

Ichigo Completes Ichigo Kakyoin Building Value-Add Project (Sendai City, Miyagi Prefecture)

Ichigo is a Japanese sustainable infrastructure company dedicated to making the world more sustainable.

Ichigo's business model adds new value to existing buildings by drawing upon our real estate technologies and expertise.

Ichigo has completed a large-scale renovation project at the Ichigo Kakyoin Building, an office building in Sendai City, Miyagi Prefecture.



Ichigo has been the owner and operator of the Ichigo Kakyoin Building since constructing the building in 2008. Ichigo launched a large-scale renovation project for the 16-year-old Ichigo Kakyoin Building to drive the building's competitiveness amongst existing and potential tenants in light of the completion of multiple large-scale buildings in Sendai City in 2023 and changes in the city's real estate market environment.

Based on the concepts of "locality," "innovation," "recruitment," and "wellness," the renovation project aims to tailor the building to fit the characteristics of the local environment, attract innovative, talented professionals, and support tenants' physical and mental wellness. On August 28, 2024, Ichigo held a preview of the newly-renovated building, which was attended by 32 people from ten companies.

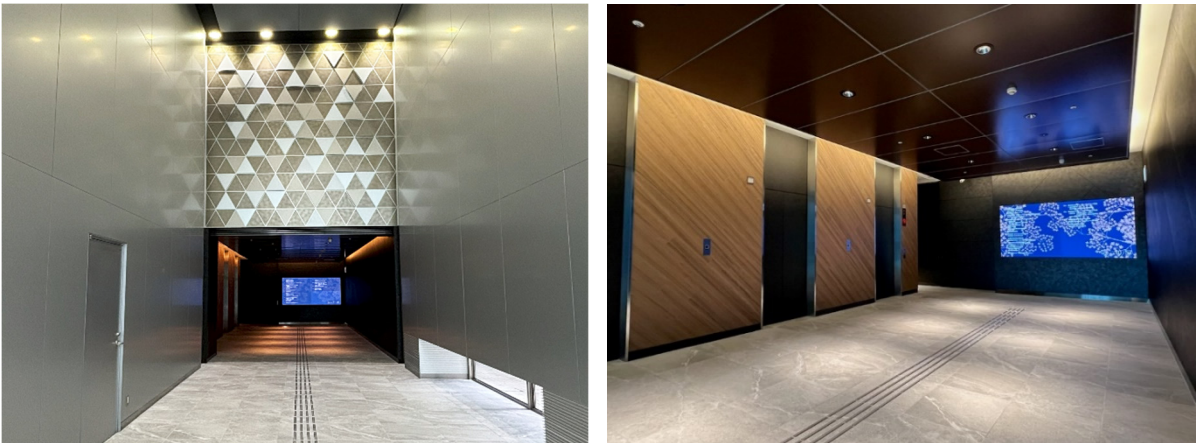
Landscape Design

The pathway leading to the building's entrance and the area in front of the entrance are filled with flowers and greenery, including *keyaki*, or Japanese Zelkova trees, Miyazaki Prefecture's prefectural tree. Ichigo reduced the elevation differences on the pathway, used new tiles to cover the pathway, and created a relaxing bench area surrounded by greenery. By increasing the green coverage rate, Ichigo aimed for a positive environmental impact as well as a healthy, comfortable environment for tenants to relax, refresh, reduce stress, and focus.

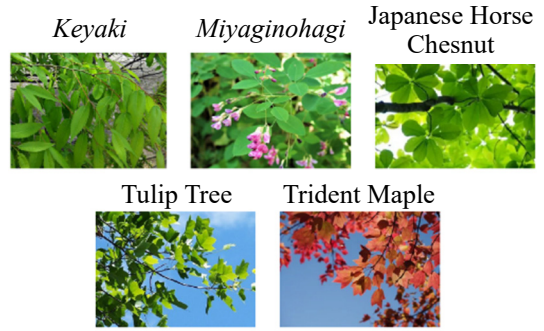


Entrance and Digital Signage

Ichigo created a luxurious atmosphere for the first-floor entrance via an aluminum panel covered in marble triangle tiles depicting sunlight passing through *keyaki* tree leaves. In using different color schemes and lighting for the entrance area and the connecting elevator hall, Ichigo created two distinct spaces while allowing for a natural transition between daily life and work.

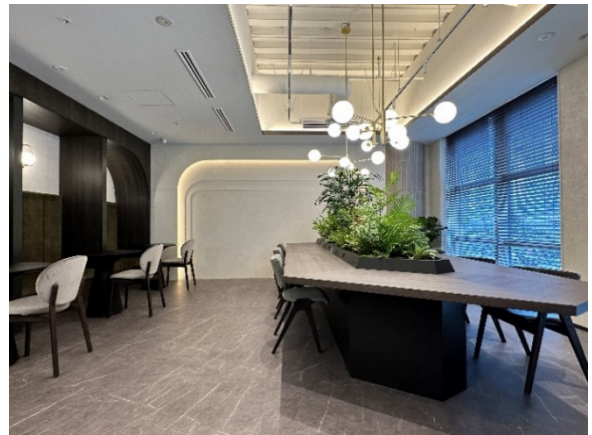


Instead of a traditional tenant floor guide, Ichigo installed a large LED monitor at the entrance to display the names of each tenant with visual art background. The digital signage allows for the display of information such as weather, temperature, time, and emergency measures. The visual art background will also be displayed at other Ichigo-managed assets and used for ESG initiatives, including collaborations with students and young artists.



The visual art background displayed on the monitor depicts five plants with ties to Sendai, including *keyaki* and the prefectural flower, *miyaginohagi*.

Tenant Lounge



Conference Rooms



Before Renovation



Building Preview



Ichigo Kakyoin Building Details

Location	2-1-65 Kakyoin, Aoba-ku, Sendai City, Miyagi 7-mins walk from Sendai Station on the JR Line
Land Area	2,408.55 m ²
Floor Area	11,460.54 m ²
Structure	Steel 14 Floors
Date Built	March 2008
Environmental Certifications	BELS 5 Stars (Highest) ZEB Oriented



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