

Press Release

May 27, 2021

Tokyo Skytree Represents Beacon of Hope

Global campaign underway to promote unity, equality, solidarity and hope

Tokyo, May 27 - Celebrating its ninth anniversary on May 22 Tokyo Skytree, the world's tallest freestanding tower at 634 meters, is playing an important role in promoting a positive image of Tokyo and Japan as a whole.

With the world's biggest sporting spectacle only two months away and with continuing discussions about hosting a safe and successful event amid the ongoing Covid-19 Pandemic, Tokyo Skytree has become a beacon of hope, resilience and positive energy.

"Tokyo Skytree is an iconic feature of Tokyo's landscape and it is recognized all over the world," said Ms Kosugi, Skytree promotion leader. "We want to play our part in showing Tokyo at its best, while at the same time providing a world-class venue with breathtaking backdrops for both local and international media organizations to help deliver a truly unforgettable global sporting event. And once it is safe for visitors to return we look forward to giving them a truly memorable experience," she added.



Tree of Hope directed by Leslie Kee

In April, Tokyo Skytree launched a vibrant and innovative 'W1SH RIBBON DISCOVER & CONNECT THE WORLD' campaign in cooperation with celebrated international photographer and director, Leslie Kee who strongly believes in the purpose of this campaign. Thousands of colorful ribbons with wishes inscribed have been attached to the 'Tree of Hope' monument located at the observation deck of Tokyo Skytree. Given the current travel restrictions, the



Manami Kosugi (Skytree), Sho Ikushima, Natsuki Kunimoto, Michael Turner, Leslie Kee, Joshua Vincent Ogg, Chizuru Azuma, Koichi Omae, Hiroshi Fujioka



Leslie Kee, Joshua Vincent Ogg



Koichi Omae

campaign is also being driven via social media. People anywhere in the world can send in their wishes using the hashtag **#W1SHRIBBON**.

This global campaign is designed to gather the hopes and wishes of people all over the world to reaffirm unity, solidarity and hope during what has been a challenging time for the entire global community.

The campaign was launched with an exciting music video directed by Leslie Kee and featuring a host of Kee's friends and celebrities (<https://www.youtube.com/watch?v=a4Q7ko4WM6k>).

The song, 'Live Out Loud' performed by Kelsie Watts featuring Reezy (Mi\$HNRZ), aims to promote unity, diversity and inclusion. Leading fashion icon, Kansai Yamamoto who shares the same hope and passion of connecting the world, interpreted the goals and vision of the campaign through his unique fashion collection. Specially designed to capture the essence of hope, unity and equality his inspiring creations feature exquisite fabrics, bold designs and vibrant colors.



Tokyo Skytree was built on a Ley line that includes several important cultural and spiritual symbols connecting the Kashima Shrine, Imperial Palace, Meiji Shrine, Tokyo Skytree and Mount Fuji. The Ley line is said to create a path of positivity and peace, which is at the essence of this campaign. Since the Tokyo Skytree Town containing Tokyo Skytree opened its doors in 2012 it has welcomed almost 290 million visitors in total (The number of visitors to the entire Tokyo Skytree Town; Centered on Tokyo Skytree, which comprise commercial complex-Tokyo Solamachi, an aquarium, planetarium, the office building). Before operations were affected by the global pandemic, about 30% of visitors* came from overseas and this ratio has been increasing every year. Customers from China and the United States represent the largest group of overseas visitors. "We want to take this opportunity to highlight many of Tokyo's unique attractions during this landmark year when the whole world will be watching, with Tokyo Skytree playing a central role in symbolizing unity, harmony and success. And once it is safe for people to resume international travel we want to build excitement about a trip to Tokyo and the iconic Tokyo Skytree," Ms Kosugi said.



New monument: TREE OF HOPE

*Percentage of individual visitors to Tokyo Skytree (40 million approx., FY2020), group visitors are not included.

About Leslie Kee

Leslie Kee *Photographer / Film Director*

Born in Singapore, graduated from Tokyo School of Visual Arts. Leslie Kee is one of the most internationally renowned fashion, art, advertisement and celebrity photographer. Based in Tokyo and travels frequently to work in New York, Paris and other Asia regions. He is also an artistic film director for short films and music videos.



Leslie was awarded the 40th Japan Advertising Photographer's Association - Ministry of Economy, Trade and Industry Minister's Award for his Great Eastern Japan Earthquake charity photo book 「LOVE & HOPE」 published in 2011.

He has self-published more than 100 titles of 「SUPER」 magazine series, which he has collaborated with big names such as Lady Gaga, Yohji Yamamoto, Ayumi Hamasaki, Yoshiki, Rent Musical, DSquared, Armani Exchange, Gap, Adidas, Uniqlo, Lacoste etc.

His LGBT project 「OUT IN JAPAN」 which he spent 5 years photographing over 3000 portraits of LGBT people in Japan, Taiwan and Singapore, was selected as Recommended Works by Jury of the 19th Japan Cultural Affairs Media Arts Festival Entertainment Division.

Leslie is also a pioneer enthusiastic promoter of the SDGs (Sustainable Development Goals), collaborating with the United Nations and directed the first official music video 「Boogie Woogie Love Train」 for SDGs Japan.

In 2016, Leslie has been assigned by NHK as the official photographer and film director for a four year project titled 「2020 PORTRAIT MESSAGES by LESLIE KEE」 to support Tokyo 2020 Olympic and Paralympic Games.

Instagram : @lesliekeesuper / @joshualeslieoggee

TREE OF HOPE Original Song 「LIVE OUT LOUD」

Nico The Owl *Music Producer*

A Los Angeles-based music producer, Nico The Owl is a Grammy Award nominee with multiple platinum records in the Urban/Pops category. In the Japanese music scene, his work includes numerous successful productions for performers including AIKA, Ayaka Hirahara and Naoto Inty Raymi.



TREE OF HOPE attire

KANSAI YAMAMOTO

Kansai Yamamoto (1944-2020) held fashion show in London as the first Japanese and launched Japan's leading fashion brand. Participated in the Paris, New York and Tokyo collections from 1974

kansai yamamoto

to 1992. It features an avant-garde design that breaks the stereotype, and is favored by many world-famous artists, including David Bowie's stage costumes. In March 2021, at Shibuya Fashion Week Spring, the world's first new collection was announced on the runway at the Shibuya Scramble crossing.

About Tokyo Skytree <https://www.tokyo-skytree.jp/en>

Tokyo Skytree, the world's tallest free-standing broadcasting tower and landmark of Tokyo, was built as a digital terrestrial broadcasting tower and opened its doors in May 2012. While supporting digital terrestrial broadcasting, the tower will also serve as a disaster prevention facility in times of natural disasters. The two observation decks located at heights of 350 and 450 meters offer a beautiful view overlooking Tokyo and the Kanto region beyond. The tower is entirely illuminated in various colors at night with 2,362 special LED lights, designed to perfectly fit with Tokyo's unique night cityscape. A new monument "Tree of hope" was set on Earth Day on April 22, 2021 to support Hopes of all over the world.



For Press:

- Tokyo Skytree Global Campaign website: <https://w1shribbon.com>
- Launch Event report: <https://w1shribbon.com/myhope>
- Launch Event of Global Campaign Official Images :
 - Official still image: <https://app.box.com/s/sxssw82li715wbgx55j05vbw75b4obi> PW : 634
 - Official movie image: <https://app.box.com/s/vhlwadw98gx5gouovrals0l0dp63wmur> PW : 634
- SYMBOL of HOPE Tokyo Skytree movie: <https://www.youtube.com/watch?v=IG0WG42IToU>