



**DEUTSCHE  
SPORT  
MARKETING**

**Press release, 17 April 2019**

## **Tokyo 2020: German House with a view**

### **Meeting point for German athletes to be established in 'AQUA CiTY ODAIBA', a shopping centre in the Tokyo district of Odaiba**

The German House will be opening its doors to the 2020 Olympic and Paralympic Games in the AQUA CiTY shopping mall on the artificial island of Daiba, situated centrally in the Tokyo Bay Zone, directly adjacent to numerous sports venues, and with a breath-taking view of the famous Rainbow Bridge. Various areas in the six-storey shopping centre have been marked for setting up the German House. At the heart of the complex will be the "Cortona Seaside Daiba", an event location on the fifth floor of the mall. It has a spacious terrace with pool, a splendid panorama of Tokyo's striking skyline, and is booked mainly for festive events and photo sessions.

It is there, from July to September 2020, that the focus of attention will be on the German Olympic and the German Paralympic Teams – such is the outcome of an intensive search and negotiations to select a suitable home for the German House in all its aspects. The Memorandum of Understanding (MoU) was sealed during a project trip to Tokyo by Claudia Wagner, managing director of Deutsche Sport Marketing (DSM) which, as marketing agency for the German Olympic Sports Confederation (DOSB) and the German Disabled Sports Association (DBS), is responsible for both the design and organisation of the German House. "In Cortona we have found a top location which thrilled us and gave us all sorts of wonderful ideas the very first time we visited it. Near to the events as they happen, short links for the athletes to get there, a terrace with a super view, plus further exciting spaces, providing an opportunity to make the House into a unique "Athletes' House" – in which, I hope, we shall be enjoying plenty of great parties again."

For Kenji Hosokane, senior executive officer of Mitsubishi Estate Co, the owner of the shopping mall, the decision by the two teams from Germany to move into AQUA CiTY is a great honour, too. "I am delighted to welcome the German house in AQUA CiTY ODAIBA. Further, I am convinced that AQUA CiTY ODAIBA will be a prestigious as well as comfortable home for the German teams."

In realising the project, once again the DSM can count on the expertise of numerous partners, particularly on Messe Düsseldorf, which can contribute its experience, drawn now from ten German Houses, in matters of organisation, project management and the holding of events. Since Summer 2017 the authorities at Messe Düsseldorf, working jointly with the colleagues at their branch in Japan, had been looking for a suitable location and viewed more than 30 properties – successfully. That is how Werner M. Dornscheidt, chairman of the Messe Düsseldorf management board, sees it, too: "We shall be contributing our international expertise, to make the German House once more a hotspot for the Olympic and Paralympic Games. We are proud to have been making a contribution to these events for twenty years."



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Messe Düsseldorf has been running the German House during the Olympic Games on behalf of Deutsche Sport Marketing since Sydney 2000. At the 2010 Winter Games in Vancouver this partnership was extended to include the Paralympic Games.

An established position in the team is also enjoyed by PROPROJEKT and AS+P Albert Speer + Partners, who first undertook the planning and architectural work for the German House in PyeongChang in 2018. A concept will be drawn up jointly in the coming months to meet the numerous requirements which the location must fulfil.

Given that the premises in question are amenable to a flexible design, all conditions are in place for a solution to cover total requirements, particularly those of the athletes. Along with these ideal premises – as in PyeongChang in 2018 – plus points include the central location with (in terms of Tokyo) short links. Thus the German House will be closely adjacent to numerous competition venues (radius of less than three kilometres), including the stadiums for beach volley ball (Olympic), tennis (Olympic), wheelchair tennis (Paralympic), climbing (Olympic), gymnastics (Olympic) and swimming in the triathlon competition. The Olympic and Paralympic Village and the Media Centre (IBC/MPC) will be about six kilometres away, the Olympic Stadium about twelve kilometres.

### **German House and German Paralympic House – facts and dates:**

#### Olympics:

To be held from 24 July to 9 August 2020

Total area: 2,000 m<sup>2</sup>

Anticipated visitor numbers: about 700 visitors a day, about 10,000 in total

#### Paralympics:

To be held from 26 August to 6 September 2020

Total area: 2,000 m<sup>2</sup>

Anticipated visitor numbers: about 600 visitors a day, about 7,000 in total

### **Further information about the German House and German Paralympic House:**

Since 1988 the German House has been the central meeting point of the German Olympic Sports Confederation for representatives from the worlds of sport, business, the media, society and government during each of the Olympic Games; there has been the Paralympic addition since Vancouver 2010. The DOSB and DBS, in their capacity as hosts, use this facility for all major events – such as the daily press conference. German Sport Marketing (DSM) is in charge of planning, organisation and running both communication platforms.



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**Illustration 1+2:** External view of AQUA CiTY ODAIBA

The AQUA CiTY shopping mall on the artificial island of Daiba is situated centrally in the Tokyo Bay Zone

**Illustration 3:** Skyline panorama from the terrace

*Caption: Fine skyline views for the German athletes – in 'AQUA CiTY' at Tokyo 2020 they will find a meeting place where they can celebrate, join in the excitement and exchange information.*

**Illustration 4:** Signature of contracting partners

*Caption: The collaboration between Germany and Japan for the Tokyo 2020 (Paralympics) German House is officially sealed. In the picture, from left to right: Kenji Hosokane (Senior Executive Officer Mitsubishi Estate Co.), Claudia Wagner (Managing Director Deutsche Sport Marketing) und Hideaki Hirai (President SANPO Corporation / tenant „The Cortona Sea Side Daiba“)*

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