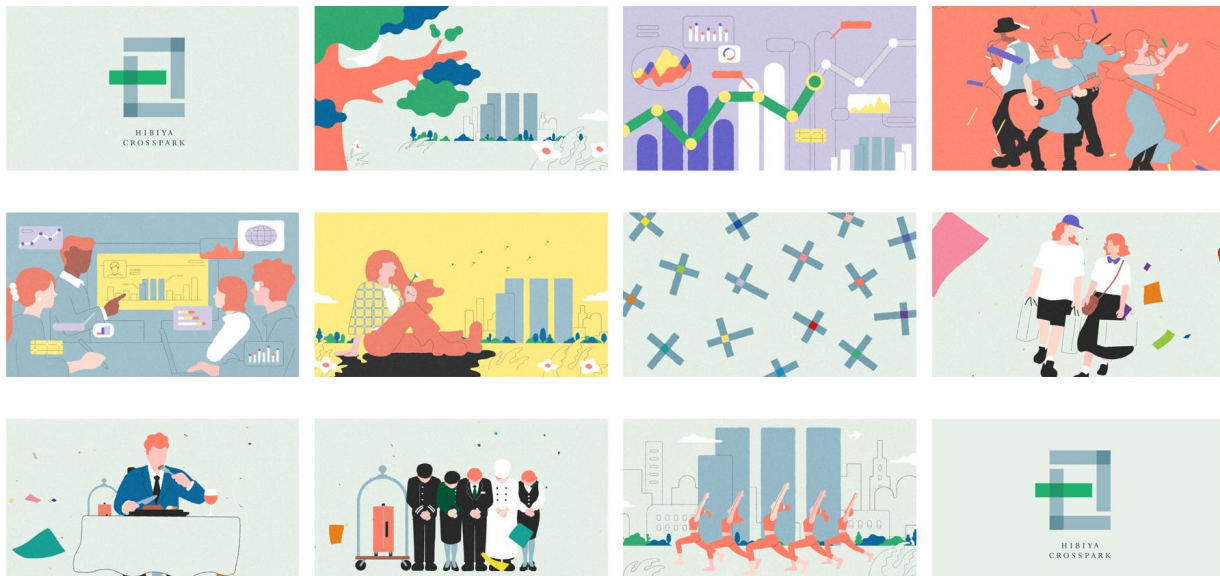


The brand concept expresses an optimistic vision of synergistic encounters between many different people and things, while also centering the district as the very intersection where this synergy will take place. It also suggests an all-encompassing, international scope, hinting at the developers’ hopes that the positivity created here will eventually spread across the globe.

■ Brand Concept Movie

The brand concept movie uses animation to visually convey the synergy that could arise out of “HIBIYA CROSSPARK”, with the logo taking center stage. Iconic and memorable, the movie conveys the developers’ vision in a way that will hopefully increase excitement for the district’s completion.

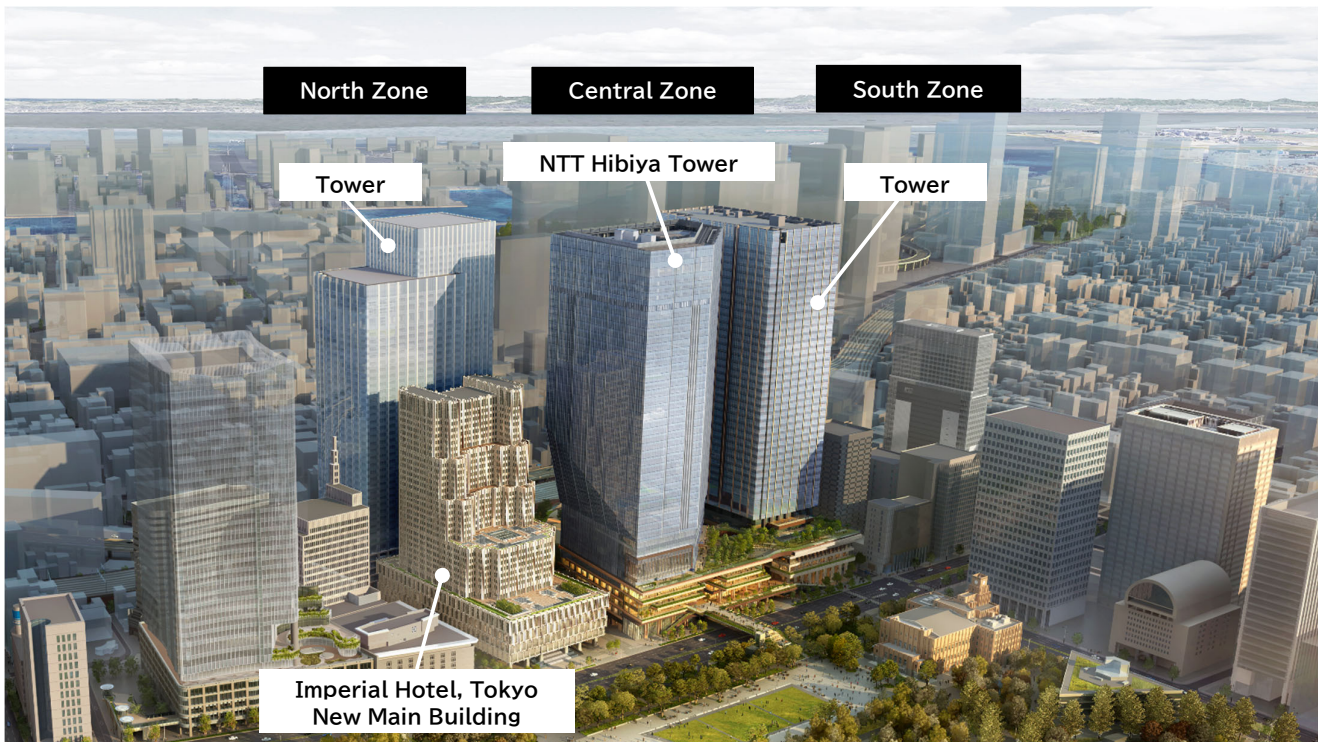
*URL: https://youtu.be/jedb0S2p_So



■ The history and culture of the area

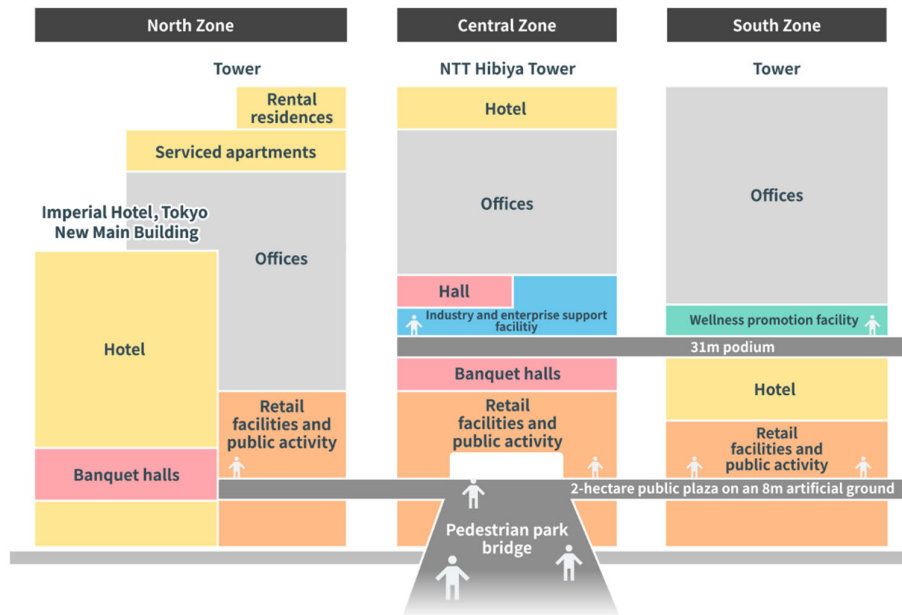
Uchisaiwaicho is an area in Tokyo's Hibiya district that is composed of the project area and the Yurakucho 1-chome neighborhood. Ever since the late 1800s, when the Rokumeikan and the Imperial Hotel were built to accommodate and entertain foreign dignitaries, Uchisaiwaicho has regularly hosted state guests. It is a hub-like area that connects many of Japan's key business and commercial districts, including Otemachi, Marunouchi, Yurakucho, Ginza, Kasumigaseki, and Shimbashi. However, it is also a nature-rich area that borders both Hibiya Park and the Imperial Palace. The project area—which is over 6.5 hectares—is home to electric, telecom, and other facilities serving Tokyo's nerve centers. As part of the project, these facilities will be installed with new capabilities and updated with cutting-edge technology to make them carbon neutral and more resistant to natural disasters in ways that could serve as a model for other developments.

■ Artist's rendering of "HIBIYA CROSSPARK"



■ Project Overview

Concept Diagram of District Uses



Project Overview

	Overall	North Zone		Central Zone	South Zone
		Imperial Hotel, Tokyo New Main Building	Tower	NTT Hibiya Tower	Tower
Developer	-	Imperial Hotel, Ltd. Mitsui Fudosan Co., Ltd.		NTT Urban Development Corporation *1 TEPCO Power Grid, Inc.*2	Daiichi Life Insurance Co.,Ltd. Chuo-Nittochi Co., Ltd. Tokyo Century Corporation TEPCO Power Grid, Inc. *2 TF Uchisaiwaicho TMK *3
Site Area	Approx. 6.5ha	Approx. 2.4ha		Approx. 2.2ha	Approx. 1.9ha
Total Floor Area	Approx. 1.1M m ²	Approx. 0.15M m ²	Approx. 0.27M m ²	Approx. 0.36M m ²	Approx. 0.29M m ²
Height / Floors	-	Approx. 145m 4 Basement Levels 29 above-ground floors	Approx. 230m 4 Basement Levels 46 above-ground floors	Approx. 230m 6 Basement Levels 48 above-ground floors	Approx. 230m 3 Basement Levels 46 above-ground floors
Main Uses	-	Hotel Banquet Halls Other	Office Retail Service Apartment Rental Property Other	Office Retail Hotel Hall Banquet Halls Industry Support Properties Other	Office Retail Hotel Hall Wellness Other

*1 NTT Urban Development Corporation is a group company of NTT Urban Solutions, Inc. NTT, Inc. and NTT EAST, Inc. are related rights holders in the Central Zone.

*2 TEPCO Power Grid, Inc. is a group company of Tokyo Electric Power Company Holdings, Incorporated.

*3 TF Uchisaiwaicho TMK is a special purpose company funded by Toden Real Estate Co., Inc.

*4 The South Zone Tower is scheduled for completion in FY2028, followed by the NTT Hibiya Tower in the Central Zone in FY2031.

*5 Some information has been updated as of April 14, 2026, based on information available as of March 24, 2022.

*6 The information provided herein is subject to change based on future studies and considerations.

*The information in the press release is correct as of the date issued and may change in the future.