

For immediate release

Sumitomo Forestry Co., Ltd.

Changing Cities into Forests: W350 Plan
Winner of the Special Jury Award at the MIPIM AWARDS 2020

Sumitomo Forestry Co., Ltd. (President and Representative Director: Toshiro Mitsuyoshi; Headquarters: Chiyoda-ku, Tokyo; hereinafter “Sumitomo Forestry”) announced that its technology research development project, the W350 Plan, has been awarded the Special Jury Award at the MIPIM AWARDS 2020, which recognize the world’s most outstanding real estate development projects. MIPIM is the world’s leading property market event, and MIPIM AWARD is a ceremony to recognize outstanding projects that have achieved innovation. This is the first time a Japanese entry has received this honorable Special Jury Award.



Sumitomo Forestry was responsible for the overall vision of the project, while Nikken Sekkei Ltd. undertook the design of this symbolic wooden high-rise building.

The MIPIM AWARDS were inaugurated in 1991, and this year marks the 30th edition. Ordinarily, the MIPIM AWARDS ceremony would have been held in the MIPIM in March in Cannes, in the south of France, and the award-winners would have been announced there. In the wake of COVID-19 however, the event was cancelled, and the announcement of the winners was postponed. A ceremony was held on September 15th during Paris Real Estate Week (PREW*) instead of MIPIM 2020 to announce the winner of the Special Jury Award and the winners of the Grand Prix in each category.



Award-winning trophy

The MIPIM AWARDS 2020 received a total of 228 entries; 43 of these across a total of 11 categories were chosen as finalists.

The winner of the Special Jury Award was chosen by a jury of 11, while the winners of the Grand Prix in each category were selected via a combination of jury votes and online voting by registered participants of MIPIM 2020 and PREW.

To find out more about other prize-winning projects, please visit the following website:

<https://mipimawards.com/mipimawards2020/en/page/winners>

The W350 Plan is a technology research development project that seeks to change cities into forests through the creation of an environmentally-friendly and timber-utilizing city by 2041, when Sumitomo Forestry will celebrate its 350th anniversary. Aiming to increase the use of wood in mid- and high-rise buildings, the plan is a roadmap for future technologies such as building methods, environmentally friendly technologies, and tree developments as resources and building materials; in this way, the plan will contribute to people's lifestyles, to societies, and to the global environment.



A new research building was completed at Tsukuba Research Institute in October 2019, and has become the cornerstone for the company's development and verification of elemental technologies for the W350 Plan. Sumitomo Forestry entered the MIPIM AWARDS 2020 to mark the completion of the new research building.

Through the W350 Plan, the Sumitomo Forestry Group seeks to change cities into forests by creating environmentally-friendly and timber-utilizing cities that actualize the proactive use of timber, people-friendly urban development, and the vitalization of forestry.

* PREW

Paris Real Estate Week is being held from September 14 to 17, 2020, in Paris, France, in place of the cancelled MIPIM 2020. It is an international event for members of the real estate and related industries.