

Ginza Sony Park

June 10, 2020

Sony Enterprise Co., Ltd.

NEWS RELEASE

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Final Phase of Ginza Sony Park Rescheduled for 2025

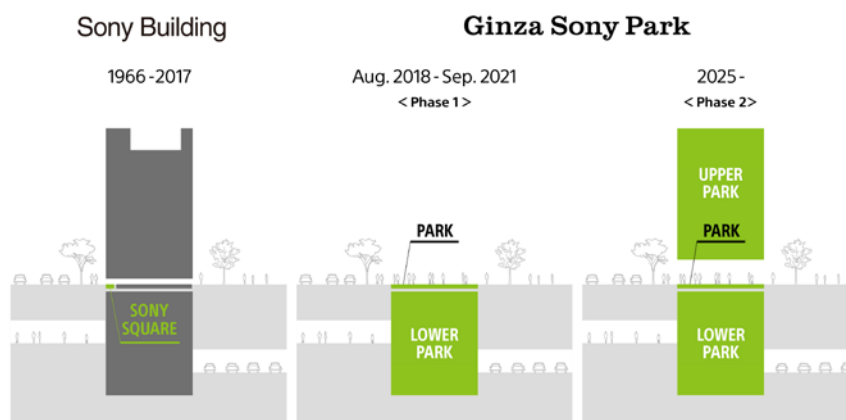
Extension keeps Ginza Sony Park open in its current phase
until the end of September 2021

Also featuring the murals ART IN THE PARK by SHUN SUDO to symbolize the Ginza Sony Park Project

The Ginza Sony Park Project by Sony Corporation and Sony Enterprise Co., Ltd. is a project to renovate the Sony Building. The decision has now been made to continue calling the facility Ginza Sony Park even after its renovation, and the completion of its final phase has been rescheduled for 2025. Accordingly, the current phase of Ginza Sony Park has been extended to remain open through September 2021.

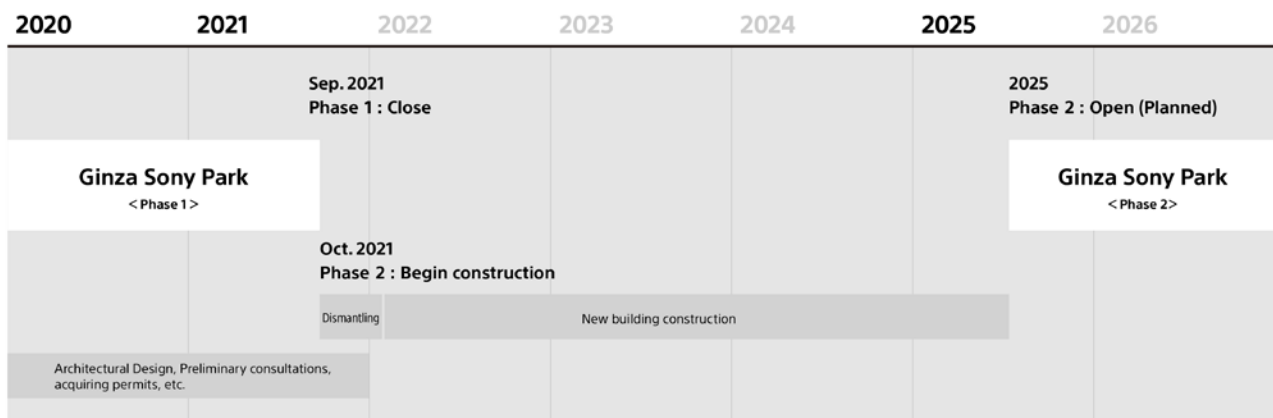


The Ginza Sony Park Project was launched in 2016, the 70th anniversary of Sony's founding and the 50th anniversary of the opening of the original Sony Building in Ginza. This two-phase project to reinvent the Sony Building which has been a fixture in Ginza since 1966 began with the 2018 opening of Ginza Sony Park, an experimental space with a flat design which further expands the original founding concept of the Sony Building as providing a public space. Generating new energy and rhythm in Tokyo's iconic neighborhood of Ginza, this unique city center park created by a private company has so far welcomed a total of more than 6,070,000 visitors⁽⁺¹⁾. Ginza Sony Park has also garnered several accolades which include top prizes in domestic and international design competitions⁽⁺²⁾. The next step after the end of the current open period is to complete construction on the final phase of Ginza Sony Park, which will further evolve its concept.



Leading up to this final phase, Ginza Sony Park conducted numerous surveys and reviews in the planning and execution of various experimental programs, in addition to surveys and reviews conducted in construction. As a result, it has become apparent that the construction process will require more time than initially expected in order for the project to proceed safely and create an even better facility, while sufficiently accounting for the characteristics of this unique plot of land. This includes its immediate proximity to subways, underground parking and other urban conveniences, as well as the groundwater under Ginza and similar features of the surrounding environment.

Due to these circumstances, completion of the final phase of Ginza Sony Park has been postponed from the initial plan of autumn 2022 and is now scheduled for 2025. Utilizing the time needed to design construction plans, acquire permits from government agencies, and perform other necessary procedures before construction begins, the open period for the current phase of Ginza Sony Park has also been extended for an additional year until the end of September 2021.



Carrying on and evolving the concept of providing a public space as advocated by one of Sony’s founders Akio Morita since the Sony Building was originally established, Ginza Sony Park will continue to grow together with the Sukiyabashi neighborhood in Ginza based on the strength of its physical location and Sony’s purpose to “Fill the world with emotion, through the power of creativity and technology.” Please keep your eyes on the Ginza Sony Park Project.

*1: As of the end of March 2020

*2: 2019 Good Design Gold Award, iF Design Award 2020 Gold Award

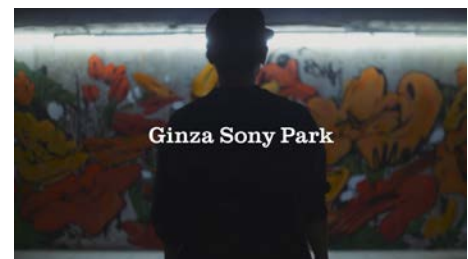
Introducing ART IN THE PARK, an exhibit of murals by SHUN SUDO to symbolize the Ginza Sony Park Project



Floor B1/Basement 1 will feature murals by artist SHUN SUDO expressing the concept of the Ginza Sony Park Project from the opening of the original Sony Building in 1966 to the current Ginza Sony Park and on to the vertical expanse of the new future building. These dynamic murals illustrate the neighborhood of Ginza and its enduring appeal to so many people both past and present. Adorned with a multitude of flowers, Ginza is expressed with an atmosphere that almost feels as if light, uplifting music is playing in the background. Within this atmosphere, Ginza is depicted meticulously and vivaciously from the perspective of an artist who has been closely familiar with the neighborhood since he was a child.



ART IN THE PARK by SHUN SUDO (Video)
<https://youtu.be/5HXiAsD0gXE>



Comments by SHUN SUDO

Ginza is a place that has always been close to my heart. When Ginza Sony Park was created, I was also drawn to this intriguing park in the center of Ginza, and I have been a frequent visitor. When I was approached with the offer to depict Ginza on these walls however I want, I was extremely happy but at the same time I also felt a huge sense of responsibility. There are definitely many people out there who have emotional attachment to Ginza and the Sony Building just like I do. My feeling was that I needed to paint something here that these people consider suitable for their beloved neighborhood. I chose flowers and music as the motif. There are people and buildings, but also beautiful flowers blooming and uplifting music reverberating in the same space. That is what Ginza feels like to me, and Ginza Sony Park is right in the middle of it. It will make me tremendously happy if my artwork here can bring a smile to the faces of people who have loved this neighborhood since the old days, as well as people visiting from all over Japan and the world.

Profile: SHUN SUDO

In 2015 he held his first personal exhibition called *Paint Over* in New York. Since then he has displayed his works at art fairs all over the United States. He is now garnering attention in the worldwide art scene with his artistic style that combines a Japan-like meticulous attention to detail with the dynamic power of pop art.

<http://www.shunsudo.com/>

Instagram: @shun_sudo (https://www.instagram.com/shun_sudo/)

Ginza Sony Park official website and social media accounts:

Web: <https://www.ginzasonypark.jp/>

Instagram: <https://www.instagram.com/ginzasonypark/>

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