

To the press and whom it may concern

October 3, 2019

Japan Post Co., Ltd.

Japan Post Building Management Co., Ltd.

Feel the change from “connecting (tsunagu)” to “tightening (musubu)” .

WHITE KITTE will be renewed!

Japan Post Co., Ltd. (Chiyoda-ku, Tokyo, President and CEO: Kunio Yokoyama) and Japan Post Building Management Co., Ltd. (Chiyoda-ku, Tokyo, CEO: Hiroshi Nomura) are pleased to showcase WHITE KITTE, the Christmas Event 2019, at KITTE, the commercial facility of JP Tower, from Wednesday, November 20 to Wednesday, December 25, 2019.

This year’s event, WHITE KITTE, is undergoing a major renewal since KITTE opened. As 2020 Summer Olympics is attracting attention from all over the world to Japan, we hope that as many customers as possible will have a pleasant and enjoyable time under the facility concept “The very Japanese and the very new.” that KITTE has cherished. This winter, therefore, we will present the renewed event, WHITE KITTE.



Main image

Until now, KITTE has been aiming to be a place that connects (“tsunagu”) Japan’s both good old-fashioned and new things for visitors to encounter. Through this new winter event, WHITE KITTE, we will deepen “tsunagu” (connecting) into “musubu” (tightening) to create even stronger encounters that we’ve fostered together with our customers since opening. Toward the coming year, 2020, we will portray KITTE’s idea of tightening (“musubu”) the world and Japan, people and people, and hearts and hearts, with the new Christmas tree decorated with the Japanese traditional art “mizuhiki” hand woven by craftsmen one by one.

We are going to hold various events so that customers can have a wonderful time during the event period.

Look forward to the renewed WHITE KITTE that fuses the modern technology with “mizuhiki”, which has long been established as a symbol of gifts that tighten (“musubu”) people and people, and hearts and hearts.

■ Event Overview of WHITE KITTE

Date: Wednesday, November 20 to Wednesday, December 25, 2019

Venue: KITTE, commercial facility of JP Tower (2-7-2 Marunouchi, Chiyoda-ku, Tokyo)

Host: Japan Post Co., Ltd.

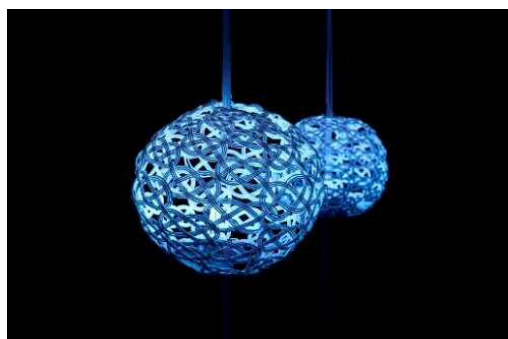
Planning and operation: Japan Post Building Management Co., Ltd.

■ What is mizuhiki?

Mizuhiki has long been popular with Japanese people as an item inseparable from celebrations. We will use the traditional Iida Mizuhiki paper string that has been handed down in the Iida region of Nagano Prefecture. Each mizuhiki is hand woven and feels the warmth of a handmade craft.



Making mizuhiki (illustration purpose)



Mizuhiki as Christmas tree decoration (illustration purpose)

*The images are illustration purpose only. They may be different from actual mizuhiki decoration being used for the Christmas tree.

*Event content is as of the current date. It may be changed without prior notice.

*Detailed event information will be announced on the KITTE official website (<http://jptower-kitte.jp/>).

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