

1. Background

- The Tokyo Metropolitan Government (TMG), as the host city for the Tokyo 2020 Games, is entrusted with the role of building up a festive atmosphere for residents, and visitors and spectators from around the world. One key initiative to this end is dressing up the city.
- The TMG released the draft of the "Overview for Tokyo 2020 City Dressing and Spectaculars" in August 2018. While coordinating with the IOC/IPC, the Tokyo Organising Committee of the Olympic and Paralympic Games (Tokyo 2020), and other relevant parties, studies were conducted on locations and other factors to have these initiatives effectively contribute to boosting enthusiasm for the Games and conveying the appeal of Tokyo.
- More specific coordination needs to be undertaken from this April to advance preparations such as the production of decorations and exhibits for City Dressing and Spectaculars. And it is also essential to clarify the contents of TMG initiatives so that they can be linked to the programs taken by the municipalities, Games marketing partners and others, to raise Tokyo-wide momentum for the Games.
- A draft of this "Basic Plan for Tokyo 2020 City Dressing and Spectaculars" was released this January, and considering the views of parties concerned, this plan has now been finalized.

2. City Dressing

(1) Implementation policy

- Build up excitement for the Games and also leave the world a vivid impression of the Games by effectively using flags, banners and other promotional materials with a consistent design to decorate areas where athletes, Games-related personnel and spectators will pass through, such as airports, and roads and train stations, centering on those around the competition venues and Tokyo 2020 Live Sites.
- The look of the Games decorations that apply the core design announced by Tokyo 2020 in August 2018 will be used, and in order to raise enthusiasm for the Olympic and Paralympic Games as one, designs common to both will be actively used.

(2) Contents

*Refer to [Attachment 1] for location of decorations on arterial roads and last miles

| Locations | | Implementation scale | Implementation period |
|----------------------|--|---|--|
| Major arterial roads | From the Athletes' Village to venues, etc. | Aoyama-dori Avenue, Uchibori-dori Avenue, Harumi -dori Avenue and others: Approx. 180 routes | From around April 2020 to the end of the Games |
| Last miles, etc. | From the closest stations to competition venues, Tokyo 2020 Live Sites, etc. | From the closest stations to competition venues: Approx. 70 routes From the closest stations to Tokyo 2020 Live Sites: Approx. 10 routes | From around June 2020 to the end of the Games |
| Airports | Haneda Airport | The departure and arrival lobbies and other areas of Terminal 1, Terminal 2, and the International Terminal. | |
| | Narita Airport | The departure and arrival lobbies and other areas of Terminal 1 and Terminal 2. | |
| Stations, etc. | Closest stations to competition venues, etc. | The closest stations to competition venues, Toei Subway stations, etc. | |

3. Spectaculars

(1) Implementation policy

- With the approval of the IOC, install the Olympic and Paralympic symbols and wordmarks at iconic locations in Tokyo where many visitors and spectators from around the world will visit, Tokyo 2020 Live Sites, and others. Convey the attractions of Tokyo to the world through various media, including social media.
- Install Games mascots at Tokyo 2020 Live Sites and other places to build a festive atmosphere for the Games.
- Furthermore, effectively display Games mascots at major landmarks in the outlying Tama area and the Tokyo islands to not only raise enthusiasm for the Games but to also provide an opportunity for children to learn about Olympism and the history of the Games, as well as nature, sustainability and the traditional culture of Tokyo.

(2) Contents

*Refer to [Attachment 2] for location of Spectaculars set up by the TMG

| Types | Installation locations | Installation period |
|---|---|--|
| Olympic and Paralympic symbols | Iconic locations in Tokyo's 23 wards and the outlying Tama area <ul style="list-style-type: none"> Tokyo Waterfront (waters of Odaiba Marine Park) Peak of Mount Takao * Refer to attachment 3 for the installation image | Olympic symbol : From around January 2020 to the end of the Olympics Paralympic symbol : From the end of the Olympics to the end of the Paralympics |
| | Tokyo 2020 Live Sites <ul style="list-style-type: none"> Yoyogi Park Inokashira Park | Olympic symbol : From around June 2020 to the end of the Olympics Paralympic symbol : From the end of the Olympics to the end of the Paralympics |
| | <ul style="list-style-type: none"> Haneda Airport (International arrival lobby) Narita Airport (International arrival lobby) | |
| Garden decorations (Olympic/Paralympic symbols) | Tokyo 2020 Live Sites <ul style="list-style-type: none"> Hibiya Park *In collaboration with TMG Bureau of Industrial and Labor Affairs and Tokyo metropolitan high schools with agricultural curriculums | |
| Wordmark (TOKYO 2020) | One site on the route from the airport to the Athletes' Village (under consideration) | From around June 2020 to the end of the Games |
| Games mascots | Tokyo 2020 Live Sites and others <ul style="list-style-type: none"> In front of Takanawa Gateway Station Tokyo Metropolitan Government Building Ueno Park Area around Tokyo Metropolitan University, Minami-Osawa Campus Area around Chofu Station Plaza | From around June 2020 to the end of the Games |
| | 7 sites at key landmarks in Tama and the islands (Places where people can learn about nature and sustainability as well as tradition and culture.) | |

(3) Use as a Games legacy

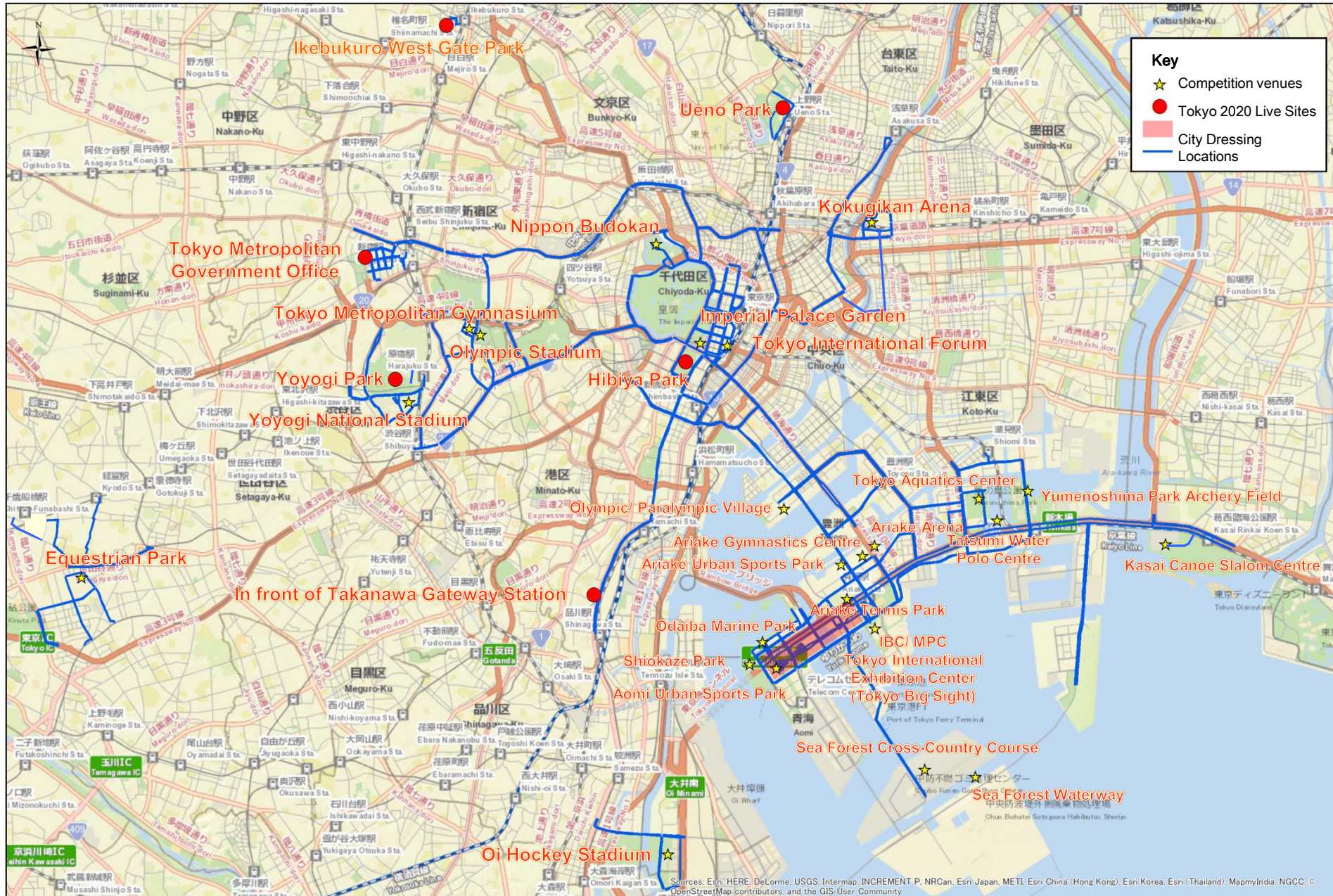
- Studies will be conducted on utilization of the spectaculars at metropolitan sport facilities, schools, parks, and other locations to carry on the memories of the Tokyo 2020 Games.

4. TMG support to municipalities

- The TMG will provide support to municipalities within Tokyo in the form of subsidies as well as appropriate provision of information and implementation of various consultations in order to encourage local city dressing and installation of Games mascots.
- In addition to city dressing and other such efforts by the TMG and municipalities, in order to build a festive atmosphere for the Games in every part of Tokyo, the TMG will, with the cooperation of Games marketing partners, railway and airport operators, and others, expand city dressing and other initiatives throughout Tokyo.

TMG City Dressing Locations

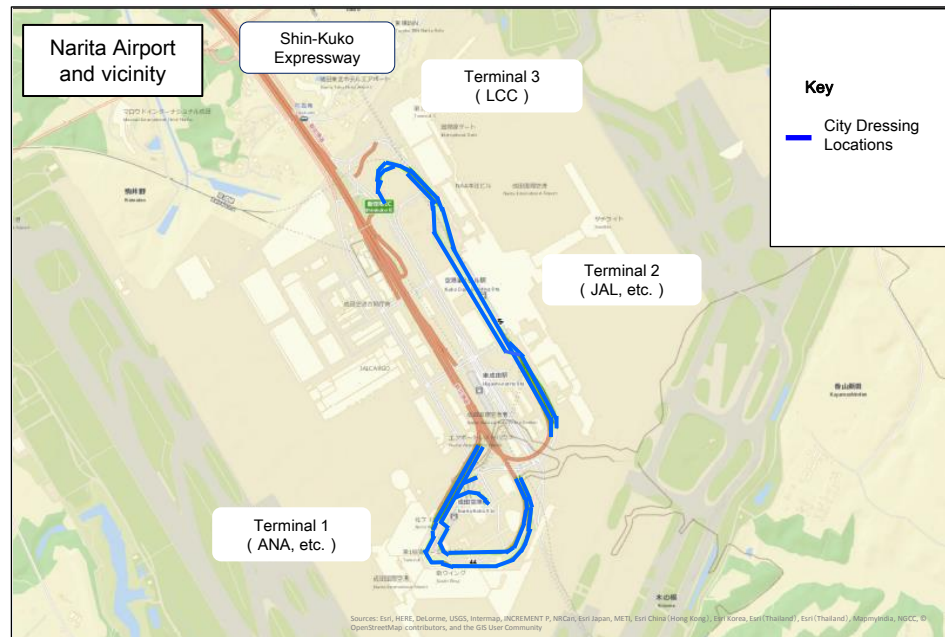
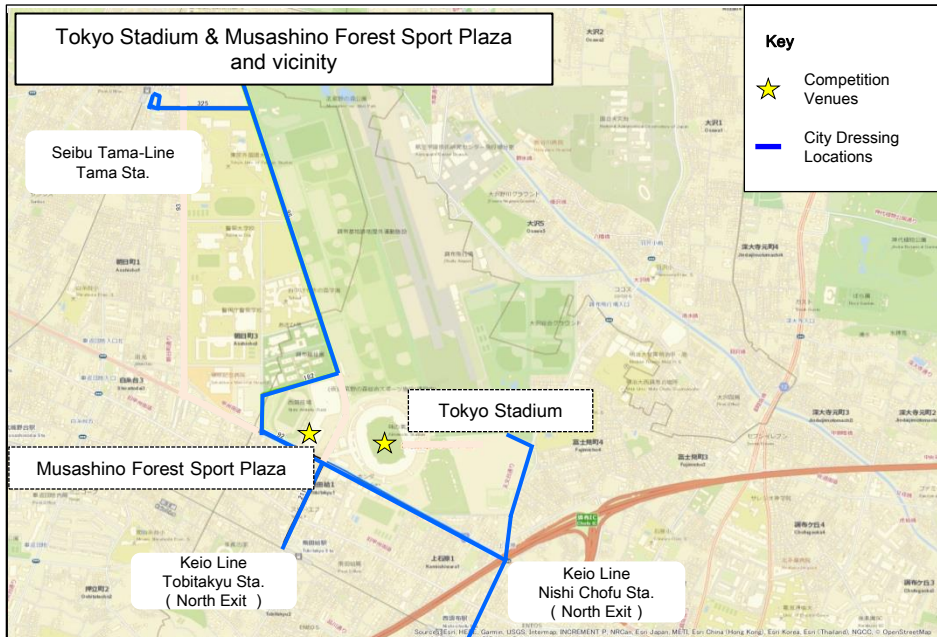
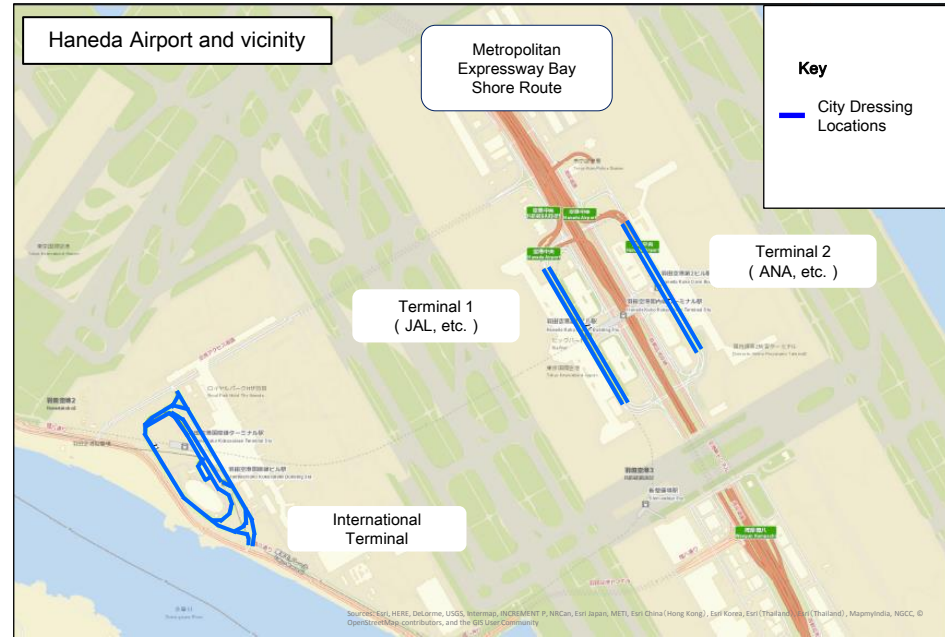
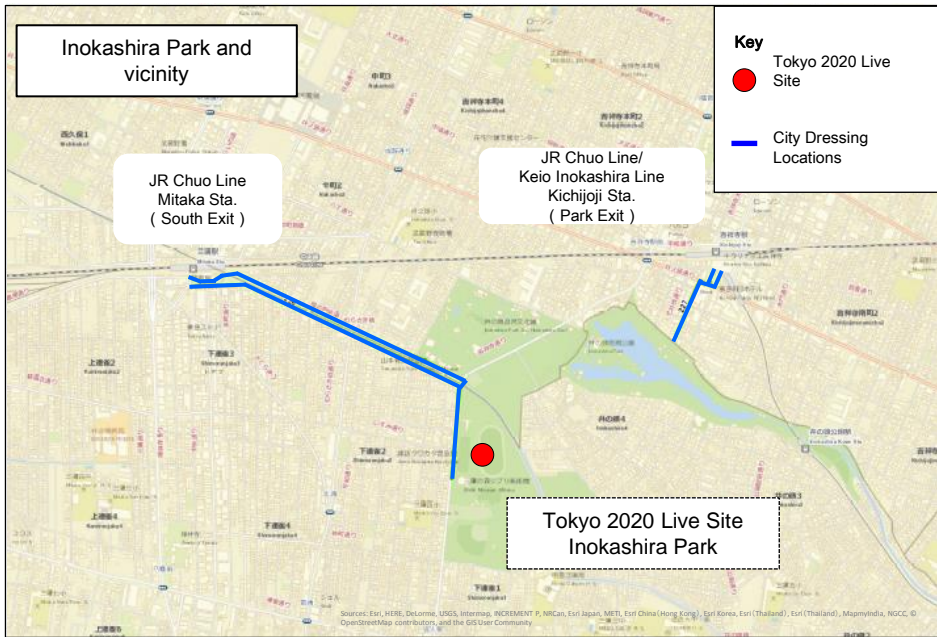
(1) Arterial Roads (No. 1)

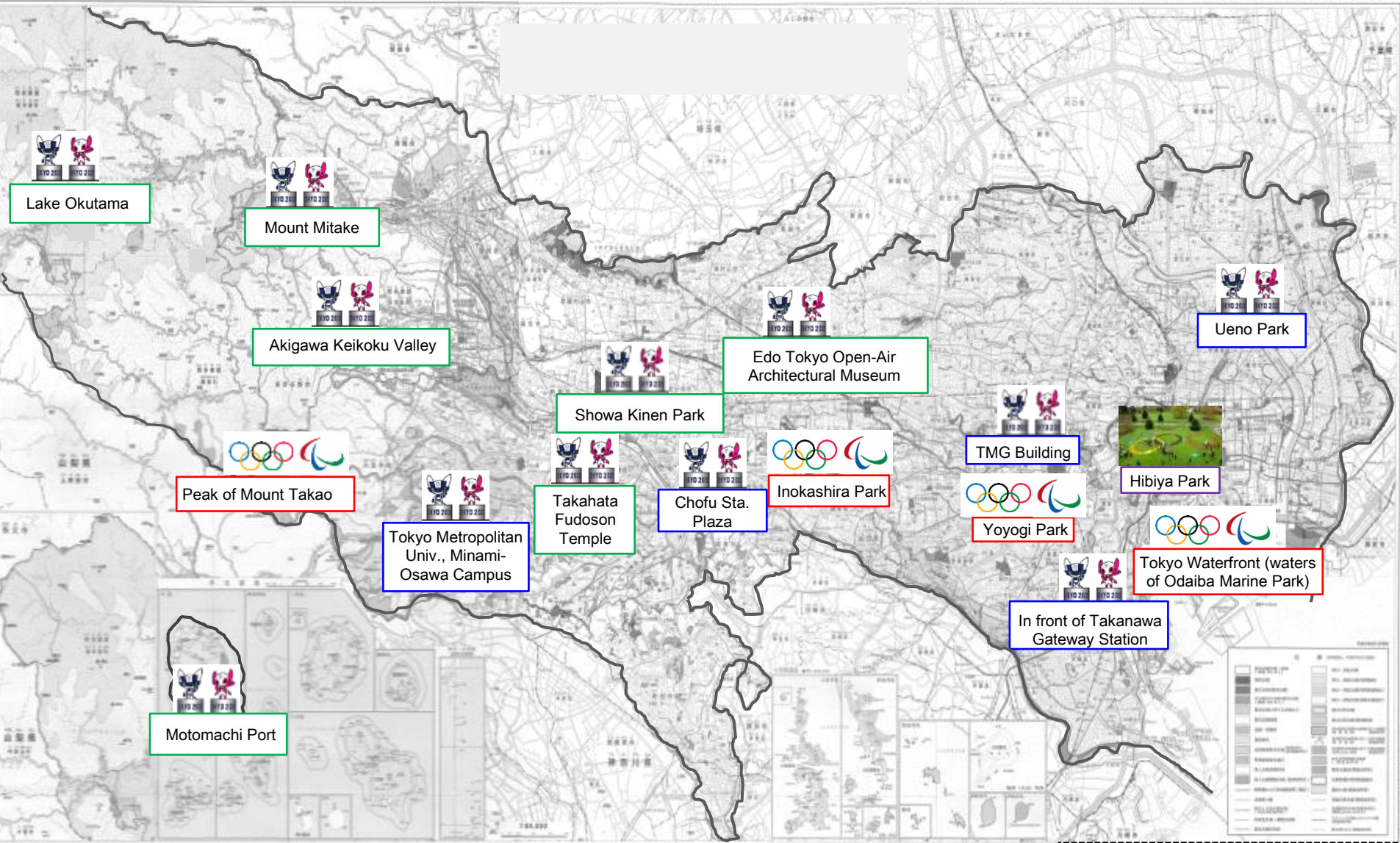


Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, OpenStreetMap contributors, and the GIS User Community

TMG City Dressing Locations

(1) Arterial Roads (No. 2)





Olympic and Paralympic symbols

Garden Decorations

Games Mascots (Tokyo 2020 Live Sites, etc.)

Games Mascots (Key landmarks in Tama & Tokyo islands)

- Install Olympic & Paralympic symbols at Haneda and Narita airports that are the gateways to Tokyo
- Wordmark (TOKYO 2020) Install on the route from the airport to the Athletes' Village (under consideration)

Note) The height of Games Mascots will be approx. 1.5m to 2m.

Tokyo Waterfront (Waters of Odaiba Marine Park)

1. Installation Period (Change-over to the Paralympic symbol after the Olympic Games)

- (1) Olympic Symbol
From around January 2020 to the end of the Olympic Games (in the beginning of August)
- (2) Paralympic Symbol
From the end of the Olympic Games (in the middle of August) to the end of the Paralympic Games (in the beginning of September)

2. Symbols Size

- | | |
|---|--|
| <p>(1) Olympic Symbol Approx. W32.5m x H15m</p> | <p>(2) Paralympic Symbol Approx. W23.4m x H17.5m</p> |
|---|--|



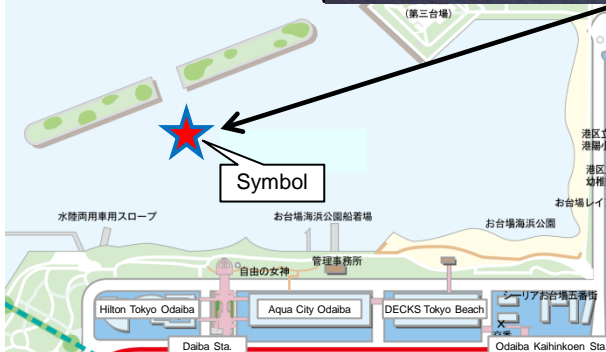
Note) Each of the symbols will be installed on a salvage barge on the waters of Odaiba Marine Park and illuminated during the nights.

3. Installation Location

Tokyo Waterfront (waters of Odaiba Marine Park)



Computer-generated images



Peak of Mount Takao

1. Installation Period (Change-over to the Paralympic symbol after the Olympic Games)

- (1) Olympic Symbol
From the spring of 2020 to the end of the Olympic Games (in the beginning of August)
- (2) Paralympic Symbol
From the end of the Olympic Games (in the middle of August) to the end of the Paralympic Games (in the beginning of September)

2. Symbols Size

- | | |
|---|--|
| <p>(1) Olympic Symbol Approx. W3m x H1.8m</p> | <p>(2) Paralympic Symbol Approx. W2.1m x H2m</p> |
|---|--|



Note) Each of the symbols has the base made of the timber produced in Tama area. No illumination is planned.

3. Installation Location Peak of Mount Takao



Computer-generated images
Photo by Hiroaki Fukuda

