

**MULTI-DIMENSIONAL MONITORING AND INTERPRETATION
OF GLOBAL ENVIRONMENT'S IMAGES**

A case study on the perceived and projected images through
residents and public media patterns in Odaiba, Tokyo Bay

グローバル都市イメージの多面的解釈手法の開発
東京湾お台場地区における住民による認知イメージと
公共メディアによって投影されたイメージの比較を通して

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Abstract

In the contemporary world, Globalization phenomenon is affecting the state of “Placeness” resulting in clone and homogenous spaces worldwide, besides the reduction of the unique place experience causing “Placelessness”. Based on this understanding, this study attempts to develop a method to describe and interpret a global urban image from various aspects. This research is keen on examining the image of a global, clone, and a touristic environment that serves simultaneously as a living context. These types of environments are also highly considered from the perspective of public media to highlight and sustain their existence and global role.

This study focused on Tokyo's "Waterfront Subcenter" as an environment that is mostly related to the concept of "World city project", and it selected "Odaiba" (Daiba/Aomi area) as the cases for analysis, particularly as an example of a “global environment”, it is considered as an important touristic attraction, with special demographic features and a high ratio of foreign residents. In the advanced information society, urban design and planning interventions are targeting both the “Physical space” and the “Informational space. This research tries to extract and evaluate the image of Odaiba in detail from two main aspects, "Residents Perceived Images (RPIs)" and "Media Projected Images (MPIs)".

The first objective of this research is to develop a method to grasp and interpret the global urban image of Odaiba's "Physical space" by focusing on two main aspects: "Perception space" through residents' perceived images (Residents Perceived Images RPIs) and "Information space" through images projected by public media (Media Projected Images MPIs). The second objective is to identify the similarities and differences between Residents' Perceived Images (RPIs) and the Media Projected Images (MPIs) and to present measures to utilize them for improving urban design and image.

This study contributes to the understanding of the multi-layered image structure of cities and it is unique in terms of suggesting the existence of a two-way image formation process consisting of "Personal scale" and "Public Scale".

The first two chapters of the thesis are mainly a preliminary approach to the main body. Chapter zero presents the background of the research, research hypotheses, aims, and main framework. While Chapter One emphasizes the research positioning in relation to the previous studies. It also

provides the urban and societal relevance of the research, in addition to the research's design, approach, and flow.

Chapter two provides a historical review of Odaiba as an artificial urban environment. It also provides the motives of the case study's selection and summarizes the demographic features of Odaiba.

Chapter three is the beginning of the substantial body of the study and addressed the "Personal Image" and the "Perceptual Space", it aims to psychologically evaluate residents' perception in Odaiba through a questionnaire in English and Japanese among the Foreigner and Japanese residents by targeting all residential complexes in Odaiba. Afterward, conducting a Semantic Differential Analysis with 25 Bi-polar adjectives through a five-point differential scale as personal descriptors for residents of Odaiba. The results showed significant statistical differences between both residents' nationalities which confirmed the perceptual gap between them. Five image dimensions including a mixture of tangible and intangible aspects were extracted and interpreted through Principal Component Analysis (PCA) by SPSS as: "Place location, Milieu, Human activities, Built environment, and Context". The variables and the later extracted dimensions were mainly psychological ones based on the residents' perception of the physical attributes of Odaiba.

Chapter four is also concerned about the "Perceptual space" by depending on the psychological analysis from the perspective of diverse users living in Odaiba. After conducting a Hierarchical Cluster Analysis (HCA) based on using the 5 image dimensions based on the image evaluation data in the previous chapter, six RPI patterns were generated as follows: "Unique, Reachable, and Walkable", "Assorted and Global", "Homogenous and Accessible", "Peaceful and Calm", "Disturbing and Inconvenient", and at last, "Festive and Crowded". Results interestingly showed that residents tend to generate different and conflicting images through their "Cognitive filter" of the same environment based on their demographic features and preferences. The second part of the survey included the top 3 influential elements mentioned by residents. The top elements in the six patterns were: Rainbow Bridge, Beach, Gundam, Shopping malls, couples, tourists, and Festivals/Events, in which their appearance rate differs in each cluster.

Chapter five examined the image from the "Public scale" perspective to grasp the "Informational space" images by understanding Odaiba's (MPIs) tendencies through selecting printed and virtual

media sources (Guidebooks, Pamphlets and maps, Websites, and Online Guides). Interesting findings were grasped after analyzing their content of text data through Text Mining. Results indicated that the overall MPIs are overwhelmed by sightseeing elements. The analysis also showed that Guidebooks tend to give a general idea about Odaiba. The Pamphlets and Maps tend to focus on the role of the parks as public spaces and nature especially the historic ones. The Websites focused on various aspects related to Waterfront City's potentials. Finally, the Online Guides focused on the scenery aspects, while being a relaxation destination at the same time. The relations of the appearance patterns of elements and the four public media sources through Correspondence Analysis (CA) are mostly explained through Dimension 1 as "Occasional/Permanent Facilities" and Dimension 2 as "Daily uses/Sightseeing focus". Four MPIs components were obtained: "Shop/Experience/Commute", "Visit/Stay/Work", "Enjoy/see/Interact", "Discover/Relax/Wander". MPIs are found having nine diverse images patterns after conducting a (HCA); "Mixed Facilities and services", "Touristic Facilities", "Means of Transportation", "Marine related Public spaces and Museum", "Bay scenery and Iconic Landmarks", "Contemporary Recreational and Historic Origins", "Seasonal and Occasional", "Technology and Research", and "Commercial, Amusement, and Relaxation".

Chapter six is an examination which is not just to assess residents and public media perceived and projected images separately, but instead to compare and analyze in parallel both images. This chapter contributed to understanding comprehensively the images of Odaiba through extracting a combined data set of elements through seven patterns to provide a common evaluation basis for measuring and comparing the tendencies of the RPIs and MPIs through a (HCA). After comparing between the perceived and projected images of Odaiba, the images generated are found having multiple forms based on the image contributors coming from the RPIs dimensions who are depending on the hidden intangible image psychological evaluation "Cognitional filter", besides the MPIs dimensions which rely on elements' analysis of the physical built environment through their "Selective filter". MPIs dimensions affected the RPIs dimensions and image patterns.

It was also found that Guidebooks are generally having the same tendencies as foreign residents. While Online Guides and Pamphlets/Maps have common tendencies between Japanese residents and Foreigners. Though, the Websites are mostly having the same tendencies as Japanese residents. In general, the Japanese residents are having the same inclinations as the virtual MPIs sources. The

similarities and conflicts spotted between the RPIs and MPIs tendencies occurred under certain conditions of the public media sources.

Also, the imageability of Odaiba was examined through generating a map of Odaiba categorizing the elements mentioned by residents and public media depending on the main five elements of the built environment based on the imageability theory by Kevin Lynch, the most important types describing the resident's images of Odaiba are the "Landmarks" and "Edges". While the public media tend to project their promotional images by using all the five types of urban design elements.

Chapter seven summarizes and concluded this broad image assessment methodology that provided an extensive framework and model for multi-dimensional monitoring and interpretation of the global environment's images. The image of Odaiba is quite different as few residential blocks are inherited within several commercial, recreational, and sightseeing elements. The main aspect facing residents is living as a minority in an island promoted as a global, touristic, and leisure environment. This Chapter also addresses the definitions of the new constructs and notions, research contribution, limitations, and further recommendations.

Chapter eight is keen on proposing insights for Odaiba as a global environment through image enhancement by improving the "Physical and Informational spaces" performance. This could be achieved through; first, the rejuvenation of the Waterfront, and the Locality reconsiderations. Second, through an approach to transform Odaiba's global "spaces" into "places" by considering the human-oriented built environment and focusing on the need for a socio-communal cure. At last, by proposing insights into public information strategies through public media re-focus. This study could add to the ongoing discussion about the significance of community and social concerns when assessing public satisfaction through the global environment's images. It also could help various stakeholders in managing these images and take corrective and enhance actions.

In summary, this study developed a methodology and a framework for the interpretation of multi-dimensional examination of the global environment's images which is important in terms of improved urban design, and place management and its promotion. This broad framework and model could be further adopted for evaluating the images of other global cases.

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Authorship declaration

I hereby certify that this dissertation that I am submitting is totally my own original work except where otherwise indicated. I undersigned declare that the included work has not been previously submitted for a degree or a diploma in any university.

Aya Ibrahim Mohamed

2020.04

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CHAPTER 0

RESEARCH BACKGROUND

0.1 Place identity and images within the Global age

0.1.1 The phenomenology of place and its value

The role of the place, its importance, and engagement in human interaction and everyday experience have been addressed in many disciplines especially by the early geographers such as Tuan in 1974¹⁾ and Edward Relph in 1976²⁾ and 1993³⁾. Relph pioneered in the “phenomenology of place”, in which “phenomenology”¹⁾ is a qualitative research method that is used to describe human experiences. The importance of such a method is to intensely study the human situations, meanings, events and experiences which occur daily but remains unnoticed by them beneath their levels of unconsciousness⁴⁾.

Sime⁵⁾ stated that the term “Place” is widely addressed as the opposite of “Space”, where a place is the state of bonding between individuals and a certain setting. Also, Rapoport⁶⁾ described the place as space which integrates meanings, events, and values to its users, mentioning that social science cares about the place’s unique characters and how it affects the human behaviors and mental health. He also argued that places and their physical settings include messages and meanings⁶⁾.

From here, the value of places is strongly attached to its identity. It is important to understand the difference between the identity and the image of a place. The identity of places has a wider handling concept which comprises the way a city is experienced by its different users: stakeholders, residents, tourists, and investors as Gilboa et al.⁷⁾ have described. While the image of a place is mainly based on a set of beliefs, ideas, and impressions that a person holds regarding a place⁸⁾

Therefore, a “place” could be a certain setting that facilitates deep human interaction and full experiences, offering meaningful images and values to its users through having an original state of identity due to its specific circumstances. These conditions enhance the

¹ Phenomenological research seeks to remove stereotypes and prejudiced ideas regarding human experiences, emotions, and attitudes to a particular situation. This enables the researchers to dig into the experiences, perceptions, perspectives, and emotions of those people who witnessed or observed the phenomenon or the case of interest. Hence, Phenomenology can be described as directly analyzing and explaining of phenomena as observed specifically by people living such experiences. https://cirt.gcu.edu/research/developmentresources/research_ready/phenomenology/phen_overview, (Accessed 2019.11.27)

state of “placeness” and accordingly the “sense of place”. While on the contrary, space is an abstract state of an environment missing the precise meanings and values for their users which leads to a characterless status. Human intervention through urban design and planning could help to transform spaces into places.

0.1.2 Placelessness in the contemporary world

In the contemporary world the authentic sense of places is diminishing gradually because of the spreading of the less authentic attitudes in which Relph²⁾ called “Placelessness” and described it as the following:

“The casual eradication of distinctive places and the making of standardized landscapes that results from an insensitivity to the significance of the place”.

Massey⁹⁾ argued that the “Global sense of place” is the main reason behind places today which are designed around simplistic dualisms that misrepresent and reduce the range of place experience. He argued that the gradual growth of the world population and the needs of mass procedures to cope with such growth as mass culture and mass communication tend to highlight the Placelessness phenomenon which represents the physical characteristics of the non-place⁹⁾.

Norberg-Schulz¹⁰⁾ argued that the “Character of the place” is a key element in differentiating between the place and the space which is the main purpose of architecture to fulfill, he also focused on the important role of the architecture in providing the physical attributes of a space which facilitate habitation of the users as well as their mental and physical wellbeing. Reviewed literature also introduced corresponding constructs as; “Sense of Place, Spirit of places, Personality of a place and Topophilia²⁾” which mainly expressed the deep emotional and mental relationship between people and the place. Tuan¹⁾ used the term “Topophilia” to articulate the extraordinary bonds of people and physical contexts.

² Topophilia: derived from Greek expressions, Topos which means a "place" and philia which means "love of", according to Webster's Dictionary, <https://www.merriam-webster.com/dictionary/topos>, (Accessed 2019.11.29)

0.2 The Globalization phenomenon

Globalization has been defined and described by many previous attempts by several authors in different ways and through various disciplines. This part will attempt to provide different prevailing definitions of this term. In which Globalization had its first appearance in Webster's dictionary in 1961¹¹⁾. Globalization is a comprehensive concept and serves as an umbrella covering a variety of aspects. It is not only a result of a process but also a cause of daily situations. It cannot be framed clearly with a certain era that has a beginning and an end¹²⁾. Globalization, generally, tends to involve political, economic, cultural, social aspects.

Looking at the Globalization history, Schaeffer¹³⁾ stated that Immanuel Wallerstein who is a world system analyst has claimed that globalization is an 'old' phenomenon that the developments linked with it date back to the sixteenth century, and that globalization is simply "the most contemporary expression of familiar processes".

From here, debates about the Globalization's definition have arisen due to positive and negative points of view, as well as vague and other detailed definitions. Kumar¹⁴⁾ argued that the main debate about how to deal with globalization is still very much how to define globalization.

This leads us to describe Globalization as a complex process and a multifaced one that is impacting cities, places, and societies and will continue to affect them. On the other side, some viewpoints even defined globalization as the other face of "Colonization", and "a modern way of Colonization" as mentioned by Khor¹⁵⁾. Neeraj¹⁶⁾ also described globalization as it is nothing but "Recolonization" in a new form.

0.2.1 Competitiveness of world cities

The global competition between cities is arising, which lead to shaping cities to the world's new order and trends. The main consequences of this competition are the transformation of the urban identity of cities due to several economic, political, cultural, and environmental aspects.

The 2018 Global Power City Index (GPCI)³ by the Institute for Urban Strategies at The Mori Memorial Foundation in Tokyo evaluates and ranks the major cities of the world according to their “magnetism,” or their comprehensive power to attract people, investors, and firms from around the world¹⁷).

This is achieved by measuring six main functions as shown in Figure 0.1 to provide a multidimensional ranking. The 2018’s comprehensive ranking witnesses the top five cities which sustained their 2017 rankings which are: London, New York, Tokyo, Paris, and Singapore¹⁷).

These cities also have been included in the top five rankings for ten successive years¹⁷).

A great amount of consideration has been constantly dedicated to economic globalization and the city, although it is more essential to realize the importance of cultural globalization and the city¹⁸).

Such cultural aspects are strongly linked to individuals and their perception of locations and perceived meanings. Some of the famous contributors in the global city analysis are Friedmann¹⁹) in 1986 who drew a lot of attention to the global network of cities and Sassen²⁰) in 1991 who once identified two aspects of global cities; world cities as command centers and as scenes of socio-spatial polarization, and later she has focused on linking her studies about Globalization with the social life aspects of the city²¹).

The globalization concept has been spread and utilized in all fields of social activity such as global civil society, global culture, global governance, and global economy²²).

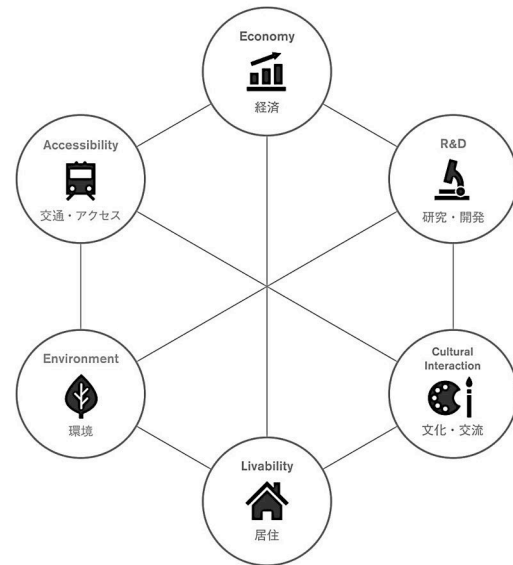


Fig. 0.1 GPCI multi-dimensional view based on these 6 functions

Source: The Institute for Urban Strategies at The Mori Memorial Foundation: The Global Power City Index (GPCI), Tokyo, p. 10, 2018. <http://mori-m-foundation.or.jp/english/ius2/gpci2/>, (Accessed 2019.9.16)

³ In order to reflect the changing circumstances surrounding global cities, GPCI's indicators and data collection methods are frequently evaluated and enhanced. In GPCI-2018, indicators were added covering changes in new working styles, start-up growth, and global environmental issues, http://mori-m-foundation.or.jp/pdf/GPCI2018_summary.pdf, (Accessed 2019.9.16)

Globalization is a dynamic process that has been happening in the twentieth century and still happens in the twenty-first century. We can describe it by then and now, new circumstances bring different influential waves to the world cities. Short¹⁸⁾ argued that Globalization happens in pulses, a series of “*Reglobalizations*” that differ in form and intensity and leave an urban outcome of built form, social formations and new patterns of socio-economic power relations. He concluded that cities are not becoming globalized, as much as being constantly “Reglobalized”¹⁸⁾.

0.3 Globalization impact on cities’ image

0.3.1 The issue of the Global sense of place

The main threat facing today's cities and places is the dynamic globalism concerning its impact on cities’ sense of places and the state of being unique and distinct. These consequences are endangering the originality of cities’ identity and images. Relph²⁾ stated that this phenomenon is the “undermining of place for both individuals and cultures, and the casual replacement of the diverse and significant places of the world with anonymous spaces and exchangeable environments”.

Places are results of human culture, in which unique culture integration with the place by people is essential for building the place identity²³⁾. Concerning the dilemma of constructing new places identities places should combine the physical settings besides cultural characteristics to fully serve the individual’s perceptions and needs as argued by Bott²⁴⁾.

Since the globalization negative consequences are the changing in local contexts, and the uniform globalized culture and built environments, it is quite important to shed the light on the psychological impact of such phenomenon while creating or developing physical places. The unawareness of the globalization's impact is strongly related to the identity of places where cities are eventually looking the same due to the replication of the physical elements to cope with the world trends and movements. When the identity of cultural and authentic places and their perception is developed, people tend to have memories,

familiarity with places, and their sense of places and perceived meanings are developed as well²³).

0.3.2 Globalization and homogeneity of places

Many countries have been preserving their long-standing urban hierarchy for many years, while in countries where there is not such a strong and overwhelming dominance there is a chance for continuous change and competition¹⁸).

One of the globalization impacts is that it affects the extent to which local people have control over the identity of the places where they live. This occurs as a result of several changes in scales and spaces related to globalization which are accompanied by changes in power relations and economic prospects, and these may become evident in individual lives in a variety of ways¹⁸). These shifts in people's lives are seen from some perspectives as a neglect of the locals' personal and social spheres. Alger²⁵) argued that research about world cities has tended to disregard the connection between global processes and local lives. Rem Koolhaas²⁶) stated that in the “globalized domain of international architectural practice mega-scale projects” designed by architects is not being connected to the surrounding context, he describes the situation as “new purism” which totally ignores any existing prevailing context. This phenomenon resulted in a collection of architectural projects that are obviously the same in different contexts and cities around the world raising issues of the diminished cultural difference and the flattening of social and cultural sphere²⁷).

0.3.3 The clone cities phenomenon

Importing foreign designs reduces the local initiatives and encourages the creation of a global architectural design path and trend. This creates a prototype design in most of the world cities which we could call the extremeness homogeneity. Koolhaas²⁸) has stated that the national identity has been sacrificed to modernity. Rem Koolhaas posters for Absorbing Modernity 1914-2014 at the Venice Architecture Biennale exhibition is a great indication of how distinct cities with unique national identities have transformed in 2014 due to

Globalization’s homogeneity in which we can call it “Clone cities phenomenon” which appear in Figure 0.2 and Figure 0.3.



Fig. 0.2 Rem Koolhaas’s poster for Absorbing Modernity 1914–2014 the Venice exhibition showing a recognizable national architecture that existed in 1914.

Source: Mackenzie, A.: Rem Koolhaas: National identity in architecture, ArchitectureNow, People, 2014. 3
<https://architecturenow.co.nz/articles/national-identity-in-architecture-an-interview-with-rem-koolhaas/>, (Accessed 2019.9.27)



Fig. 0.3 A montage by Koolhaas as Venice curator, illustrating the conformity of contemporary architecture worldwide, and the inherent loss of national identities and vernacular.

Source: Mackenzie, A.: Rem Koolhaas: National identity in architecture, ArchitectureNow, People, 2014. 3
<https://architecturenow.co.nz/articles/national-identity-in-architecture-an-interview-with-rem-koolhaas/>, (Accessed 2019.9.27)

Marshall²⁷⁾ sees this Global homogeneity affects residents’ cognition by lacking spatial distinction in the urban environments. While Gehl²⁹⁾ stated that “this type of urban situation is often perceived as impersonal, formal and cold, in places where built-up areas are large-scale and spread out, there is generally not much to experience”.

However, Schaeffer¹³⁾ summarizes the phenomenon as it does not have uniform consequences or generating a homogeneous world, instead, it has diverse consequences that are not always positive or negative. Threats are arising from this homogeneity process which are resulted from adopting western features and values, moreover, in some cases, it results in the clone places phenomenon threatening the native images of cities and their places as we may entitle it as “Common genes of global cities”, several previous pieces of research as well concluded the main ingredients of the Global state. Marshall²⁷⁾ suggested eight mutual general characteristics for projects which reflect forces that shape the global sphere as shown in Table 0.1.

Table 0.1 Mutual characteristics of Global projects by Marshall

Source: Marshall, R.: Emerging Urbanity: Global urban projects in the Pacific Rim, Routledge, p. 24, 2003

Common genes of Global cities
Initiated in response to perceptions of global competition.
Secure competitive advantage for their host city.
Offer a new kind of space occupancy not available prior to their construction.
Aim to attract a specific kind of inhabitants, the global elite.
Different in scale and articulation to the environment around them.
Secure celebrity status by projecting an image could be marketed in global marketplace.
Capture a specific and narrow definition of urban life and culture.
This urban vision becomes the leading one by which all other urban visions must follow.

The rapid change in urbanism and the change in trends due to globalization cannot guarantee the same consequences on each individual and each community³⁰⁾, besides, having negative impacts on the social fabric of societies²⁰⁾, and accordingly, the individuals' perception and interactions with the place. Sassen²⁰⁾ argued that the modern world's places are suffering from the loss of self-identity, similarly Giddens³¹⁾ agreed with her and stated that Globalization does not threaten the loss of "place", but instead places lose their self-identity and distinction.

From here, the author concludes that the definition of the "Global environments" comprehends the homogenous state of modern environments as a result of a global competition that leads to standardized milieus. These environments are different in scale, proportions, and dimensions in comparison with the city's authentic places surrounding them. They also tend to appeal to certain types of users, impacting their life experiences while reducing the unique cultural attributes and placeness state. These global environments are most of the time experimental spaces for applying new urban visions.

In conclusion, Globalization has advantages through connecting the world, the ease of communication by technological advancement, and urban development through following existing city models. In contrast, it erased the distinctiveness of contexts, built environments became independent forms that do not adhere to the existing contexts and could be in any place in the world. These uniform homogenized built environments all over the world activate the sense of familiarity because of the common repetitive images and

decrease the distinctiveness of places, as a certain image is being duplicated in several places regardless of its local context.

0.3.4 Debates on images formed due to Globalization

Urry³²⁾ argued that as a result of globalization, places everywhere have become objects of the tourist gaze, in specific as places for pleasure not as symbols of power or production. And he added that one of the disadvantages of modern architecture is that it produces uniformity or the phenomenon of “placeless-ness”³²⁾.

As a result, an increased feeling of uncertainty about places occurs, and how we face, deal and accept such changes and blending. Globalization is considered to be a set of processes; it generates both new opportunities and new problems experienced in locals¹⁸⁾. Ejderyan and Bakhaus³³⁾ dealt with the term “Glocalisation” and argued that it is how globalization variables are always reconsidered and formulated on the local scale, and that results in an integration of the local and global aspects forming “context-dependent” places.

Mass diversity and identity crisis are the main consequences of globalization, as a result putting into consideration that the concept of urban identity is becoming more essential than ever. The local sense of places and the national identities of cities is at risk and needs to be considered properly. The increase of homogenization by globalization is one of the common situations in smaller urban areas that often find themselves attracted to foreign ‘solutions’ which do not consider the local identity³⁴⁾. An initiative that took a step towards this problem was the Slow City movement (Cittaslow)³⁵⁾⁴. The city slow movement also tried to overcome the negative effects of globalization and to highlight its opportunities³⁶⁾. In which its criteria for a better life in cities include six main topics; Environmental policies, Town/Landscape development, Quality of Urban everyday life, Economy, industry,

⁴ In 1999 The “Cittaslow Movement” or the “Slow City Movement” was first established in Italy by activist movement by encouraging towns to achieve a set of urban design and planning tools to redirect the challenges resulted from the fast rhythm of life, and to overcome the consequences of modernization and standardization. Cittaslow is considered an organized network of small cities with population below 50,000 which attempts to emphasis on regional and urban plans around the primary resources of place-based identity. *Semmens, J., Freeman, C.: The Value of Cittaslow as an Approach to Local Sustainable Development: A New Zealand Perspective. International Planning Studies, Routledge, Taylor & Francis Group, Vol. 17, No. 4, pp. 353–375, 2012*

Craftmanship, Culture, community life and integration, and Technical infrastructure and transport³⁷⁾.

Ever Since the 1980s, it has been a great argument between urban scholars if the global economic power has become an important factor in determining the urban development products, most of them have agreed that city's areas have been disconnected from their national and local settings as stated by Jacobs³⁸⁾.

Friedmann¹⁹⁾ and Sassen²⁰⁾ who have the major leading point of view about globalization and national identity agreed on the term “World/ Global Cities Theory”, which have declared that contemporary neoliberal capitalism has cruelly deteriorated the powers and role of local and national governments in controlling the urban development processes.

Also, Edensor³⁹⁾ stated that:

“Thus, globalization and national identity should not be conceived in binary terms but as two inextricably linked processes. Global processes might diminish a sense of national identity or reinforce it”

When examining the globalization phenomenon, it is important to address the modernity and its related theories. For example, Robertson and Chirico⁴⁰⁾ began examining several works on related research to modernity by early sociologists, consequently, they see that this phenomenon generates a split between the individual's identity and the national or social identity. In premodern times, the person's identity was only shaped by local aspects, but after globalization individuals are affected by their surrounding social network which is a part of a larger network of world societies⁴⁰⁾.

Beyer⁴¹⁾ then argued that Globalization has somehow contradictory faces. Societies cannot follow a certain prevailing prototype; accordingly, each society shapes its own global image following the world's order by promoting and creating its good national image and identity of its society.

The main question here is how will our cities and societies face the emergence of less legible urban environments without a distinct identity, and how should urban design

respond to such changes? What are the consequences and problems occurring as a result of such a phenomenon? This accordingly raises the importance of finding out some ways to initially examine and diagnose the “Perceptual environment” to accordingly create legible and convenient solutions and approaches for the current global urban environments.

0.4 The Japanese scenario and the response of Tokyo to Globalization

Concerning the Japanese scenario in specific during the globalization age, the dynamic urban construction industry and the relaxing regulations with a vast pace of urban restructuring process has significantly transformed Japanese cities⁴²⁾⁴³⁾.

Tokyo specifically has raised conflicts concerning globalization from the beginning. The importance of Tokyo as a vital hub in the world’s economic system besides New York and London was addressed by Sassen²⁰⁾. Besides, Jacobs³⁸⁾ sees that Tokyo’s subnational context witnesses a development environment that makes it distinctive from other Japan’s city regions. Tokyo’s position has been dynamically changing through time to compete globally which led to several impacts on its domestic levels. The transformation of urban spaces happened due to several circumstances, some of them are; the witnessed economic growth, political events, and huge development projects especially on the waterfront area due to strategic urban policies.

While Sorensen⁴⁴⁾ argued that the main problem in Japan⁴⁴⁾ was that the priority was given to the economic development due to globalization, while the urban planning was carried out mostly to foster that growth, not to help in creating or maintaining facilities or improve the quality of life in urban areas. Sorensen’s⁴⁴⁾ argument was based on Friedmann’s⁴⁵⁾ point of view, which claimed the priority was always given “economic space” not “life space” his concept was based on the conflict between them which is mostly helpful for understanding Tokyo’s restructuring conflicts. In the early 1980s, the urban policy situation shifted suddenly, and the deregulation of city planning regulations was carried out throughout the 1980s according to Prime Minister Nakasone neoliberal agenda⁴⁶⁾. The urban policies were clearly focusing on the remodeling of Tokyo into a competitive World City, at the level of

Tokyo Metropolitan Government, the conservative administration of Governor Suzuki was also strongly supporting a “World city” strategy for Tokyo’s future as an international city⁴⁶).

Tsukamoto⁴⁷) sums the situation of Tokyo by claiming that it has been endorsed through being “designated the strategic site of national-scale interest in the globalized economy”. He also described the situation as it is a partial attachment to a neoliberal script that is mainly formulated by the Japanese government⁴⁷).

Before the bursting of the bubble economy in the 1990s a huge demand for new spaces in Tokyo and one of the areas that was considerably receiving attention at that time was Tokyo Bay²⁷). The expansion of the city towards Tokyo Bay was a solution for economic growth and the need for space at the same time.

0.5 Waterfront Subcenter project as an example of Global environments

The “Rinkai Sub-Center project” or the “Waterfront Subcenter project” (Tokyo’s seventh established subcenter) is the latest established project and a representative example of cloning urban space with initially planned phases ending in 2016. Several new projects were planned to take place until 2020 for the sake of new futuristic events. This project in specific is being the platform to fulfill the visions of the global city and the space that will accommodate the extension of the city towards the waterfront.

This current research will be focusing on the case of the seventh subcenter which was constructed under the urban renewal for Tokyo’s international competitiveness. It is also considered to be an artificial built environment and a vital touristic spot on Tokyo’s waterfront area. The Waterfront Subcenter is considered the most closely related project to the “World City project” concept which was built on reclaimed land in Tokyo Bay⁴⁸). Globalization was considered a key motivation behind the establishment of the project in terms of enhancing global communications and information systems for positioning Tokyo globally²⁷). A part of it was promoted originally as “Tokyo Teleport Town”, it was planned

to operate as Japan's main "international communications gateway", delivering a major new supply of high-quality office spaces in a high-tech clustering⁴⁶⁾.

The development of the waterfront subcenter was one case of specific globalization-related and transformations, it was developed clearly to advance Tokyo's world city desires and ambitions⁴⁹⁾. Saito⁵⁰⁾ also mentioned that "it is generally accepted that the creation of new types of urban space such as waterfront developments, leisure, and entertainment complexes, and gentrified neighborhoods in many cities are strongly linked to contemporary globalization processes".

This project's urban fabric witnessed dramatic spatial differences in comparison with other parts of Tokyo's regular urban fabric. The land uses as a megaproject, infrastructure, and the internationalization of the environment within this domestic project through the physical elements to the consumption patterns and lifestyle are resultants of the Global capitalism which influences all fields of life through various layers.

Hence, this study will focus on the case of the Waterfront Subcenter. The previous review concerning the nature and positioning of the Waterfront Subcenter is one of the motives of selecting a part of this project (Odaiba, Tokyo Bay) to be examined extensively through this study by analyzing the urban image structure in Odaiba (as a perceptual environment) from the images perceived by residents (based on daily life experience and involvement) and the projected image from the public media. Odaiba is considered one of the least historical and cultural contexts in Japan. This study will clarify the reality and issues of the legibility of Odaiba's image formed by a global, clone and touristic urban environment. Further detailed motives of selection and the historical background of the selected study area will be further discussed in Chapter 2. This detailed analysis can provide insights into countering the issues resulted and the lack of personality and lack of legibility for global clone urban environments around the world.

0.6 Research Hypotheses

The leading hypothesis of this research is that although global places with some clone elements might have a specific superficial overall image due to prototype designs which have led to extreme homogeneity, they instead may tend to have multiple and deep images depending on the way and perspective of who is dealing with the place (as shown in Figure 0.4).

This study also suggests that these types of places tend to create a perception gap between local and non-local residents of these environments, as well as projecting diverse images reflected from the media mainly depending on the place promotion of the main global structuring elements especially the global clone ones.

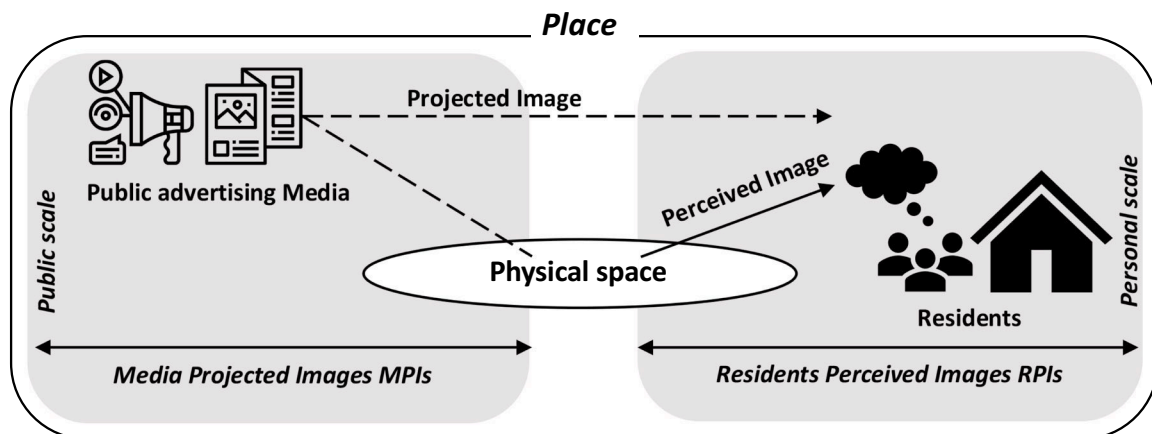


Fig. 0.4 The process of image perception by the RPIs and image projection by the MPIs

Source: The author

The globalization pace influence has various impacts on urbanism, human experiences, and behaviors, besides affecting city media intentions through place branding. In that sense, this research suggests a two-way image process and argues that it could help in understanding the various images of a certain place from the personal and public scales.

0.6.1 Image formation two-way process

Building on social identity theories, this research proposes that the process to fully understand a place and its image requires conducting different layers of evaluation of its performance, how it is being perceived, and the way of being managed. By focusing on the place’s multiple images’ formation, which is the core of this study, the differentiation between the identity and image is important as discussed in the previous chapter. As a result, a place’s identity may differ according to its different perspectives. City strategies and promoted images add a second layer of complexity to the nature of places⁵¹).

As shown in Figure 0.5, these different perspectives are whether “Personal” by the users of the place or “Public” by the city stakeholders and authorities.

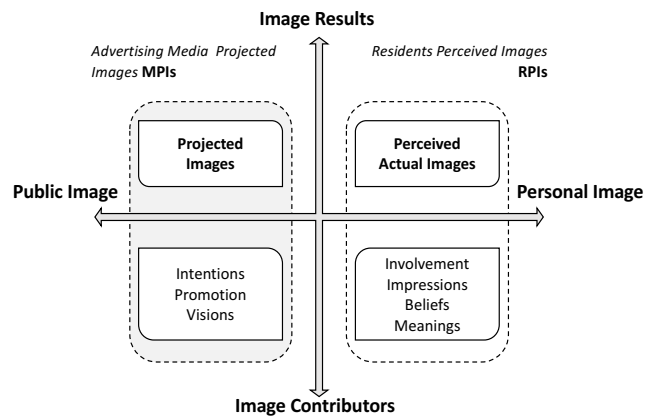


Fig. 0.5 Dimensions of Image formation by different users

Source: The author

This research suggests that these different perspectives may also deal with the image in a two-way Contributors/Results process. People as residents of a place based on their daily experiences, generate and produce different meanings and impressions as the actual perceived image, or by the city’s public stakeholders who manage the place’s different intentions, requirements, and needs which accordingly produce visions and plans as projected images through advertising and place branding. Places tend to invest in their branding to survive on the local and global scales, besides building a reputation to attract more users and sustain this process⁵²).

0.7 Main stakeholders of Odaiba as objects of study

There is a common conflict about the term “stakeholder” which is always seen as the person or organization who is responsible for another group, members, or cooperation, in which these responsibilities may include making decisions, giving orders, solving problems, running a firm, or planning cities' future. Freeman⁵³) has another point of view in which he

describes a stakeholder as “any group or individual in an organization who can affect or is affected by the achievement of the organization’s objectives”.

From this perspective, this current research will address different types of stakeholders’ images from the personal side (users), and the public city media side. Both are responsible for the image production of a certain place. Different types of users, in general, include permanent and temporary users (residents and visitors).

Since this research is focusing on examining a case that is a global, clone, touristic place and serving at the same time as a living environment for its residents, therefore, residents as primary users of the place need further assessment for the images they perceive. These types of places are also being highly promoted from the public media’s perspective in order to emphasize and maintain its existence, role, and global competition through intense place branding strategies.

0.7.1 Residents and their perceived image

Freeman’s theory leads to reconsider the perspectives of all stakeholders of a certain place. Besides the public stakeholders, these stakeholders may also include tourists and residents of a certain place. Concerning touristic places in specific, several previous tourism studies have always been focusing on the tourists’ place image and have given a little consideration to the local residents’ image⁵⁴⁾⁵⁵⁾.

The main difference between the residents and tourists images perceived could be summarized with Reiser and Crispin⁵⁶⁾ theory which states that the residents reflect more complex images covering the whole dimensions of a place, while on the other side, tourists’ images are likely more general image and not enough precise as shown in Figure 0.6.

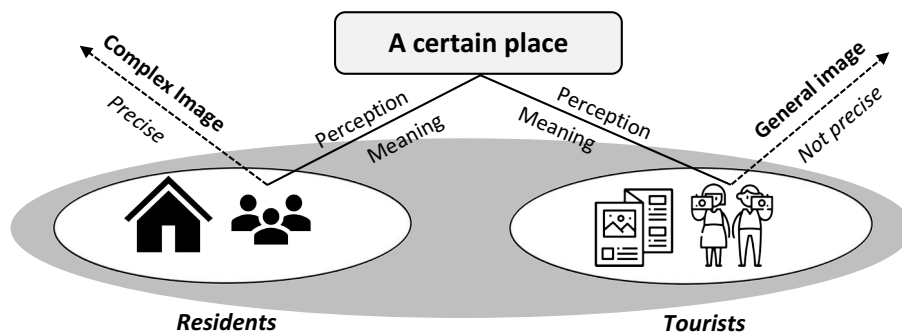


Fig. 0.6 Reiser and Crispin theory about Residents and tourists’ images

Source: Reiser, D., and Crispin, S.: Local Perceptions of the Reimaging Process: The Case of the Sullivans Cove Waterfront Precinct, *Journal of Place Management and Development*, Vol. 2, No. 2, pp. -24-109, 2009

Furthermore, Hudson⁵⁷⁾ highlighted the idea of the other stakeholders' perspectives, which especially includes the local residents and stated that the resident's perspective is hardly presented in the place image existing literature. He added that the local residents are having a complex understanding of a touristic place because it meant much more for them than a vacation spot, this situation is different than tourists' situation, while he introduced the situation as "Communal or social place" for residents where they are living and working⁵⁷⁾. Campelo et al.⁵⁸⁾ stressed on the importance of integrating resident images into the branding and marketing approaches, as this stakeholder community may have "local knowledge" on how to improve the experience of tourists. Few studies have specifically evaluated the local residents' perspectives, this will be discussed in Chapter 1 in the research positioning part.

Therefore, this research is keen on studying the residents' image which is the actual perceived image based on everyday residents' involvement with the place and their precise understanding and accordingly, the research is introducing the construct: *Residents Perceived Image (RPI)*. The first part of the study focuses on the image's psychological analysis from the perspective of diverse types of residents living in Odaiba at Tokyo waterfront city.

0.7.1.1 Seeking intersubjectivity through image analysis

Intersubjectivity is widely used in different disciplines to constitute psychological relations between different people. In specific, it is a state where people agree on some meanings, impressions or a certain definition concerning an object. Likewise, the term intersubjectivity was defined by Scheff⁵⁹⁾ as "the sharing of subjective states by two or more individuals".

In addition to the involvement of the place, the interaction of people forms shared meanings that are considered the base of translating the meaning of elements of social and cultural context⁶⁰⁾. The importance of intersubjectivity appears mostly in small group research as confirmed by Weick & Roberts⁶¹⁾ who claimed that common agreement and understanding inside small groups increase the efficiency and reliability of the analysis. This leads to the importance of seeking intersubjectivity in social science and psychological studies.

The main unit of analysis in the research concerning intersubjectivity is often based on the individual⁶²). First, during examination and analysis phases, usually, these individuals are well observed, questioned, interviewed, and surveyed, then this results in personality assessment, cognitive evaluation, social conditions, and their preferences which are considered as feasible data⁶³).

Thus, this study will seek intersubjectivity through analyzing the Residents Perceived Images (RPIs) patterns as it will help in constituting objectivity to highlight the linkage between the personal and the shared experiences, meanings, and impressions.

0.7.2 The City and the public projected image

The city which is reflected in its public and official platforms, local authorities, and municipalities also forms a great and vital component of the stakeholders' concept. They are responsible for reflecting an image based on their intended visions, plans, and studied people's needs as "Informational space". These images are generated through several processes of place promotion, place branding, city management, and several marketing strategies.

At first, we need to mention the first appearance of the place marketing concept which was dated to the colonial times, where governments at that time tend to advise and promote newly conquered territories for people to move in⁶⁴).

Short et al.⁶⁵) stated that "place promotion involves the re-evaluation and re-presentation of place to create and market a new image for localities to enhance their competitive position in attracting or retaining resources". Kotler et al.⁶⁶) also see that this image tends to simplify many organizations and pieces of information about a place and could be a perceptive result of processing these pieces of information. They also see that Strategic Image Management (SIM) is a way to fulfill a successful campaign of place images among target people⁶⁶).

One problem occurs when the image turn to be a "stereotype", the moment a stereotype is formed about a certain place, it is very difficult to change it, since much effort is required to persuade the target population to be open to a new and different image⁶⁷).

In order to figure out a place’s image through its marketing campaigns and their trials to change and improvement of its reality, it is important to understand the stages that cities follow. Shown in Figure 0.7, Avraham⁶⁷⁾ suggested three stages for implementation, the first one is the “diagnosis stage”, secondly, “building a strategic vision stage”, and finally by “planning the next action necessary to carry out the concluded vision”.

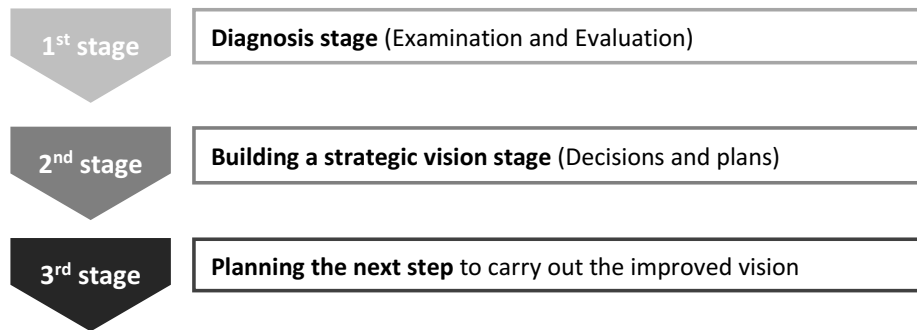


Fig. 0.7 Avraham’s theory about the city’s stages to change and improve an image

Source: Avraham, E.: Media strategies for improving an unfavorable city image, *Cities*, Vol. 21, No. 6, pp. 473-474, 2004, (Adopted by the author)

There are main techniques for delivering campaign messages by the cities, the stakeholders responsible for promoting the city’s image and messages have different options to deliver their main message in terms of images eventually. Cities and stakeholders tend to choose between these techniques depending on their goals, timeline, budgets, and other factors. The most common techniques⁶⁷⁾ are as shown in Figure 0.8.

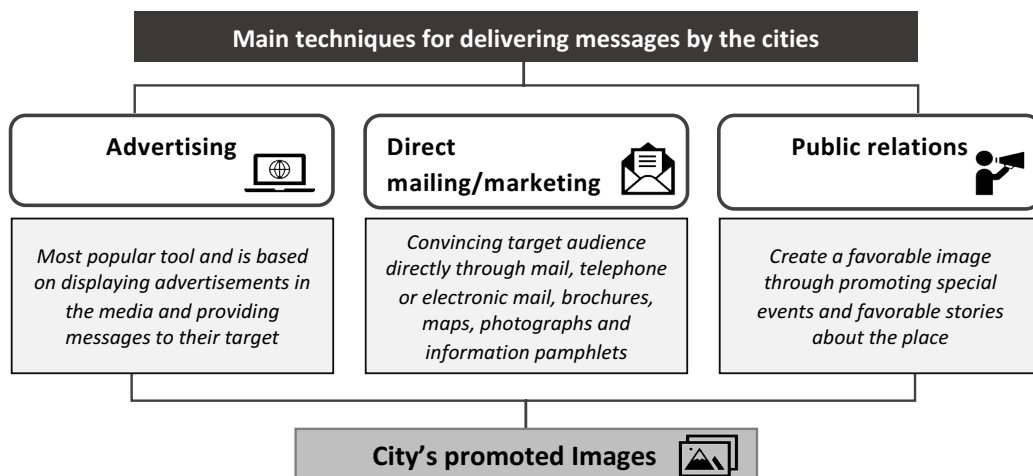


Fig. 0.8 Main techniques for delivering messages by the cities by Avraham

Source: Avraham, E.: Media strategies for improving an unfavorable city image, *Cities*, Vol. 21, No. 6, pp. 473-474, 2004, (Adopted by the author).

However, it could be argued that since there are different sources of city’s delivered messages, different and numerous images are produced and generated. This study entitles it as “*Media projected Images MPIs*”.

These messages differ in tendencies by media sources according to their intentions, branding, visions, and plans towards the place, resulting in projected images with higher tendencies towards some specific place resources rather than others as shown in Figure 0.9.

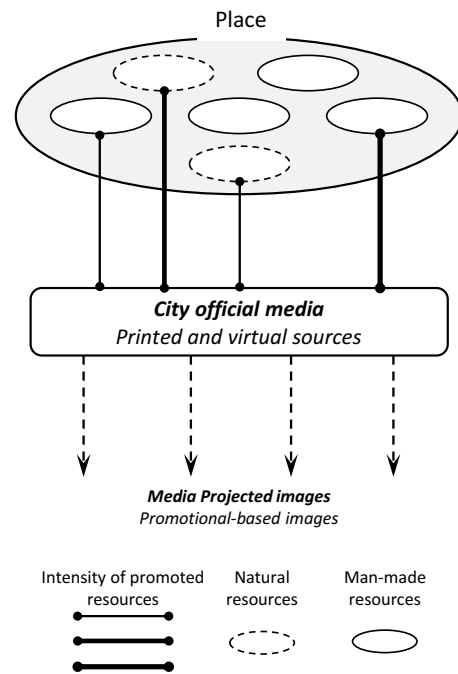


Fig. 0.9 Media projected Images based on selective resources
Source: The author

0.8 Aims and objectives of the research

This research aims to provide the planners with a proper way to evaluate and diagnose the images of a global urban environment from different perspectives to obtain clues to effectively design a more legible image and a convenient urban environment. Specifically, the following objectives are set for the study:

- 1- Examining the actual state of the image formation through residents’ perception of a global urban environment.
- 2- Introducing an evaluation methodology of the images projected from public media for supporting stakeholders in the examination and managing the environment’s images.
- 3- Determining the similarities and gaps in image tendencies by residents and public media through an introduced extensive comparison framework.
- 4- Showing how to properly grasp and utilize the image of the urban environment for urban design enhancement.

0.9 Research main framework

Kevin Lynch⁶⁸⁾ in his book “The Image of the City” analyzed the images perceived by residents from the physical environment and determined different image components. However, in the situation of current environments, the spatial image is generated from the interaction between “Physical space” (environment’s elements) which is the initial source of images formation and the “Informational space” (media messages). The influence of the “Informational space” is increasing especially in the advanced information society to promote such clone environments for maintaining their position and role locally and globally.

Therefore, we recognize that both the physical space and information space are the targets of urban design (planning interventions). Since these global environments with clone elements serve as living environments, it is important to define and analyze the "Perceptual space" as being affected by both influences from physical and informational mediums as shown in detail in Figure 0.10.

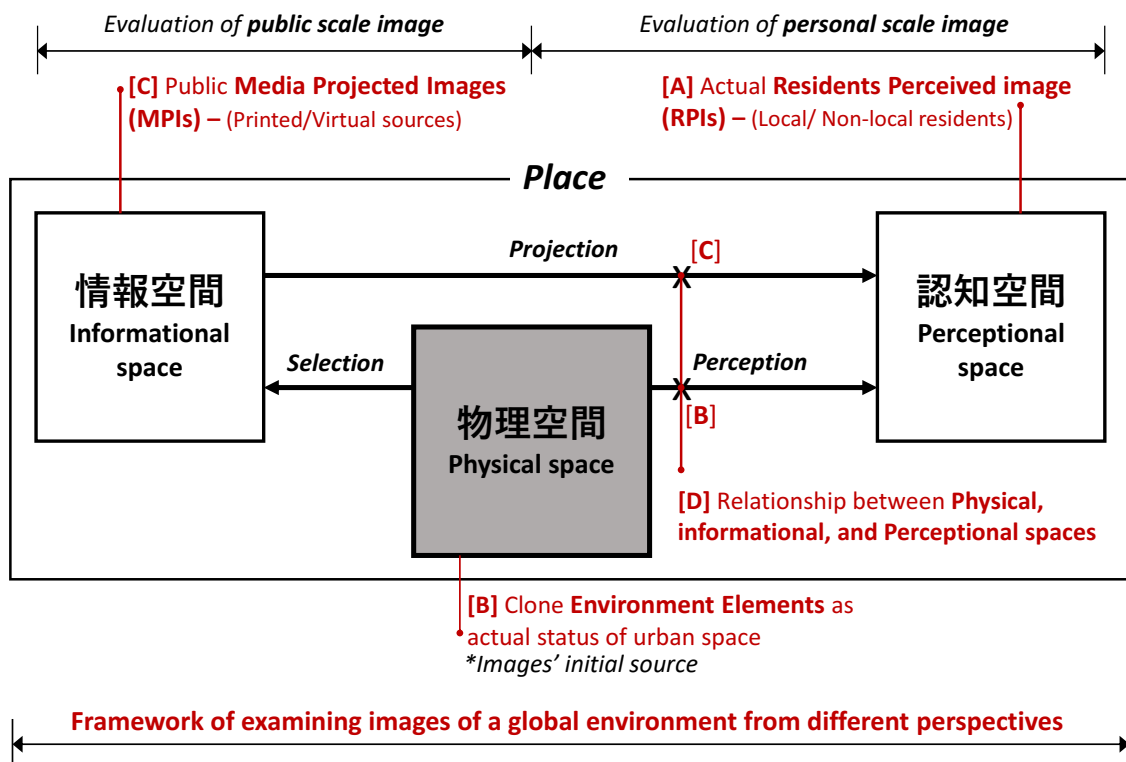


Fig. 0.10 Main research framework
Source: The author

The main research framework as a model of image assessment is as follows:

A) The whole part of the “Perceptual space” will be grasped by actual Residents’ Perceived Images (RPIs) examination. B) The “Physical space” impact will be evaluated by a survey of the urban environment's influential elements. C) The “Informational space” will be evaluated through the environmental elements projected by public media in terms of Media Projected Images (MPIs). D) The relationships between the physical, informational and perceptual spaces will be examined and they will also be investigated from the viewpoint of legibility of urban spaces and this study will refer to and apply the five elements’ theory of Kevin Lynch⁶⁸⁾ through the imageability analysis.

0.10 The novelty of the research framework and methods

At our knowledge, this extensive research methodology is one of the first detailed analyses on the images of a global environment from different perspectives on the public and personal scales through using the two-way image formation process. Besides, it is one of the first studies examining the images of Odaiba which is a part of the Waterfront Subcenter which is a unique case in terms of its demographic features.

Combining different methods through the research’s framework helps in grasping a comprehensive image of the case study “Odaiba”. This framework is novel in terms of jointly investigating and comparing residents’ perceptions and media’s projected images patterns depending on psychological semantic differential surveys, words surveys, generating image patterns maps, Text mining of media sources content, generating an imageability map of Odaiba’s physical elements, comparison between image tendencies between both sides, besides finding out the conditions and limitations of media sources.

Consequently, this research introduces the previous framework through mainly examining the “Physical space”, “Perceptual space”, and “Informational space” through extensively evaluating the introduced constructs; Residents Perceived Images (RPIs) and Media Projected Images (MPIs).

0.10.1 Methods and objects of study

- *Residents perceived Images (RPIs)*: among various users of Odaiba's urban space (residents, workers, commuters, and visitors), this study chooses and psychologically analyzes the “residents” of Odaiba (n=206) who have an image of the urban environment based on daily life experiences and involvement along the day (motives of selection and demographic features are explained in Chapter 2). The analysis is divided into Japanese residents and foreign residents (locals and non-locals) being long-term and short-term residents of this global environment.

- *Media Projected Images (MPIs)*: by analyzing the characteristics of each type of public media sources (n=22) for text content data provided by the printed and virtual public media (Guidebooks, Pamphlets/maps, Websites, and Online guides) to reach a broader idea about the tendencies and messages by the public media sources. The diversity of the selected media sources will ease the process of comparison while extracting a wider range of results related to the City's image.

These image types will be further discussed in detail in Chapters 3,4,5, and 6. At last, this current study will try to comprehensively compare the image tendencies coming from both sides (RPIs and MPIs) by proposing a common basis of evaluation and it will attempt to understand the similarities and the conflict between these tendencies through differences between them.

This chapter addressed the background of the research in order to be a preliminary approach for the present research's coming chapters. It also introduced the main stakeholders that play a key role in the images perceived and produced within a certain place as objects of study. It also tackled the research hypotheses, main objectives, the main framework of the study, and the methods of analysis. This research will be focusing on the “Residents Perceived Images” and the “Media Projected Images” through the case of Odaiba to help in understanding the extensive image structure and to help in enhancing the environment's image and performance.

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CHAPTER 1

RESEARCH OUTLINE, DESIGN, AND APPROACH

Part 1: Research Outline

1.1 Previous research and current research positioning

This part of the study is considered to be a preliminary approach for the current research which aims to review previous research related to the study's topic and accordingly specifying the research positioning and contribution. It is believed that one of the most considerable aspects researchers should follow is the positioning of their research and how they will fit and contribute to the existing research disciplines setting¹⁾.

Meighan and Siraj-Blatchford²⁾ focused on the idea of making a 'stance' through research, and also highlighted the importance of understanding what a stance implies regarding the outcomes of the research.

Initially, the term 'positioning' was originated from Davies and Harré's³⁾ work in 1990, they later in 1999 further articulated the research positioning as the "discursive practice whereby people are located in conversations as observably and subjectively coherent participants in jointly produced storylines"⁴⁾.

According to the previous literature review about the importance of research positioning. This research will have two parts for introducing its position according to the previous studies. The first one addresses the previous research's evaluation of the different stakeholders' place image, while the second part focuses on the current research positioning according to its relation to the previous studies addressing the case of Odaiba (reasons of selection were previously mentioned in the previous chapter, besides the detailed motives of study will be further discussed in Chapter 2).

1.1.1 Evaluation process of images through previous studies

This part is related to the previous studies which are focusing on the sense of places determinants, and the evaluation of image from different stakeholders' perspectives, these stakeholders are whether local or non-local residents, tourists or city authorities and their public media which is explained in detail in Figure 1.5.

1.1.1.1 Key determinants of sense of places

What recognizes a place from another is mainly the “sense of place” aspect. Manzo⁵⁾ claimed that using descriptive and qualitative methods are suitable ways for measuring phenomenology which focuses on the meanings and experiences of place. Afterward, he also stated that in phenomenology, the place’s experience is the most essential element in perception⁵⁾.

Places’ experience is considered to be strongly associated with the sense of places. Shamai et al.⁶⁾ defined the sense of place as a combination of three main elements; location, landscape, and personal involvement, where all the three components should integrate to create a clear sense of place. They also observed that the homogeneity of our architecture and the digital age are diminishing the sense of places⁶⁾.

While Rogan et al.⁷⁾ described the sense of place as a factor that makes a built environment psychologically comfortable. They also concluded the three variables of the sense of place as legibility, perception, and preference for

the visual physical environment and the cohesion of the setting with human needs. Concerning the sense of places concept, Relph⁸⁾ claimed that sense of place includes different stages, “familiarity”, “an ordinary familiarity”, and “profound familiarity” with the place.

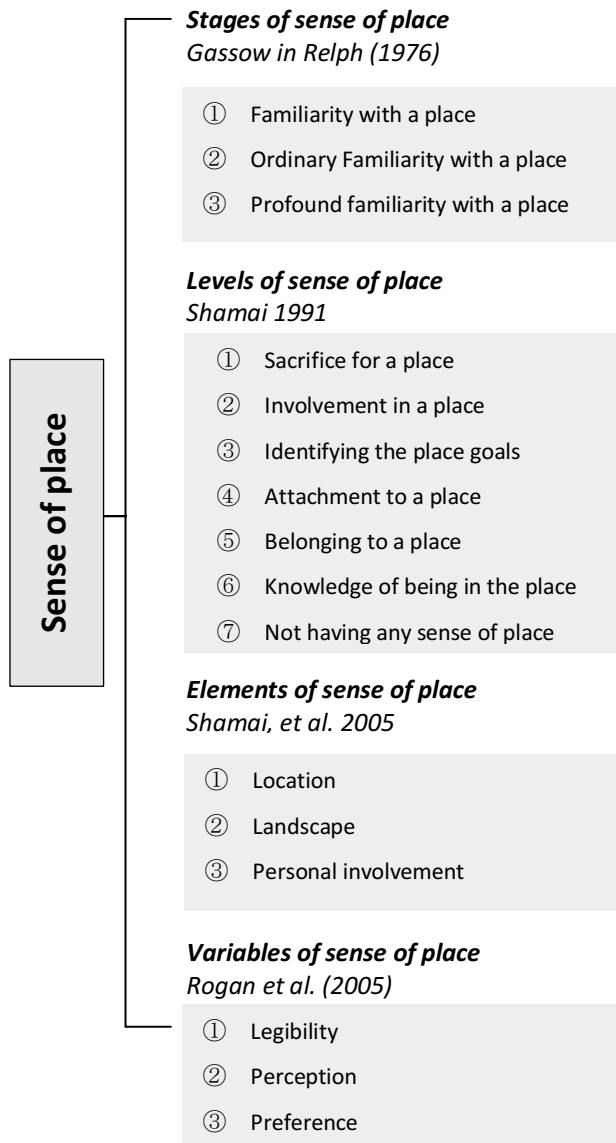


Fig. 1.1 Sense of place stages, levels, elements, and variables by different authors

Shamai⁹⁾ has further categorized the sense of place into seven levels as shown in Figure 1.1, beginning with the strongest relationship with the place and ending by not having any sense of place⁹⁾. Some literature reviews have addressed the sense of place as a process by which a place quality could be perceived, and some others have described it as the impact that a place has on a person. The sense of place remained a complex concept as it might be understood as a quality (the cause), a process (action), or impact (the effect)¹⁰⁾.

To fully understand the sense of places it is important to tackle the aspects related to the place itself: its physical aspects, how it is perceived, understood, and what type of actions it motivates. The concepts of “Place identity”, “Place image”, “Place attachment”, or “Spirit of the place” seem always vital aspects to a comprehensive understanding of the various physical elements and dimensions of place¹⁰⁾.

According to Stokols and Shumaker¹¹⁾, the psychological and physical characteristics of locations should be considered by environmental psychologists, architects, and designers. In this regard, they explained that the purpose of designing places is not only to promote daily activities but also to provide symbolic and effective qualities to attract more people to places¹¹⁾.

They also claimed that the overall quality of the environments is assessed by the richness of their psychological and socio-cultural significance and by the standards of physical comfort, safety, and efficiency of their performance¹¹⁾.

Globalization as a resultant of exported trends, orders and lifestyles affects the localism of places and accordingly shaping their context and settings. It is important to understand a specific place’s image, it is important to reach a solid ground concerning the attributes that help in envisioning this image.

Kotler¹²⁾ argued that the image of a place is a resultant of a

mixture of components as shown in Figure 1.2, he declared that to perceive a

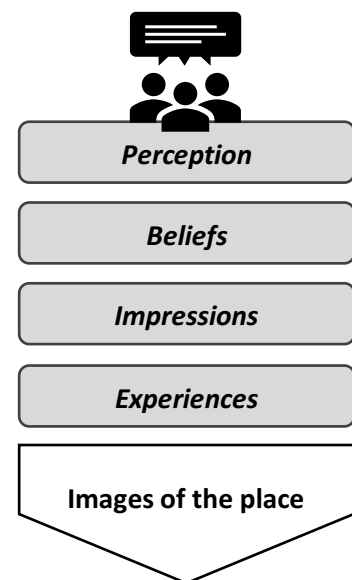


Fig. 1.2 Kotler’s place image components

comprehensive image, a person's senses need to merge¹²⁾. Therefore, cities and places tend to have many faces from Zukin's¹³⁾ point of view based on Lynch's theory.

This phenomenon's impact on places could be evaluated also through the places' determinants that shape their image. Relph⁸⁾ has mentioned that the place is a combination of three main factors: physical setting, activity, and

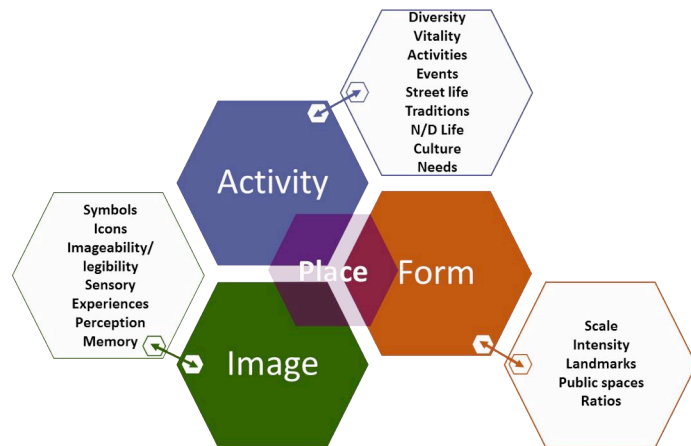


Fig. 1.3 The fundamentals of construction a place
 Source: Montgomery, J.: Making a city: Urbanity, Vitality, and Urban Design, Journal of Urban Design, Vol. 3, No. 1, pp. 93-116, 1998. 2

meaning. Also, a unique place and it's recognizing depends on "sense of place" which is created through bonds between people and places a long time. This concept mainly depends on integration between some psychological and physical dimensions as shown in Figure 1.3 by Montgomery¹⁴⁾.

1.1.1.2 The bonds and relations between place and people

Scholte¹⁵⁾ discussed how social relations are affected by Globalization and stated that:

“...globalization refers to processes whereby many social relations become relatively delinked from territorial geography so that human lives are increasingly played out in the world as a single place”.

Before going through how people are affected when being in places, it is important to figure out how places work. Shamaï¹⁶⁾ discusses how places are not only physical objects but also, they are perceived by people all human's five senses through their daily experiences, interactions as they are a part of a wider context. Every sense tends to make a certain place distinct and if the combination of these senses is unique, this certain place will be unique and distinct as well¹⁶⁾.

The characteristics of people and their demographic features play an important role in the perceived meanings. Therefore, there is always an important need to identify place identity and images according to various user groups who have different social, and cultural characteristics. It is also necessary to investigate how places of different socio-cultural characteristics generate different layers of meanings¹⁷⁾.

Najafi and Shariff¹⁸⁾ suggested four factors that are related to people's experience and place attachment as shown in Figure 1.4. They also stated that people's different preferences concerning environmental aspects, activities, the physical environment features and characteristics of a place may also affect the place's attachment.

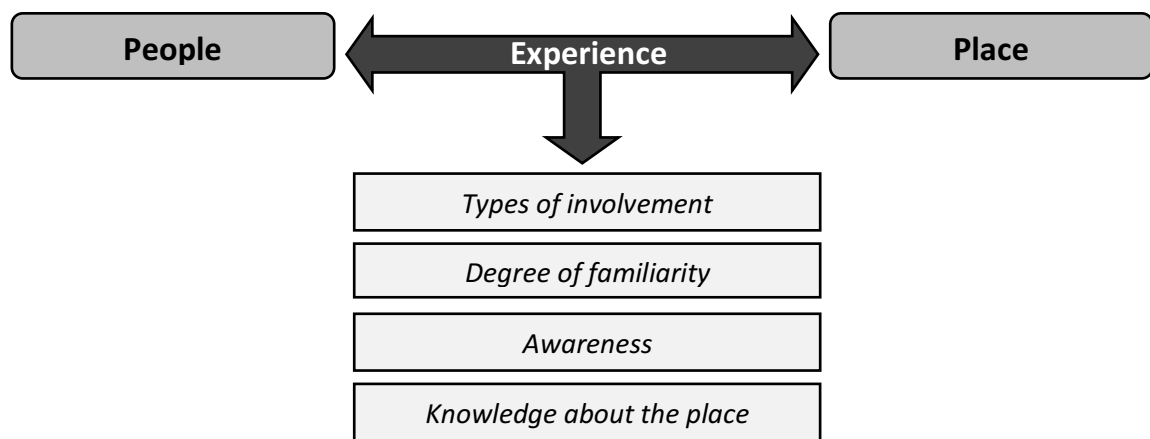


Fig. 1.4 Najafi and Shariff's factors related to people experience and the place

Source: Najafi, M. and Shariff, M.K.B.M.: The concept of place and sense of place in architectural studies, International Journal of Human and Social Sciences, Vol. 6, No. 3, pp. 187-193, 2011

Concerning the perception of the urban environments, Kevin Lynch¹⁹⁾ through his famous book "The Image of the City" in 1960 presented the main attributes of places' physical qualities which are strongly related to the identity and the formation of the mental images and presented this concept as the "Imageability" of places. In specific the "Imageability" as described by him is the quality of physical objects that increases the possibility of inducing a strong image by the observers. He classified the city images contents into five types of elements: Paths, edges, districts, nodes, and landmarks¹⁹⁾. Therefore, when analyzing the imageability of a certain place, this method of categorization for the perceived physical elements will help in understanding the mental process that happens between people and their perceived tangible elements.

1.1.1.3 The Personal image scale

In this part of the research, Figure 1.5 attempted to present most of the previous studies which are related to the evaluation of the image of places from different perspectives. If we look carefully at Figure 1.5, it is noticed that only a few amounts of studies have examined the local residents' images of touristic places in specific. The majority focused on the touristic and more general image of tourists specifically for these kinds of places. It is also found that several studies depended on holding comparisons between locals and tourists of a specific place to spot the differences and similarities between the two perceived images. Few studies addressed the local residents' image in their studies especially for touristic places which relied mostly on using methods of tourist places images. For example, Schroeder²⁰⁾ studied the interrelationship between residents' image of North Dakota (United States) and how they support tourism as a tourist destination. His study concluded that the residents displayed a more satisfactory image of North Dakota with a high level of tourism support²⁰⁾.

While Scalabrini et al.²¹⁾ considered the residents' image perception through a quantitative approach for Joinville city in Brazil, based on questionnaire surveys to residents. The results showed that the residents prefer tourism for Joinville and see it as a chance, despite the lack of publicity and tourist attractions they also suggested that the stakeholders of the city should pay more attention to the city's infrastructures and municipal branding²¹⁾.

Stylidis et al.²²⁾ studied residents' perception of Kavala city in Greece. They extracted four-place image dimensions as the following: physical appearance, community services, social environment, and entertainment opportunities. At last, concerning the residents' image, Gilboa et al.²³⁾ developed a scale for measuring residents' city image in three cities; Jerusalem, Rome, and Trieste based on tangible factors. They also concluded four factors by residents: Municipal facilities, Leisure, Security, and Public spaces, and five factors by

tourists: Caring, Tourism and Recreation, Security, public services and Leisure, and Entertainment²³⁾.

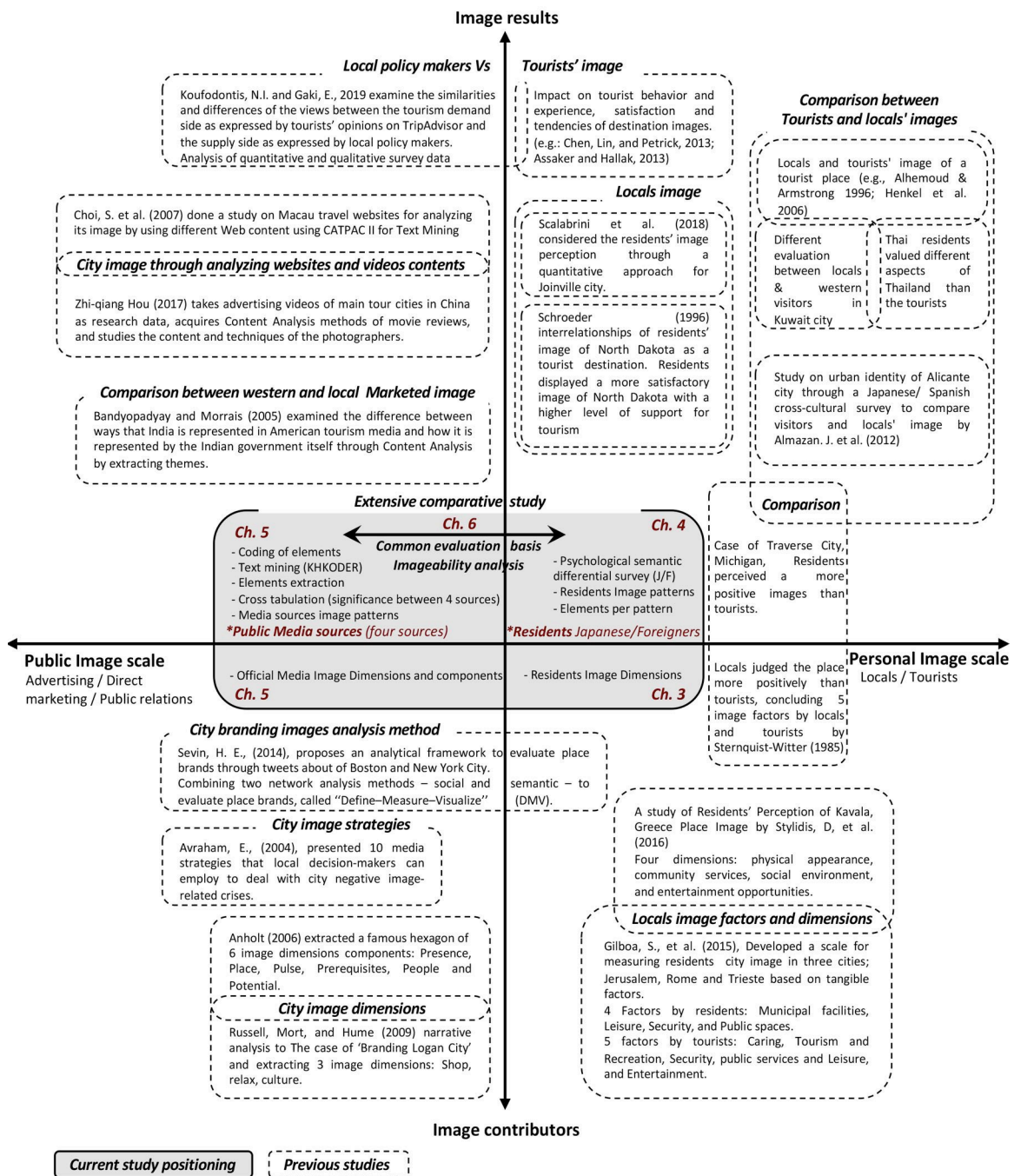


Fig. 1.5 Previous research and research positioning

Concerning the tourists' image of a sightseeing place, most studies concentrated on evaluating the image from the tourist's perspective. The Impact on tourist behavior and experience, satisfaction, and tendencies of destination images were studied by Chen et al.²⁴⁾

and Assaker and Hallak²⁵⁾, they studied the moderating effects of “tourist novelty-seeking tendencies” on the interactions among the destination image, tourists’ satisfaction, and their short-and long-term revisit intentions. Assaker and Hallak²⁵⁾ used survey data from visitors to Mediterranean destinations and extracted three groups of tourists using cluster analysis.

Schneider and Sönmez²⁶⁾ conducted on-site interviews with tourists to evaluate their image towards Jordan, the results showed a quite positive image of Jordan, the tourist of the place seek more improvements in service-related areas, they also recommended that the place needs more marketing.

Thorsteinsson’s²⁷⁾ study on tourists’ images focused on foreign tourists' images and ratings of Iceland before and after their visit to it. Questionnaires were used to gather the data mostly from the United States of America and the United Kingdom, while his results showed that tourists come mainly to explore the scenery and some landscape features, besides some aspects related to history culture and customs²⁷⁾. He found the image related to the cost and daily expenses was a negative aspect of the country and is becoming worse, while the image of several landscape attributes was improved²⁷⁾.

Another study by Trimurti and Utama²⁸⁾ which aims to investigate the motivation of tourists for traveling to Bali, factor analysis was conducted, and the results showed two tourism inspirations for tourists going to Bali, they named them as: “Traveling and Relax” and “Health”. They also found results of research on the tourist attraction namely “Government and Private Sector”, “Public Service”, “Bali nature and culture” and “holiday and shopping”²⁸⁾.

Concerning the previous studies which depended mainly on comparing the two images of locals and tourists, Sternquist-Witter²⁹⁾ through his study concerning the case of Traverse City, Michigan was a comparison between local resident retailers and tourists perception of the place through a questionnaire based on attitude model through Likert- type scale, he revealed that residents perceived a more positive image of the city than tourists. Afterward, he conducted a factor analysis and extracted two factors related to tourists’ image and three factors concerning the local residents’ image²⁹⁾.

Henkel et al.³⁰⁾ studied the locals and tourists' image of Thailand through a comparison between Thai residents and tourists and he concluded that Thai residents valued different aspects of Thailand more than the tourists. Alhemoud and Armstrong³¹⁾ also examined the image of Kuwait City from the perspectives of Kuwaiti university students and English-speaking tourists, and they concluded that the image perceived is different from both perspectives regarding different tourism attractions. Almazan. J. et al.³²⁾ also conducted a study on the urban identity of Alicante city in Spain through a Japanese / Spanish cross-cultural survey to compare visitors' and locals' images of public space qualities using Semantic Differential method and multiple regression analysis.

This research through Chapters 3 and 4 will contribute to the existing literature by raising the importance of psychologically analyzing the residents' (Japanese and foreigners) image dimensions and patterns of a global touristic place like Odaiba. This analysis provides a deeper understanding of human impressions, perception, satisfaction, and cognition based on place daily involvement in the form of “Residents Perceived Images (RPIs)”. Such evaluation may allow us to assess public satisfaction towards place images.

1.1.1.3 The Public image scale

Another side of the image evaluation, on the public scale as shown in Figure 1.5, is the city's side and its media, several cases tended to extract the formed image and the inclinations from various sources by Content Analysis method using different software whether these types of sources are websites, blogs, social platforms or promoting videos. Bandyopadyay and Morrais³³⁾ conducted a study that was held to compare the image promoted by the American tourism media and how it is represented by the Indian government itself concerning the image of India through Content Analysis by extracting the main themes.

While Choi et al.³⁴⁾ conducted a study on Macau travel websites in China by analyzing its image by using different Web content using CATPAC II for Text Mining. They attempted to identify the image representations of Macau in China on the internet by analyzing the contents in English of different web information sources (English and multilingual

websites) supplied and demanded by the city and its users from both qualitative and quantitative approaches³⁴⁾. Different methodology to grasp the city's image was done by Hou³⁵⁾ who takes advertising videos of main tour cities in China as his research data, he acquired Content Analysis methods of movie reviews, and studied the content and techniques of the photographers.

Also, different theories about city branding strategies were proposed by Avraham³¹⁾ who presented 10 media strategies that local decision-makers can employ to deal with city negative image-related crises. Some previous studies also aimed to extract some city image dimensions as by Russell et al.³⁷⁾ who did a narrative analysis to the case of 'Branding Logan City' and accordingly he extracted three image dimensions: Shop, Relax, and Culture. Moreover, Anholt³⁸⁾ introduced his famous city branding index hexagon which consists of Presence, Place, Pulse, Prerequisites, People, and Potential.

Concerning the role of residents in specific in place branding, Freire³⁹⁾ has examined the role of the local people in place branding. His results showed that locals are undeniably a key dimension for the formation of place brands and images, and they need to be considered in the city's place branding vision.

Sevin⁴⁰⁾ also proposed an analytical framework to evaluate place brands through tweets about Boston and New York City. He combined two network analysis methods -social and semantic- to evaluate place brands, called "Define-Measure-Visualize" (DMV).

At last, when searching for studies that cover image analysis from both perspectives, the personal scale, and the public scale. We could find Koufodontis and Gaki⁴¹⁾ study which examined the similarities and differences of the views between the tourism demand side as expressed by tourists' opinions on TripAdvisor "e-image of destination" and the supply side as expressed by local policymakers, through analysis of quantitative and qualitative survey data.

This research through Chapter 5 will contribute to the existing studies by analyzing the city public "Media Projected Images (MPIs)" of Odaiba, through content analysis of different sources. The framework used to analyze the image through extracting patterns and

tendencies will shed light on the role of assessment of the city’s vision and messages that are publicly exported.

As a result of the reviewed previous studies, it was noticed that there was a significant lack in studies that are concerned about different nationalities perceived while being the residents of the same place (local and non-local residents). This led to a notable shortage also in the comparisons between their different perceptions of the same place according to their different preferences. Insch and Florek⁴²⁾ for example examined different customer satisfaction aspects to create a place satisfaction model¹, they also claim that residents are the main “stakeholders of cities”. Chapter 6 of this study will contribute to the existing empirical studies by obtaining a common evaluation basis for conducting a comparison between the RPIs and MPIs to extract the similarities, differences and see the gaps in image tendencies. Thus, this comparison is deemed to be an addition to the image analysis discipline in terms of psychological perception, intended promotional images, and the imageability of place through its physical elements mentioned from both sides.

1.1.2 Previous studies addressing Odaiba as a case study

This part is focusing on the current research positioning according to its relation to the previous studies addressing the same case study, which in our case will be “Odaiba” which is located in Tokyo’s Waterfront Subcenter and the newly constructed subcenter on reclaimed land in Tokyo Bay. A huge witness of globalization and the intention of the government to construct an extended global waterfront of Tokyo.

As shown in Figure 1.6, several previous studies addressed “Odaiba” as their case study and have discussed the case of the Waterfront Subcenter project “Rainbow Town”. It is observed that the majority of these studies have focused on the construction phases, the political aspects behind the project, and the situation of that project and its performance

¹ Insch and Florek created a model of place satisfaction that regulates the interrelationships between objective and subjective place qualities and the individual assessments of residents, it also established the concept of resident place satisfaction as a contribution to the existing theory, Insch, A., and Florek, M.: *A great place to live, work and play: Conceptualising place satisfaction in the case of a city’s residents*, *Journal of Place Management and Development*, Vol. 1, No. 2, p. 142, 2008. 7

before its completion as shown in Figure 1.6 by different authors as; Saito⁴³⁾, Marshall⁴⁴⁾, Zubi⁴⁵⁾, and Arima⁴⁶⁾.

Although Kuroyanagi et al.⁴⁷⁾ addressed the human consciousness of the visitors towards the waterfront area landscape in 2002, there is a lack of the current actual situation of the island and the perception of the people towards the place they live in.

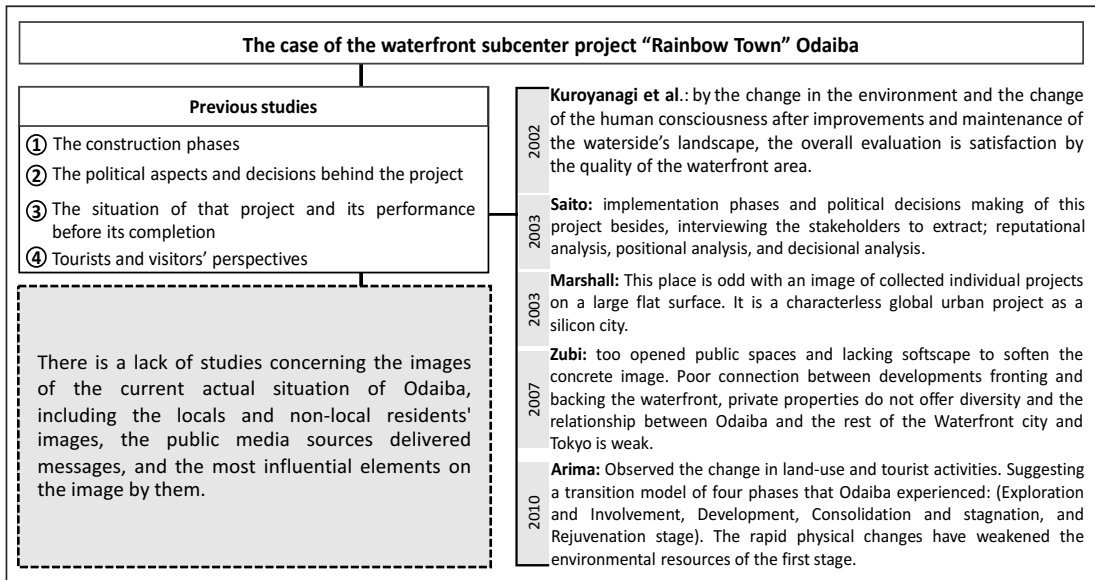


Fig. 1.6 Previous studies addressing the case of Odaiba

This study will involve Odaiba as a recent witness on the globalization phenomenon and which was intentionally built to match the criteria of the global touristic places. This study will examine the current status and image of Odaiba as a place for living. According to the previously reviewed part, this current study will contribute to filling the deficiency in some previous studies concerning the selection of the objects of the study (in our case; local and non-local residents). On the other hand, the studies involving all sorts of both printed and virtual public media by the city's side are found not enough covering all the media tendencies. As a consequence of the previous observations, it is also noticed that comprehensive studies covering both the "Public Image" projected from the city's media and the "Personal Image" perceived from the diverse residents of the place did not take an obvious place in previous research.

1.2 Statement of research problems

The globalization phenomenon's impact is challenging to be measured in relation to the built environment and the individuals' daily lives scales. When first looking at the global places, they tend to have a general image which is sometimes is a superficial one and a duplicated image in the fast rhythm world which led to the phenomenon of clone cities and places. But in fact, it is more important to understand and digest the images coming from different stakeholders to contribute truly to the full clear understanding of such places' images with structured in-depth analysis. That could be achieved through discovering the issues related to the nature of the place itself, people and their demographic features, and the city's messages and visions towards that place, as follows:

First, the case of touristic places and cities specifically face difficult challenges to achieve a balanced and sustainable urban amenity environment, since tourism concurrently affects its environment and communities. Witnessing a huge number of visitors on a daily basis could create a negative perception and dissatisfaction by its everyday users as residents of the place. The main problems facing the research case study will be displayed in detail in the coming Chapters.

Second, as mentioned before, the main vital stakeholders of a specific place are its residents. According to psychologists, architects and designers should pay more attention to both the emotional, psychological and functional qualities of places¹¹⁾. If we look to such touristic themed places, we will find that they were mostly examined by tourists who are having the general superficial image of the place depending on their involvement for a limited time or several hours with that place. In this regard, this research's contribution is to dig deeper into the hidden layers of images perceived by its residents, not only locals but also foreigner residents of the same place. This will result in much diverse perceived images, as comparisons will signify their perception preferences towards the same place.

Third, on the "Public scale", the understanding of projected images represented from different sources is becoming more sophisticated with the huge pieces of information from

various sources of media. Additionally, these various information sources related to Odaiba which are reflected from the city's side have different tendencies and objectives when projecting Odaiba's image. This study examines and covers different sources whether they are printed or virtual ones.

At last, a more comprehensive framework is needed in such a case, where there are different objects of study with different resultant images. Conflicts between different objects' tendencies are not being easily grasped to be able to evaluate the current situation of place image, besides, it is important to evaluate how the place context itself has a direct impact on its residents. Hence, this study attempts to consider using a comparative study which suggests a common evaluation basis in Chapter 6 for comparing image tendencies from RPIs and MPIs.

1.3 The urban and societal relevance of the research

The main negative consequences of globalization are the identity crisis and the decline of the national identity of built environments and people. Globalization also has negative impacts on the social fabric of societies⁵⁰⁾, and accordingly on the individuals' perception and interactions with the place, Sassen⁵⁰⁾ also argued that the modern world's places are suffering from the loss of self-identity. Similarly, Giddens⁵¹⁾ agreed with her and stated that Globalization does not threaten the loss of "place", but instead places lose their self-identity and distinction. Marsella⁵²⁾ also stated that Globalization has several levels "Individual, community, social, national, and regional".

This study takes into account the increasing importance of the idea of urban identity. The regional sense of places and the city's national identities are at risk and need to be properly considered. Any attempts for understanding or improving the current situation of a certain place, need a deep examination of the place's hidden layers and the psychological messages, it sends to its users. This raises the importance of analyzing the residents' image dimensions and patterns, this analysis contributes with a wider and deeper understanding of the human perception and cognition of the places they involve daily. This analysis could

help us distinguish the residents' impressions and perceptions about the place and accordingly, managing the images based on places' current performance.

This could add to the ongoing discussion about the significance of community and social concerns when assessing public satisfaction. Some studies as Potter and Cantarero's⁵³⁾ promote greater social significance in influencing the experience of residents than community-based services. When studying the impact of the public media images on the social fabric of a place, we used a framework that will deeply enlighten the role of evaluation of the city's vision and messages exported to the public. It is quite important to study also the relationship between the RPIs and MPIs in order to grasp the similarities, conflicts, and differences between the two perspectives, this will help in understanding if the current image by the public media is deviating or it represents the actual perceived image by the residents. At last, the imageability of the place is studied in relation to the physical elements that have a significant impact on the residents and media images. This helps in spotting the built environments' elements that have a density in some parts and to visualize the categories of these elements and to discover the strong and weak points.

1.4 Structure of the thesis and research flow

The organization of this thesis structure can be observed through a subdivision of four main parts in correspondence with the study's main objectives, which are; A)- Examining the actual state of the "Perceptual space" of Odaiba's urban environment, B)- Finding out the physical space influential elements of the actual urban environment. C) Evaluating the "Informational space" through the environmental elements projected by public media. D) Detecting the relations between physical, informational spaces and the perceptual space, besides analyzing the imageability of Odaiba's elements from both perspectives.

The research's chapters flow is as follows (shown in Figure 1.7):

Chapter zero is considered to be providing a background for the research in which it presents an overview of theoretical approaches to globalization, consequences, issues, and debates about its impact. It proposed main definitions, as well as providing a review on the impact of globalization on the national identity and discussing Tokyo's urban space

transformation and response in the global age. The second part of this chapter introduces the research’s different types of stakeholders as objects of study, research hypotheses, main objectives, the framework of the study, the methods of analysis, and the novelty of research.

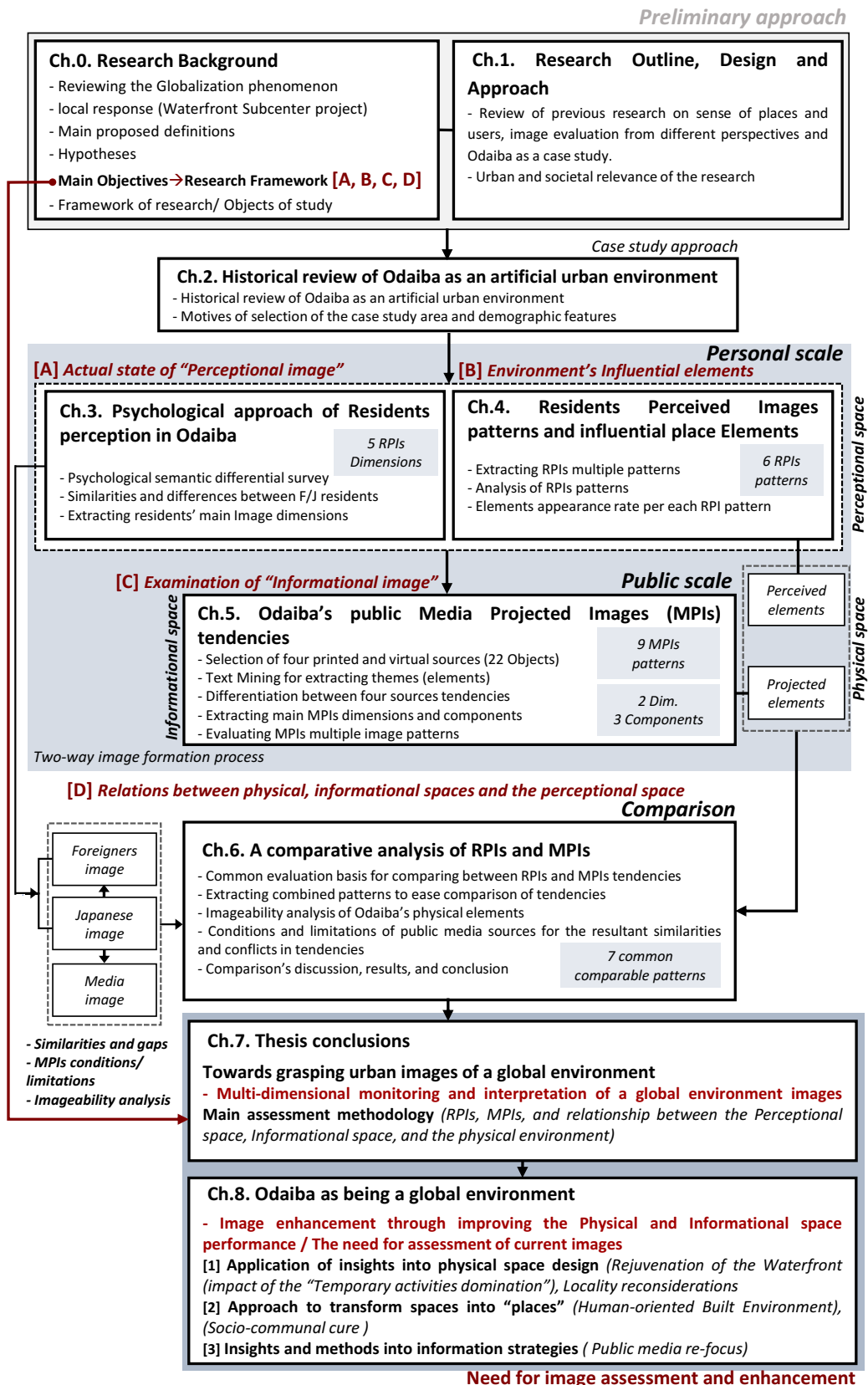


Fig. 1.7 Structure of the thesis and research flow

Source: The author

Chapter one is also considered a preliminary approach to thesis main body. It emphasizes the research positioning in relation to the previous studies while stating the main problems facing the images of the places in the global age. It also provides the research societal relevance of the research. At last, it provides the research design and approach.

Chapter two is an approach for the case study, in which it provides the historical review of Odaiba as an artificial urban environment, reasons for its construction, visions, and plans from the government. It also will provide the motives of the selection of the case study area, how it serves as a global platform and the demographic features of the place.

Chapters three and four are discussing the image from the “Personal scale” and the perceptual state of the image as this study previously suggested, this image is mainly based on residents’ involvement with the place, beliefs, meanings, and impressions.

In which Chapter three is considered to be the beginning of the substantial body of the study, whose main aim is to psychologically evaluate of residents’ perception in Odaiba; through conducting a semantic differential analysis between the Japanese and Foreigner residents of Odaiba to spot the differences and similarities between their perception and their preferences. This chapter also aims to examine the main dimensions of the Residents Perceived Images (RPIs).

Chapter four is considered to be an extension to the previous chapter and is also concerned about the “Personal image”. It further evaluates and discusses the RPIs. This chapter aims to examine and extract the multiple Residents Perceived Images patterns, discuss the disparity between these image patterns of the same place and analyze the reasons behind that. In addition to discovering the most influential place elements mentioned by the residents and analyze their appearance rate according to each pattern.

Chapter five is going to discuss the image from the “Public scale” and the “Informational space” as this study previously suggested. It will provide an understanding of Odaiba’s public Media Projected Images (MPIs) tendencies through the selection of diverse printed

and virtual sources. Text Mining is used for extracting themes (elements) mentioned by each source and accordingly, differentiation between four sources tendencies will take place. One of this chapter's aims is extracting the main MPIs dimensions, components, and the MPIs multiple image patterns.

Chapter six is considered to be the main contribution of the thesis. It aims to search for a common ground for measuring the conflict and similarities in tendencies between RPIs and MPIs and the physical space. This comparison could be achieved by proposing a common evaluation basis for comparing between RPIs and MPIs tendencies. It also aims to extract the combined image patterns to ease the comparison of the image tendencies and provide an "Imageability analysis" of physical elements from both perspectives. At the end, this chapter mainly aims to help the authorities in the evaluation and management of the places and their images while developing the performance of these places according to the actual images perceived by the residents.

Chapter seven reviews the research's main findings, discussions, contributions, achievements, proposed constructs and notions. It develops the discussion about the multi-dimensional monitoring and interpretation of global environment images and methods of assessment. At last, it will discuss the potential expansion of the research focus, limitations, and further recommendations for future studies.

Chapter eight is the last chapter of the thesis which opens further discussions, insights, and methods regarding the perceptual space, informational space and the impact of the physical space on them. These insights aim to enhance Odaiba's image and its livability context through improving the "Physical space" and the "Informational space" performance which helps in boosting the placeness of Odaiba as a global environment.

Part 2: Research Design and Approach

The thesis's main research strategy and the research design will be explained in this part. The approach to the case study selection and its limitations will be presented. The research methods determination is important to be established carefully in advance as they directly affect the research conclusions. This part also is responsible for presenting and explaining the data collection and analysis procedures.

1.5 Rationale approach to the case study area selection

This research is aiming to comprehensively evaluate a place's image within a global context. Yin⁵⁴⁾ in his famous book on case studies stated that “In general, case studies are the preferred strategy when ‘how’ or ‘why’ questions are being posed, and when the focus is on a contemporary phenomenon within some real-life context”. Therefore, the main motive of structuring the research design is based on some approaching questions as; why a single global place including several clone elements could be having multiple and different types of images? What are the main dimensions and components behind these images? how can we compare different objects of study to determine the similarities and differences between their images' tendencies? And how can we understand the imageability of a place consisting of several clone elements? From here, to be able to answer such questions a case study needs to be used according to Yin⁵⁴⁾.

Throughout Yin's⁵⁵⁾ view, the case study reflects empirical research that examines the current phenomena and involves a systematic approach with a framework of planning, collection, and data analysis. It may include approaches to quantitative and qualitative analyzes⁵⁵⁾. One of the major drawbacks to using the case study approach is external vs. internal credibility, the researcher using the case study approach must be confident that his/her results can refer only to similar cases⁵⁶⁾. External reliability is concerned with understanding if the findings can be extended beyond the specific case. The critique, however, is aimed at the quantitative rather than the analytical generalization which is the foundation of case studies. In a case study, reliability is done in several ways, one of the

most vital methods is the creation of a protocol for the case study and developing its database⁵⁶⁾.

Moreover, this study is based on comparisons between different perspectives living in Odaiba as a global platform. These comparisons are considered as an approach to understanding the various perceived and projected images. In the first part of this chapter that was responsible for reviewing the previous research, it was recognized that the case study method was the most desirable method by previous researchers to achieve their objectives. Kyburz-Graber⁵⁷⁾ summarized the case study method as “an existing, real-life situation in all its complexity, exploring it as close to the people concerned as possible, describing the situation in as much detail as possible, and finally explaining the findings in a clear and comprehensive way”.

The main research case study will be further explained in detail in Chapter 2 in terms of motives of selection, its relevancy to the global phenomenon, its demographic features, and historic background.

1.6 Limitations to a case study

The inability of replication is one of the case study’s weakness⁵⁴⁾, because some studies cannot be repeated, this means that data and findings are true only for one person. This point was avoided in our case study by examining different types of users and media sources as objects of study to ensure the validity of the results.

The second weakness could be the research bias. Validity and reliability are assessed in quantitative research using statistical tests that measure the size of the error in samples and quantify the significance of findings (usually p values)⁵⁸⁾. Clearly articulating the reasoning and selecting a reasonable research design to achieve the study's objectives will minimize common bias-related consequences. Our research sample reliability tests were conducted and will be further presented in Chapter 3 and Chapter 4.

Also, the common criticism is that case studies are time-consuming and takes a lot of time in the analysis process. The first steps of data collection can be very rigorous and extensive.

Accordingly, it even takes a longer time to develop a case study and create a comprehensive analysis. This situation was avoided in this study by setting a time frame for each process and method, from the response time for the residents' questionnaire, selecting the objects of study of the media sources, reviewing and reading all sources, coding the themes, and extracting the image patterns.

Concerning the number of cases, it is preferable to include more than one case study to reach more outcomes that could be replicated⁵⁴⁾. Since the main case of this study is evaluating the multiple images produced it is based on one study area which is Odaiba. This process is supported by Yin⁵⁴⁾ who suggested when it is suitable to conduct a single case study, he also mentioned that it is possible when the case study is being studied across multiple points at the same time.

Our study emphasizes that point through examining different objects of study, their perception and image projection throughout the case of Odaiba by extracting several image patterns from the different perspectives whether they are Residents or Media sources. Further explanation of the selected case study has been discussed at the beginning of Chapter 2.

1.7 Research methods

To determine the perception of a city between specific target users, several methods are used, but the most common of these are, various questionnaires, attitude surveys, in-depth interviews and focus groups⁵⁹⁾. Several authors⁶⁰⁾⁶¹⁾⁶²⁾ agree that the use of qualitative techniques has been steadily acknowledged as a useful addition, as a qualitative analysis exposes self and emotional experiences and perceptions linked with a specific place that is not readily measured through quantitative methods.

The measurement tools and methods could vary as the layout of the image changes depending on the author's idea and concept. The most used structure is the multivariate and bivariate techniques to evaluate the representation of images⁶³⁾. While evaluating the

projected image may depend on both qualitative (Content Analysis, Text Mining, and expert judgment), and quantitative approaches (as Correspondence Analysis)³⁴).

1.8 Data collection

After presenting the most suitable research methods in the previous part concerning assessing the images of cities and places. This study adopted a combination between the two methodological approaches, the qualitative and the quantitative methods in order to evaluate the residents' actual image through their perceptions and impressions about the place they live in, and by extracting the main themes and messages promoted and projected by the public media. Besides, exploring the main dimensions, components and image patterns from both perspectives respectively.

1.8.1 Data sources

A good case study from Yin's perspective suggests including different types of data sources⁵⁴). This could help in assessing the research aims and the substantiation of the research hypotheses. This research will be depending on governmental statistical reports, government official plans, maps, study area guidelines report, relevant articles to the study mostly online (governmental websites and Odaiba's official websites), visits to the area's history museum, questionnaire surveys, virtual public media websites contents, official printed guides books, and pamphlets and maps of the study area.

The primary visits to the area's history museum, besides reviewing the history of construction through the historical maps and information provided on the Tokyo Metropolitan Government Bureau of Port and Harbor website especially the Tokyo Waterfront area section was useful for the understanding of Odaiba's nature, layers of history and the expected future plans.

Questionnaire surveys help in assessing the actual perception of the residents' image of Odaiba. Most of the research quantitative data were derived from statistical reports, besides

the different analysis methods which were conducted through different software through the study. This will be discussed and explained in detail in the next chapter. Continuous site visits for the case study area led to understand more the current situation of the area and its performance.

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CHAPTER 2

**HISTORICAL REVIEW OF ODAIBA AS AN
ARTIFICIAL URBAN ENVIRONMENT**

2.1 Introduction

The previous chapters discussed the globalization’s impact on cities and places, and how places worldwide became homogeneous. Cities have been boosting their pace to catch up with international competitiveness for decades. Accordingly, consequences are appearing in the physical environments and on the social and cognitive levels of users.

Several world cities tended to construct new identities and messages to cope with these world trends through the redevelopment and construction of new projects. These iconic projects which serve as the new face of these cities are regularly located in potential areas of these cities to promote them and encourage their global competitiveness. These potential areas include the waterfront areas of these cities, whether redeveloping existing areas or extending the cities’ waterfronts and constructing new areas on reclaimed lands.

Odaiba as a selected case study’s area is one of Tokyo’s seven Subcenter projects (Rinkai Fukutoshin)- which were discussed in Chapter zero- is an extended waterfront for Tokyo which was built on reclaimed land and considered to be a large artificial island in Tokyo Bay. It is occasionally described as the ultramodern area of Tokyo Bay¹. This area nowadays is famous for being a shopping and entertainment district on a manmade island.



Fig. 2.1 Location of Tokyo waterfront area especially Odaiba and Ariaki areas

Source: Bureau of Port and Harbor, Tokyo Metropolitan Government, Global Network “Merging Point of Land, Sea and Air”, <https://www.kouwan.metro.tokyo.lg.jp/pamphlet/tokyowaterfrontcity/pdfimage/11-12E.pdf> (accessed 2019.10.22)

Odaiba is located within the context of Port of Tokyo. It is connected by the rest of the city by the Rainbow bridge the huge infrastructure and landmark with a total length of 1.7 Km, as well as the Rinkai and Yurikamome lines, Figure 2.1 presents the location of Tokyo waterfront area especially Odaiba and Ariaki areas (shown in Figure 2.2) in relation with the rest of the city’s parts.



Fig. 2.2 Study area, Odaiba (Aomi and Daiba areas)

Source: Bureau of Port and Harbor, Tokyo Metropolitan Government (as for November 2016), <https://www.kouwan.metro.tokyo.lg.jp/English.pdf>

Maki et al.²⁾ believed that understanding the city consists of two different layers: the visible image or the one caused by the physical built environment and the intangible image that is hidden under the first one. To establish that and to understand the current situation of Odaiba, it is important first to study its intangible aspects as its historical layers, political decisions, and plans that shaped the current condition. As well as highlighting the location of Odaiba and the old batteries compared with the current island location.

Before going through the case study’s historic background and planning decisions. It is important to address the projects that were proposed to be in Tokyo Bay, these Tokyo Bay proposals didn’t see the light as shown in Figure 2.3.

From a wider point of view, Pernice³⁾ explored the concept of Tokyo's expansion into the ocean by reclaiming the lands of its coasts in 1958 as an impetus for the creation of several ventures that witnessed the creative potential and talent of a new generation of architects, such as the leaders of the Metabolist Group and Kenzo Tange, who had a major impact on the development of the modern Japanese architecture. He reviewed the proposals as shown in Figure 2.3, these proposals represented their original vision of the modern city and were influenced basically by many social and socio-economic factors prevalent in Japan at the time, such as the unrestrained expansion of cities, the rapid transformation of Japanese society and the massive change in traditional urban landscapes induced by post-war urbanism and economic growth³⁾.

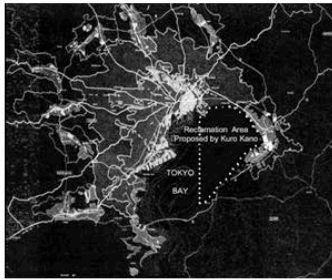
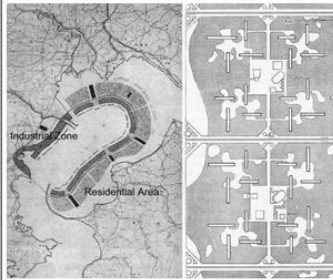

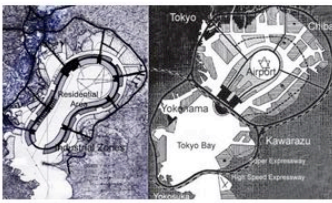


Unimplemented Tokyo Bay proposals			
Proposal themes			
Plan Year	1985	1985	1959
Architect	Kano Kuro	Otaka Masato	Kisho Kurokawa
Vision of Modern Tokyo	Tokyo according to the "First Capital Region Plan" proposed by Kano Kuro for reclaiming lands in Tokyo Bay.	"Tokyo Bay Plan" (Left): general layout of the plan and (Right): residential area details.	"Neo Tokyo Plan"; development of the new urban dwellings in the shape of tall vertical cylinders as communities in the air of the industrial production for modular components.
Proposal themes			
Plan Year	1959	1960-1963	1960
Architect	Nonomura Soitsu and Tsubata Shuichi	Kikutake Kiyonori	Kenzo Tange
Vision of Modern Tokyo	(Left): "Tokyo Bay Canal", (Right): draft for "Neo-Tokyo Plan"	"Marine City" or the "Unabara" City model – Tower shaped community.	"A Plan for Tokyo, towards a Structural Reorganization" a linear model of development depending on mobility and a balance between major urban infrastructures and minor architectural clusters.

Fig. 2.3 Unimplemented Tokyo Bay proposals

Source: Pernice, R.: The issue of Tokyo Bay's reclaimed lands as the origin of urban utopias in modern Japanese architecture, *Journal of Architecture and Planning (Transactions of AIJ)*, Vol. 72, No. 613, pp. 259-266, 2007

2.2 History as an intangible dimension that shaped the current Odaiba

Odaiba is a large reclaimed island at Tokyo bay and in which it was Tokyo Metropolitan Government's (TMG) futuristic vision for Tokyo as an extension to the city. Odaiba "Daiba" which means "fort or battery" in Japanese was originally built as a series of six island fortresses for defensive purposes from attacks from the sea⁴). These batteries were completed in July 1854 by Tokugawa Shogunate, by then eleven batteries were originally planned, seven were started to be constructed but only six were finished at the end⁵). The first, second, and third batteries were completed in July 1854, while the fifth and sixth as well as the Gotenyama battery, which was partially on land, were completed in December that same year⁵). The fourth and seventh batteries were started, but construction was stopped halfway through, while construction on batteries eight to eleven didn't start at all⁵).

Governor Matsuda Michiyuki first proposed his concept for the improvement of the Port of Tokyo in 1880⁶). The main vision of his concept was developing Tokyo's new center shifted to the harbor area by establishing an international port that will lead Tokyo to serve as a



Fig. 2.4 Reclamation of Odaiba, Top: in 1936, Middle: in 1963, Bottom: 1966

Source: Odaiba, then & now: a visual history
お台場の歴史, in: The Tokyo files 東京ファイル
ル
<https://thetokyofiles.com/2014/09/28/odaiba-then-now-a-visual-history/>

commercial hub. Eventually, his conceptual plan didn't see the light because of refusals of some principal members of the government⁶).

Odaiba started its formation in relation to the opening of Port of Tokyo in 1941. In 1951, the Port was designated as a major port and under the provisions of the Port Law, it was placed under the administration of the Tokyo Metropolitan Government⁷).

Then because of the trade movement and ships moving through the harbor, there was an emergent need for removing all the batteries by the mid-1960s except two batteries; battery "No.3" (Dai-San Daiba) shown in Figure 2.7 and battery "No.6" (Dai-Roku Daiba)⁷).

In which battery No.3 has been renovated and opened to the public as Daiba Park and is opened until now, and Battery "No.6" which was left to nature⁷. (Minato-ku Daiba, Shinagawa-Ku Higashi-Yashio, and Kōtō-Ku Aomi districts), were finished directly connecting with the old "No. 3 Battery" in 1979⁷).

2.3 The need for new Subcenters in Tokyo

Tokyo had experienced huge growth and could not handle having a single assigned center by the 1950s, and during Japan's post-war



Fig. 2.5 Old batteries location on 1921 map

Source: <http://www.esd-asiapacific.com/tag/map/>

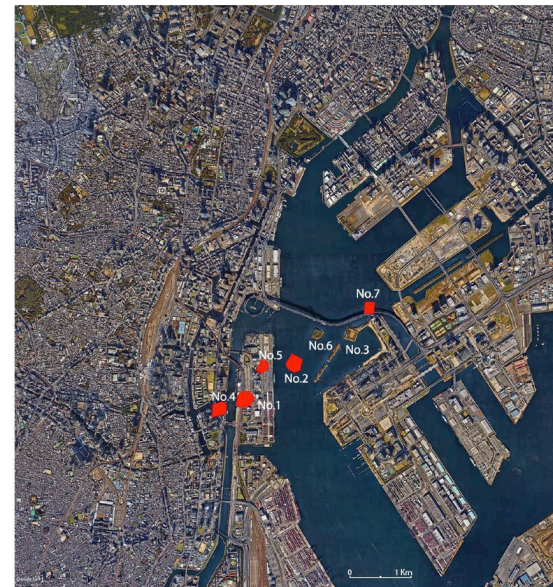


Fig. 2.6 Batteries location on the current situation 2019

Source: Google maps modified by the author



Fig. 2.7 Battery No. 3 (Daiba park) and historic remains in 2019

Source: the author

economic rise⁸⁾. “Sub-Metropolitan centers”, “Sub-centers” or “Fukutoshin” around the edge of Tokyo were selected to cope with the capital’s development and to facilitate the distribution of functions throughout it under the main urban development planning projects⁸⁾.

Seven “Sub-centers” were established and developed as the following: Ikebukuro, Shinjuku, Shibuya, Ueno-Asakusa, Kinshicho-Kameido, Osaki, and Rinkai which is the most recent one constructed⁸⁾. The three districts of Shinjuku, Ikebukuro and Shibuya are the main Subcenters of Tokyo, in which they were designated in 1958, while the rest of the four Sub-centers are named Ueno-Asakusa, Kinshicho-Kameido, Osaki, and Rinkai. Ueno-Asakusa, Kinshicho-Kameido, and Osaki were established over two decades after the "main huge three" in 1982, while the Rinkai Sub-center project was designated in 1995⁸⁾. According to the Bureau of Urban Development at the Tokyo Metropolitan Government, the outlines of the main urban development planning projects⁹⁾ are shown in Table 2.1.

This current research which is focusing on the case of the seventh subcenter as shown in Table 2.1⁹⁾ presenting the main outlines of the urban development projects (seven Subcenters) and in which highlighting the case of the new Tokyo Waterfront Subcenter in comparison with the other six previously introduced Subcenter development projects.

Table 2.1 TMG outlines of main urban development planning projects (Seven Subcenters)

Source: Bureau of Urban Development Tokyo Metropolitan Government: Outline of the City Planning, development and Redevelopment of Urban Areas, p. 76-88, http://www.toshiseibi.metro.tokyo.jp/eng/pdf/index_03-3.pdf?1503, (accessed 2019.10.15)

Area	New Tokyo Waterfront Subcenter Development Plan	Other Six Subcenter Development Projects
Item	Ariake 1 to 3 Chome in Koto Ward, Aomi 1 and part of Aomi 2 Chome in Koto Ward, Daiba in Minato Ward, Higashiyashio in Shinagawa Ward	Six subcenters: Shinjuku, Shibuya, Ikebukuro, Ueno-Asakusa, Kinshicho-Kameido, and Osaki
Areas subject to plans	Promoting steady development of the Tokyo's seventh subcenter that <u>is well balanced between work and life and providing vitality for the future Tokyo as a new town that supports the lives of Tokyo citizens</u> , obtaining understanding and support from the citizens. Development Framework ① Development total area: 442 ha ② Population framework • Working population: about 90,000 • Residential population: about 47,000 (incl. the population in blocks subject to the system of town development proposal by Tokyo citizens) Process of Development Proceeding with staged development plan with 10-year segments. Phase 1 Until FY 1995 (towns to start up) Phase 2 Until FY 2005 (transport access to be enhanced) Phase 3 Until FY 2015 (urban infrastructure improvement to be completed) Phase 4 From FY 2016 (until towns in all districts to be completed)	The subcenter development has been carried out based on the Sub center Development Plan that was formulated in September 1997. Subcenters are positioned as a hub base for the center core that forms the circular megalopolis structure in the revised Tokyo Urban Development Vision (formulated in July 2009), which take the central role in Tokyo as the capital by supporting the function of international business center and the urban culture, sharing functions and in cooperation with new bases such as central Tokyo, Shinagawa and Akihabara. Each subcenter aims to show their charms as communication spaces utilizing their terminal functions by improving the accumulation of urban functions as a characteristic base (e.g. a fashionable town transmitting information on life in the town or a place for various casual exchanges) and by developing pedestrian networks around stations.
Concept and contents of plans		
Future plans	Ensuring the improvement of traffic access (e.g. extension of Circular Road 2) while carrying out urban infrastructure improvement and revision of district plans (redevelopment promotion districts) according to the development status.	Based on the Sub center Development Plan formulated in September 1997, systematically promoting the improvement of the Subcenters utilizing urban development schemes and in cooperation with the local ward governments.
Notes (e.g. development methods)	• Super block type land readjustment projects • District plans (redevelopment promotion districts)	

2.3.1 The urban renewal for Tokyo's International competitiveness

According to the Bureau of Urban Development⁹⁾ at Tokyo Metropolitan Government (TMG), TMG is taking advantage of the private sector's dynamism to encourage urban development by public-private partnerships to improve the construction of an international financial center and other urban spaces. Also, in “Priority Design areas for Urban Renaissance”, the urban development involves measures to improve international business functions, minimize environmental impact, build urban greenery and encourage an attractive cityscape to enhance international competitiveness⁹⁾.

2.3.1.1 The Special Urban Renaissance Districts

The urban reconstruction by the “Act on Special Measures” was implemented in 2002 and it has enabled designation of the “Urban Renaissance Urgent Redevelopment Areas” with improved districts’ policies by using funds also from the private sectors¹⁰⁾. This act established the “Special Urban Renaissance Districts” that are flexible and free from the restrictions of the traditional city planning¹⁰⁾.

Historically, Saito¹¹⁾ mentioned three aspects of urban change that could describe the state’s efforts. First, Tokyo

has always been described as a result of the nation's modernization plan as an attractive

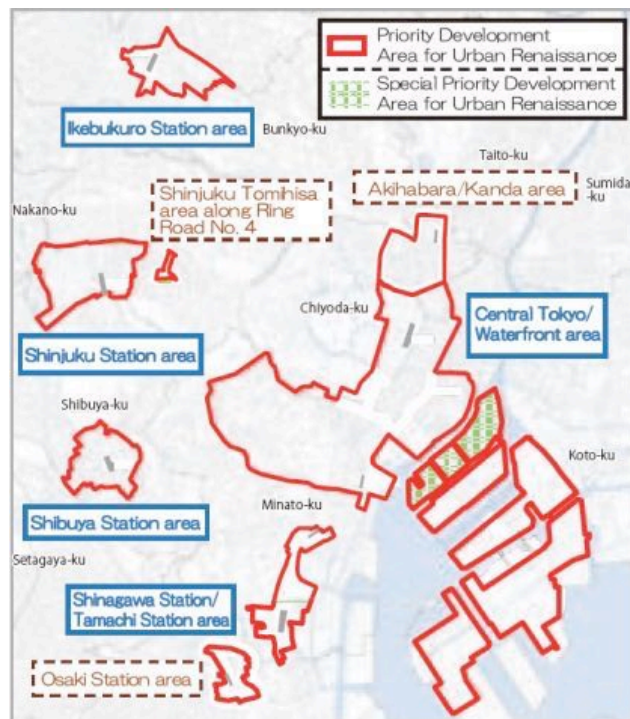


Fig. 2.8 Special Priority Development Areas for Urban Renaissance/ Priority Development Areas for Urban Renaissance

Source: Bureau of Urban Development Tokyo Metropolitan Government: Outline of the City Planning, Urban Renewal that Strengthens the City's International Competitiveness, p. 12, <http://www.toshiseibi.metro.tokyo.jp/eng/pdf/2016-3.pdf>, (accessed 2019.10.12)

capital city. After the Meiji Restoration, the Japanese government reacted by constructing a western-style urban landscape and has since been eager to follow the latest trends in the world¹¹⁾.

The second feature of that urban change was in the era of industrial development and urban growth prior to the Second World War and the post-war recovery and the economic boom in the 1950s and 1960s that can be described as the state's modern industrialization relation¹¹⁾. Third, the urban policy and planning was a response to urban issues that address that period of economic stagnation and social unrest since the late 1960s, these problems were due to the rapid industrial growth and societal transformation¹¹⁾. Saito¹¹⁾ also mentioned that when Tokyo's economy has grown, the concern by the government's policy was to prioritize economic development over social welfare.

Shima et al.¹²⁾ stated that two Urban Renaissance Policies were applied on many large scale redevelopment projects, one started in the 1980s under Prime Minister Yasuhiro Nakasone's Urban Renaissance Policy by utilizing private resources, and once again, in the 2000s, the urban renaissance was an agenda in the period of Prime Minister Junichiro Koizumi's. In their view, this encouraged large-scale urban reconstruction projects to boost urban regeneration projects from the perspective of environmental disaster reduction and internationalization¹²⁾. Instead, in 2002, the Urban Renaissance Special Measure Act came into force, identifying target areas for urban development under this act¹²⁾. Eight areas¹ of 2,514 ha. are designated as target areas for urban development in Tokyo Metropolitan area¹²⁾.

¹ Eight areas were as "Priority Urban Development Areas" under the "Renaissance Special Measure Law" were selected which are: Tokyo Station, Shinbashi at Loop Road No.2, Akasaka, Yurakucho Station and their surroundings (320ha), Roppongi (590ha), Kanda (160ha), Tokyo Waterfront Subcenter (1,010ha), Shinjuku Station and its surroundings (220ha), Shinjuku-Tomihisa at Loop Road No.4 (10ha), Akihabara, Shibuya Station and its surroundings (60ha), and Osaki Station and its surroundings (60ha), *Shima, N., Hiramoto, K., Seta, F., Katayama, K., Kim, C., Cho, S. and Matsutani, H.: Tokyo's Large-scale Urban Redevelopment Projects and their Processes, In 43rd ISOCARP International Planning Congress, p.1-3, 2007*

2.4 The Waterfront Subcenter construction

After several utopian proposals by different architects like Kenzo Tange and Kisho Kurokawa, Tokyo's waterfront Subcenter was declared by Governor Suzuki in 1985, while in 1987 the "Waterfront Subcenter City Development Promotion Plan" was produced¹³⁾. The construction of the waterfront subcenter in specific on reclaimed land in Tokyo bay has been an obvious witness on the globalization impact on Tokyo's urban fabric.

This project delivers a major new supply of high-quality office spaces in a high-tech clustering. Major infrastructure projects were implemented by Suzuki's administration such as new subway lines, water supply projects, and wastewater treatment plants, they were also created to facilitate the area's increase in population and redevelopment¹⁴⁾.

The political forces behind the subcenter project were examined by Saito¹⁵⁾, and he found that the main performer was the (TMG) which promoted Tokyo's development as a leading world city by creating a unique location for high-tech office towers and convenient living space. Saito¹⁵⁾ also argued that the state has a strong role in leading this process, not the private enterprise.

The case of waterfront subcenter project is considered a mimicked project for the "world cities" concept in the global age, where it was scheduled for completion in 2016, establishments are still being implemented due to the hosting of new global events and a new International Cruise Terminal.

2.4.1 Odaiba's construction phases

In 1985, the land reclamation process has begun and the creation of the new sub-center in Tokyo bay was gradually accomplished. The newly artificial built island "Rainbow town" was planned as a result of the policy of decentralizing Tokyo's city center functions¹⁵⁾. Tokyo's governor Shunichi Suzuki began a major development plan "Machizukuri development guidelines" in the early 1990s to redevelop Odaiba as "Tokyo Teleport

Town”⁹⁾. A futuristic island for living with new residential and commercial purposes of a population of over 100,000. The redevelopment was planned to be completed on time for the planned “Tokyo Frontier” an International Urban Exposition in spring 1996 to celebrate and endorse the new development¹⁶⁾. Yukio Aoshima who came after Suzuki stopped the plan in 1995 just 8 months before the opening, by that time over JPY 1 trillion had been spent on this project, and Odaiba at that time was underpopulated and full of vacant lots¹⁶⁾.

Several special companies that were responsible for developing the island became bankrupt. The bursting of the Japanese bubble economy was the main reason behind that⁷⁾. At that time the island wasn’t a convenience business attraction spot as it was time consuming to come from central Tokyo even by the new infrastructures (The Yurikamome line and the Rainbow Bridge)¹⁷⁾. A revitalization plan of creating the “New waterfront city” took place in 1995 on (442 ha) which was scheduled to take place from 1995-2016¹⁷⁾.

Last version of the revised plan by the planners and specialists at TMG was published by the end of 1996, in 1999 Shintarō Ishihara was elected and decided to reconsider Odaiba as the strategic international hub for the 21st century¹³⁾, the project was constructed by different key stakeholders¹³⁾ as shown in Figure 2.9, the revised plan included IT businesses as well as leisure spaces and residential areas.

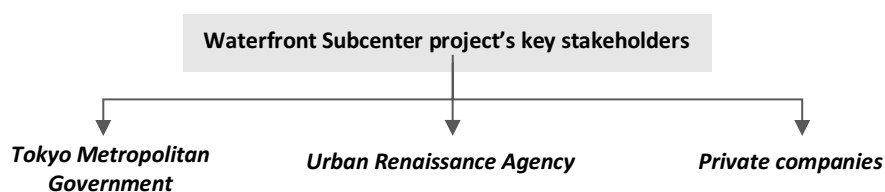


Fig. 2.9 Waterfront Subcenter key stakeholders

Source: Shima, N., Hiramoto, K., Seta, F., Katayama, K., Kim, C., Cho, S. and Matsutani, H.: Tokyo’s Large-scale Urban Redevelopment Projects and their Processes. In 43rd ISOCARP International Planning Congress, p.5, 2007.9

In the late 1990s several hotels, shopping malls were opened. Several large companies moved their headquarters to the new island¹³⁾. Additionally, the transportation infrastructure has been improved by setting up the Rinkai Line in 2002 and extending the

Yurikamome to Toyosu in 2006¹³⁾. Besides the expected opening of the Tokyo International Cruise Terminal in 2020 and being a venue for the Olympics and Paralympics games in 2020 as well. Table 2.2 reflects on the significant historical and political aspects that shaped Odaiba.

Table 2.2 Timeline of the formation of Odaiba island

Source: Bureau of Port and Harbor, Tokyo Metropolitan Government, Port of Tokyo 2014, http://www.kouwan.metro.tokyo.jp/pamphlet/portoftokyo2014/PortofTokyo2014_2_Part28.pdf, (Accessed 2018.10.2)

Date	Significant historical layers of the formation of Odaiba (Historical and political aspects)
1854	Six batteries were completed in July 1854 by Tokugawa Shogunate.
1880	Governor Matsuda Michiyuki first proposes his concept for the improvement of the Port of Tokyo.
1941	Odaiba started its formation in relation with the opening of Port of Tokyo.
1951	The Port was placed under the administration of the Tokyo Metropolitan Government (TMG).
1960	Removing all the batteries by the mid-1960s except two batteries; battery "No.3" the (Dai-San Daiba) and battery "No.6" (Dai-Roku Daiba).
1979	(Minato-ku Daiba, Shinagawa-ku Higashi-Yashio and Kōtō-ku Aomi districts), were finished directly connecting with the old "No. 3 Battery".
1985	The land reclamation process begun and the creation of the new sub-center in Tokyo bay was gradually accomplished.
1990	Shunichi Suzuki began a major development plan "Machizukuri development guidelines" in the early 1990s to redevelop Odaiba as "Tokyo Teleport Town".
1991	The bursting of the Japanese bubble economy was the main reason behind stopping the project.
1993	Rainbow bridge opening.
1995	Yukio Aoshima who came after Suzuki stopped the plan "International Urban Exposition" just 8 months before the opening. A revitalization plan of creation the "New waterfront city" took place on (442 ha) which was scheduled to take place from 1995-2016. Shimbashi-Ariake Yurikamome line opens.
1996	International Urban Exposition "Tokyo Frontier" in spring 1996 was supposed to be opened to celebrate the new development. Specialists and planners at TMG took part in the revised planning process and the last version of the structure was published by the end of 1996.
1999	Shintarō Ishihara was elected and decided to reconsider Odaiba as the strategic international hub for the 21st century.
2001	Tokyo New city planning vision is established, creating a unique future urban image of Tokyo bay waterfront area.
2002	Rinkai Line (JR East railway network) has begun operation.
2006	The extension of the Yurikamome to Toyosu.
2016	Was the due date of the ending of the "New waterfront city"
2020	The opening of Tokyo International Cruise Terminal

2.4.1.1 The transition of land-use in Odaiba

According to Arima¹⁸⁾ and based on Butler's (1980) life cycle model for the touristic areas – Odaiba has gone through several changes in the urban development process, as shown in Figure 2.10, and it could be summarized as follows:

Stage 1: Exploration and involvement, in which the land-use and touristic activities were limited and planned only to depend directly on the urban scenery of the waterfront¹⁸⁾.

Stage 2: Development, the land-use had significantly changed, and the tourism activities have been improved due to these changes and their promotion. In 1996 the plan to use vacant lots was changed by the government from office utility to tourism utility within 10 years¹⁸⁾.

Stage 3: Consolidation and stagnation, the land-use has been altered due to being supported by more touristic facilities and own attractive resources on the east side like museums and the Oedo Onsen¹⁸⁾. In the west and east parts, public transportation was not sufficient at this stage which made it difficult to walk through the whole island¹⁸⁾.

Stage 4: Rejuvenation, a) the touristic facilities couldn't get better use of Odaiba's natural resources unlike the earlier stages¹⁸⁾. b) the touristic activities have been transformed by other alternative resources as shopping malls and museums¹⁸⁾. c)

attracting more visitors by hosting various events and reopening of several shops. According to his opinion, Odaiba has experienced significant tangible changes in a short period and that had negatively affected the initial touristic resources in the first stage¹⁸⁾.

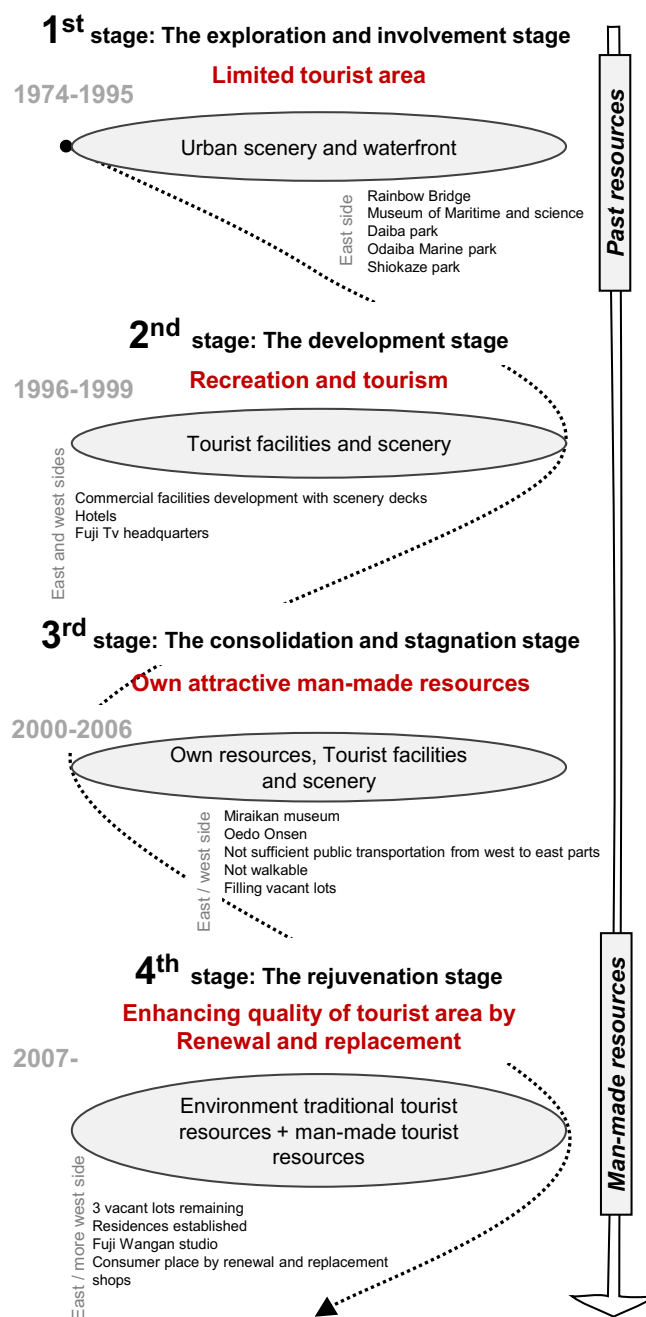


Fig. 2.10 Odaiba's main land use transition by Arima 2010 and based on Butler's concept of tourist area life cycle

Source: Arima, T.: Development process of urban tourist area: a case study of Odaiba in Tokyo, p. 53, 2010, (Adopted by the author)

Odaiba has been changed to a consumption island, this situation is directly proportional to the attempts by the stakeholders to maintain the number of visitors by constantly renovating and upgrading shops in tourist establishments during different seasons.

Arima¹⁸⁾ also stated that Odaiba's is rapidly changed compared with other rural tourist areas, Shima et al.¹²⁾ also argued that projects like the Waterfront Sub-center project involving the private sector typically seek to achieve benefit from sale or rent, however, their expected processes cannot be carried out in many cases due to various reasons, such as different socio-economic changes. They also mentioned that the bubble economy had the most effects on such projects, while in the case of Waterfront Subcenter, it was difficult to realize the expected population and it was downsized, in which the proposed land lease policy had to be changed to include the sale in another scheme¹²⁾.

2.5 The current Odaiba as a global place

Odaiba as a controversial place, city planners consider it as Tokyo's new extended waterfront in the age of Globalization with a lot of ambitious visions, but Odaiba's image has been debated since the appearance of the project. Marshall¹³⁾ described Odaiba as a characterless global urban project and a silicon city, while the Globalization phenomenon flattened the social and cultural aspects making this place odd. Prime Minister Yasuhiro Nakasone in 1986 took a part in popularizing Tokyo's role to flourish as a global city and asked for more investment to reinforce it and strengthen its position¹⁵⁾. Hence, this study sheds the light on the situation of Odaiba's image, its performance while being a part of this global city's vision and examining its image through the human aspects.

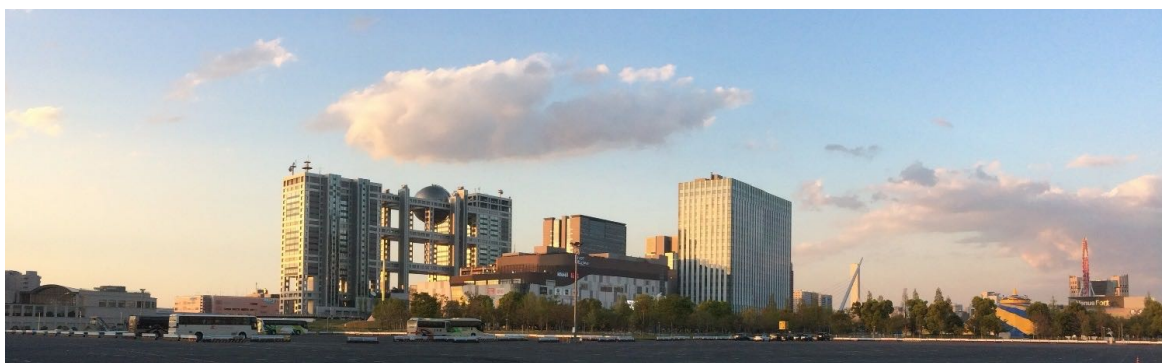


Fig. 2.11 Odaiba's built environment elements
Source: The Author

2.5.1 Current situation of Odaiba and motives of selection

Tokyo Rinkai Fukutoshin includes the Ariake north and south (248ha), and Aomi (117ha) districts of Koto Ward and Daiba (77ha) district of Minato Ward, Odaiba is located at Tokyo bay and within the context of Port of Tokyo. It is connected by the rest of the city

by the Rainbow Bridge the huge infrastructure and landmark, as well as the Rinkai and Yurikamome lines. The research will focus on Odaiba’s island as a case study which consists of Daiba and Aomi areas, they are newly constructed leisure areas as an extended waterfront project through the plans of Tokyo Metropolitan Government (TMG) on reclaimed land at Tokyo Bay. Odaiba and its famous promenade is a distinct place with the spirit of present Tokyo, but huge, vast, and lacking the human factor, the new side streets are lifeless in contrast to the other side nameless hidden back streets where life occurs in other parts of Tokyo¹⁹⁾. The highest percentages of land use of Odaiba are the business commercial and public facilities while the residential uses are relatively small as shown in Figure 2.12 and 2.13²⁰⁾. Murayama and Parker¹⁶⁾ stated that Odaiba’s amenity environment consists of three main elements which exist but the ‘live’ and

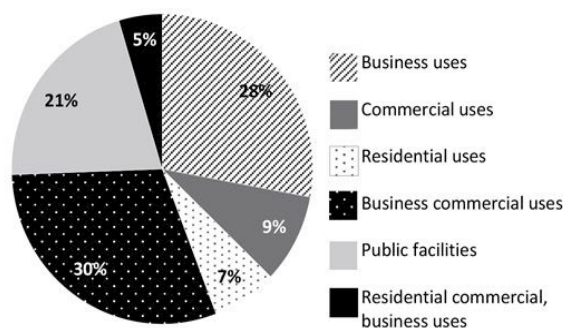


Fig. 2.12 Land uses of Aomi and Daiba

Source: Tokyo Metropolitan Government, Bureau of Port and Harbor: Map of Land use plan, <https://goo.gl/8DX6qk>, (accessed 2018.6.18)

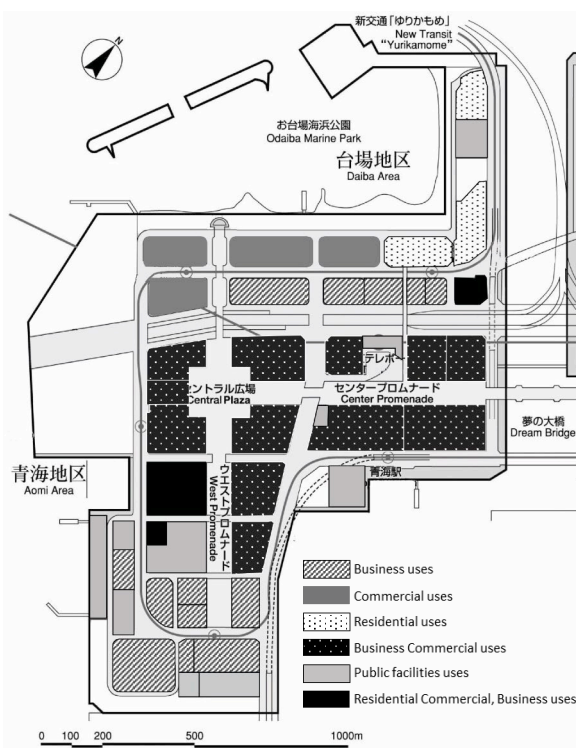


Fig. 2.13 Map of Odaiba’s land uses of Aomi and Daiba

Source: Tokyo Metropolitan Government, Bureau of Port and Harbor: Map of Land use plan, <https://goo.gl/8DX6qk>, (accessed 2018.6.18)

‘work’ elements are overwhelmed by the ‘play’ element. This situation indicates that there might be some obstacles facing the residents of this place. As a result, the research will examine these residents as they may constitute a residential minority in comparison with a large number of every day's visitors (this will be discussed in detail in Chapter 3).

2.5.2 Demographic features of Odaiba

The number of visitors of Odaiba (Aomi and Daiba areas) has reached 55.9 million visitors in 2017²¹⁾ as shown in Figure 2.13, while the population of these areas (Aomi and Daiba) reached 6,516 (1035 in Aomi and 5481 in Daiba) in 2015 with a 17.53% of Foreign population as shown in Table 2.3²²⁾. This population needs to be considered by



Fig. 2.14 Number of visitors of Odaiba per year
 Source: Tokyo Metropolitan Government, Bureau of Port and Harbor: Rinkai Subcenter in numbers, <http://goo.gl/mrwDUq>, (accessed 2018.4.22)

focusing on Odaiba’s residents whether they are Foreigners or Japanese because diverse backgrounds may result in different Residents Perceived Images (RPIs) of the same place. It is important to reach a solid ground concerning the attributes that help in envisioning that image through focusing on the tangible and intangible determinants especially the human aspects and dimensions that generate the image of places that would help in assessing the present image for the current situation of Odaiba after the completion of by Tokyo Metropolitan Government (TMG) and other stakeholders plans in 2016.

Table 2.3 2015 population/age distribution of Odaiba’s Aomi area and Daiba area

Source: Tokyo Metropolitan Government: Statistics of Tokyo: Tokyo metropolitan different wards report Heisei 27: Population, area and population density by gender, foreigner population, <http://www.toukei.metro.tokyo.jp/kokusei/2015/kd15-01data.htm>, (accessed 2018.11.29)

Population and Age distribution in 2015																		
Area	District Number	Total	Gender		0-10Yrs	11-17Yrs	18-25Yrs	26-30Yrs	31-35Yrs	36-40Yrs	41-45Yrs	46-50Yrs	51-55Yrs	56-59Yrs	60-69Yrs	70-79Yrs	80 and above	Unknown
Aomi 青海	1 Chome	1035	Male	583	56	5	243	395	225	74	17	6	4	1	2	0	0	7
	2 Chome																	
	3 Chome		452															
	4 Chome																	
Daiba 台場	1 Chome	5481	Male	2635	723	391	397	209	340	512	694	687	504	280	425	239	131	1
	2 Chome		Female	2846														

Hence, we concluded that these different RPIs based on diverse residents’ perception patterns could be examined by taking Odaiba as a case study. Odaiba as well will play a key role as a venue for the Olympic and Paralympic Games in Tokyo in 2020.

2.6 Tangible and intangible aspects of Odaiba

As previously studied in the previous chapters that the place mainly consists of tangible features and intangible aspects. It is important to study these aspects’ impact on residents’ perception and satisfaction especially with a debatable project like Odaiba.

Marshal¹³⁾ for example stated that “Rinkai Fukutoshin is in essence a collection of isolated projects on a large flat surface”. From here, to understand the urban built environment impact on the residents of the place, it is logical to study the consecutive procedure of evaluating the psychological perception based on involvement with the place and results in their satisfaction with the place as shown in Figure 2.15.

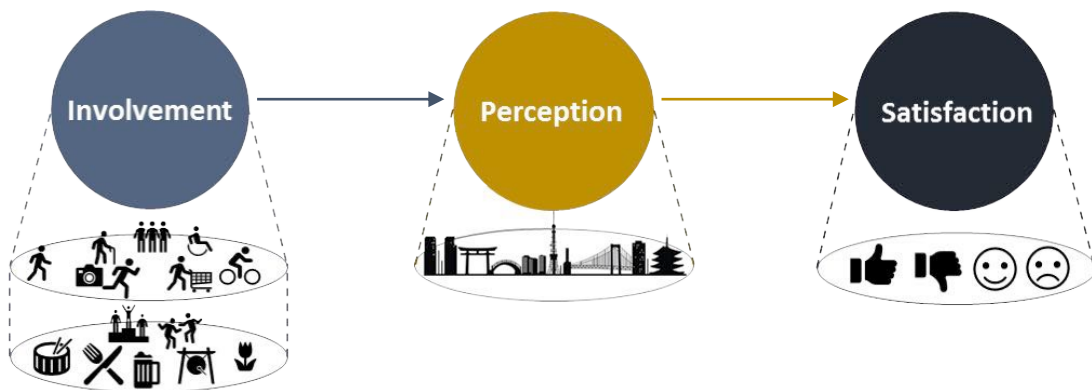


Fig. 2.15 Residents’ perception consecutive procedure

Source: The author

Bjørsted²³⁾ in her article in Gehl’s blog called “Tokyo – small scale in mega city” discussed the importance of the feeling of the human dimensions and scale. She praised Tokyo for having this sense of human scale through opening small design shops and creative businesses which are reusing basements and former apartments in neighborhoods²³⁾. She describes this tendency as it is the opposite of creating a cluster of shops in one place, as we see in large scale malls. She insists that many life situations are missed and never felt

or created in such malls and high streets, while she added, since the human encounters experiences are the real value for the city, the small human scale of Tokyo could provide some perspective and motivation on how to incorporate the small scale to big cities²³).

This previous description of Tokyo's human-scaled places cannot be applied on our case study which is Odaiba the vast urban built environment.

The key element that connects all the facilities together in Odaiba is the “Symbol Promenade park”, which is considered the main structuring element that separates the pedestrian flow from the regular traffic. Besides being an assemblage link between the three main shopping malls, it serves as a flexible public space where it can accommodate several local and international events throughout the year.

Murayama and Parker¹⁶) mentioned that one of Odaiba's main access routes is the “Rainbow Bridge” which has become one of Tokyo's most documented pictures. During the daytime as well as the night when the bridge is lit, tourists are being attracted. Passengers over the Rainbow Bridge can find Odaiba is having many large buildings with distinctive styles as if they were part of a “huge post-modern architecture showcase”¹⁶). They kept describing the place as there are almost no “human scale” small or medium-sized structures, which are often seen in organically built areas, but mainly large-scale architecture. The overall appearance seems to many Japanese viewers sleek, glamorous and “western”¹⁶).

Shopping malls are considered some of Odaiba's most distinctive commercial developments¹⁷). Odaiba is like an open-air theme park and the shopping malls deliberately created thematic shopping areas, developers also have designed the environments to suit different product categories¹⁶). In these different environments, this strategy allows consumers to buy and spend more money²⁴).

These tangible and intangible aspects made Odaiba a special Japanese case, which from this research view needs to be further discovered and evaluated from different perspectives perceptions to examine the place's images.

2.7 Conclusion

This chapter's main aim is to be an approach for the case study, in which it provides the historical review of Odaiba as an artificial urban environment being a part of one of the seven Subcenter projects which were discussed in the first Chapter.

The concept of Tokyo's expansion into the ocean was discussed through reviewing Unimplemented Tokyo Bay proposals which expressed their vision towards the modern city. The implemented "Rinkai Fukutoshin" especially Odaiba is considered Tokyo's new extended waterfront area. The historical layers, visions, and plans as intangible dimensions that shaped current Odaiba were discussed. Odaiba is considered a large reclaimed land (land reclamation began in 1985) in Tokyo Bay which was originally built as six batteries for defensive purposes from the sea attacks⁴.

At the end of 1996, the planners and specialists at TMG published the last version of the revised plan, the project was constructed by different key stakeholders as TMG, Urban Renaissance Agency, and private companies. In the late 1990s several hotels, shopping malls were opened besides several large companies moved their headquarters to Odaiba. Additionally, the Rinkai Line was opened in 2002 and the Yurikamome was extended to Toyosu in 2006¹³.

According to Arima¹⁸) and based on Butler's (1980) life cycle model for the touristic areas. Odaiba has gone through four main stages of urban development cycles; 1- Exploration and involvement, 2- Development, 3- Consolidation and stagnation, and 4- Rejuvenation¹⁸).

Odaiba as a global place was established due to ambitious visions from Tokyo's government to extend the city's waterfront and to make the city compete internationally.

The research would concentrate on the island of Odaiba as a case study comprised of Daiba and Aomi districts, they are considered newly built recreational areas.

Odaiba's highest percentages of land use are the business commercial and public facilities, while the residential uses are relatively small. By looking to the demographic features of Odaiba's residents (6,516 residents with a 17.53% of the foreign population) in comparison with the huge number of visitors of the island (55.9 million visitors in 2017), this situation indicates that there might be some obstacles facing the residents of this place. This will be

the research focus which examines foreign and Japanese diverse backgrounds that may result in different Residents Perceived Images (RPIs) of the same place. It is important to reach a solid ground concerning the attributes that help in envisioning that image after the completion phase by TMG and other stakeholders and especially Odaiba's role will flourish gradually due to hosting several global events in 2020 like Tokyo Olympics and the opening of Tokyo International Cruise Terminal.

Odaiba has been a debatable project since its construction phases, whether from the built environment which is consisting of large isolated projects as mentioned by Marshal¹³), and this may lead to a non-human scale environment that might affect the residents' involvement and perception.

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CHAPTER 3

**PSYCHOLOGICAL APPROACH OF RESIDENTS
PERCEPTION IN ODAIBA**

3.1 Introduction

3.1.1 Background

A place's physical appearance is not the only criterion that determines its image, but this image is a resultant of a mixture of people's perception, impressions, and experiences through their involvement with the physical built environment. This comprehensive process is believed to form the general term "Identity". In which Identity is "the characteristic that allows us to differentiate one place from another"¹⁾. According to the type of receivers and users, cities and places tend to have multiple identities²⁾. Maki et al.³⁾ also believed that understanding the city consists of two different layers: the visible image or the one caused by the physical built environment and the intangible image that is hidden under the first one. In other words, this intangible image is entitled by the author as "The Residents Actual Perceived Image" based on every day's involvement and interaction with the place by its residents and accordingly introducing the construct: *Residents Perceived Image (RPI)*.

Urban morphology to Maki³⁾ is being perceived and understood by the users as a mixture of different elements, such as natural features like mountains and rivers surrounding the city and going through it, the streets and blocks arrangement, and the facades styles and ornaments. So, the previous elements are translated through people's eyes as receivers and they transform them into self-impressions³⁾.

This chapter - based on a published article⁴⁾ - sheds the light on the collective image's psychological analysis from the perspective of diverse types of users living in Odaiba. This part is considered to be the beginning of the substantial body of the study.

3.1.2 Objectives of the chapter

The main aim of this chapter is to psychologically evaluate the "Perceptual space" through the residents' perception in Odaiba from two perspectives; the Japanese and Foreign residents (locals and non-locals) of Odaiba as *Residents Perceived Image (RPI)* to

spot the differences and similarities between their perception. This will help in evaluating the perception gap and in differentiating between both sides to grasp their preferences about the place. This chapter also aims to discover the main contributing dimensions to the current perceived images by the residents of Odaiba.

Thus, this understanding could help in extracting the negative impressions perceived and which are causing public dissatisfaction through everyday involvement. Accordingly, this study will help the various stakeholders in improving the performance of the place and managing the images of the place based on the enhancement process.

3.2. Methodology

In order to fulfill the aim of the study, at first, as shown in Table 3.1, a brief version of the online questionnaire which mainly asked about the residents' perception towards Odaiba was distributed in English and Japanese¹ among the Foreign and Japanese residents of Odaiba through their residential complexes' mailboxes as shown in Figure 3.1 from the 6th till the 10th of August 2018. The answers were online delivered from the 6th of August till the 9th of October 2018. 860 questionnaires were distributed while 206 valid answers were received online.

Table 3.1 Contents of the questionnaire

Source: The author

1. Personal information	Age	Gender	Nationality	Duration of stay
(Ranking through Five-point differential scale for bi-polar adjectives)				
2. How do you see Odaiba as a place?				
V1. Artificial - Natural			V14. Enclosed - Open	
V2. Crowded - Uncrowded			V15. Not typical Japanese - Typical Japanese	
V3. Contemporary - Historical			V16. Normal - Unique	
V4. Noisy - Quite			V17. Non-Human scale - Human scale	
V5. Private - Public			V18. Unwalkable - Walkable	
V6. Global - Local			V19. Lifeless - Lively	
V7. Expensive - Inexpensive			V20. Dangerous - Safe	
V8. Modern - Traditional			V21. Uniform - Diverse	
V9. International events - Local Events			V22. Complex - Simple	
V10. Inaccessible - Accessible			V23. Single-culture - Multi-culture	
V11. Isolated - Attached			V24. Single-use - Mixed-use	
V12. Disconnected - Connected			V25. Unmanageable - Manageable	
V13. Far - Near				
3. Word frequency survey (Elements)			*from your point of view	
Describe Odaiba's image by the names of the most influential three Elements.				
Second part of survey (in Ch. 4)				

¹ The Japanese version of the questionnaire was translated with the help of a Japanese national who speaks and writes English fluently, in order to guarantee a similar meaning of the questionnaire main variables and purposes.

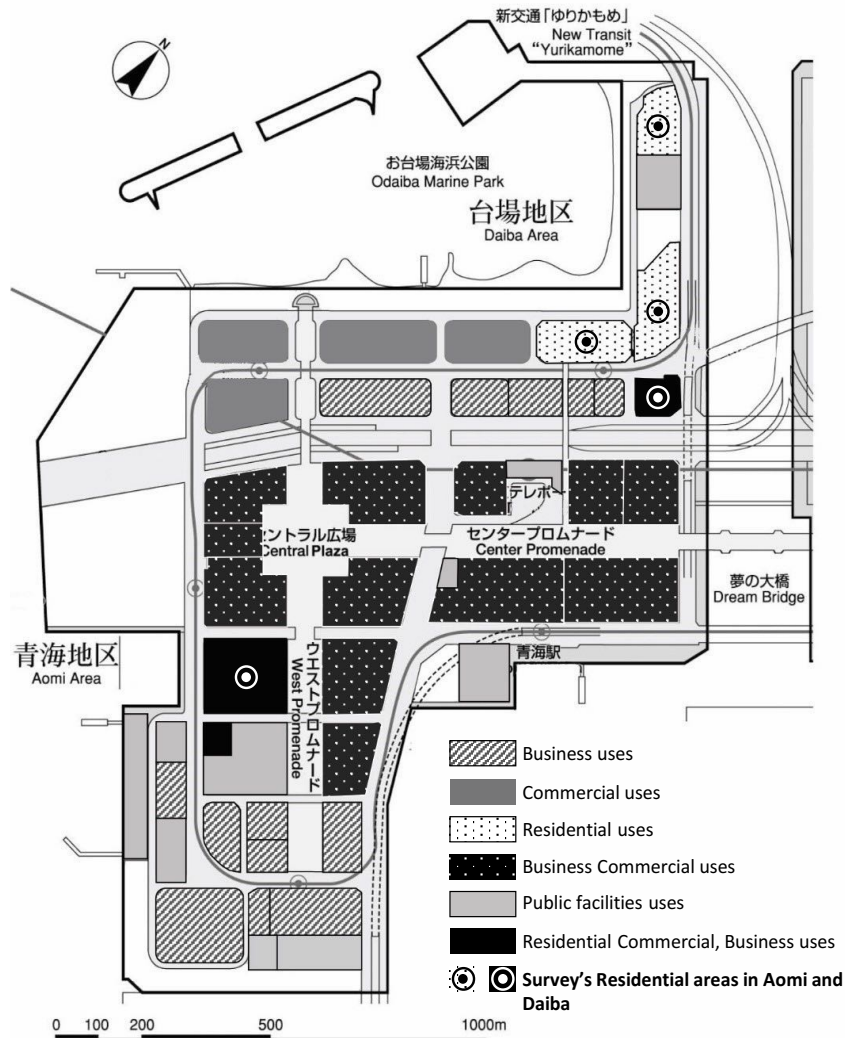


Fig. 3.1 Selected residential areas of Odaiba

Source: Tokyo Metropolitan Government, Bureau of Port and Harbor: Map of Land use plan, <https://goo.gl/8DX6qk>, (accessed 2018.6.18)

The analysis of the respondents' results went through two main phases:

1. *Psychological Survey* through rating the RPIs through the Semantic Differential (SD) method which was originally introduced by Osgood et al.⁵⁾. Our survey is based on 25 Bi-polar adjectives² through a five-point differential scale evaluated by the target audiences (Foreign and Japanese residents). This method is used by several authors as Nakamura et

² According to Osgood et al.⁵⁾ who was the first one to develop the Semantic differential scales which became a widespread technique for measuring people's attitudes, beliefs, and meanings towards any concept. In this study, 25 Bi-polar adjectives were designed as personal descriptors for our concept. The author balanced between the aim of the measurement and the reasonable number of variables to evaluate a wide range of determinants that affect the image of the place. This number was chosen because this scale frequently contains from 5 to slightly more than 20 Bi-polar adjectives, but it is not a uniform rule in all psychological surveys which may need more adjectives to describe one concept, for example, in other cases, it reached 40 Bipolar adjectives measuring one concept⁷⁾. We tried to reduce the descriptors as possible to be more concise with a reasonable number of adjectives for the respondents to answer. Our selection of the adjectives in specific is based on and inspired by previous research, theories and studies about the city's image understanding (Tangible and Intangible determinants).

al.⁶⁾, Almazan et al.⁷⁾, and Kacha et al.⁸⁾ to measure the psychological meaning of places, as well as the attitudes, and impressions of the respondents. A t-test was also conducted to measure the statistical differences between both perspectives.

2. *Principal component analysis (PCA)* through SPSS software is conducted to extract and accordingly interpret the names of the structuring dimensions of the current RPIs.

3.3 Psychological survey on the Residents' Perceived Image (RPI)

3.3.1 Survey's variables overview and sample outline

To facilitate the identification of the RPIs, 25 bipolar variables were selected as personal descriptors for the RPIs towards the place they live in to be used in the Semantic Differential survey. These variables act as fundamental aspects of this research and tend to cover different concepts that previously discussed the city's image understanding. For example, Relph's⁹⁾ vision was about the place as a combination of three main factors: physical setting, activity, and meaning. Also, Montgomery¹⁰⁾ argued that the place is an integration between some psychological and physical dimensions, where it is the result of activity, form, and image. Furthermore, Anholt¹¹⁾ classified the city's image into six main dimensions according to his famous hexagon: Presence, People, Place, Potential, Pulse, and Prerequisites. All these "tangible and intangible aspects" were considered while selecting the 25 bipolar adjectives to cover a comprehensive evaluation of the current situation of the RPIs of Odaiba.

The research's sample outline of 206 respondents is shown in Table 3.2. According to the sample population distribution of Aomi and Daiba areas in Table 3.2, 59.7% of respondents were found living in Aomi area, while 40.3% of respondents were found living in Daiba area. Table 3.3¹²⁾ reflects on the age distribution of our sample and explains the reason behind

Table 3.2 Sample outline

Source: The author

	Options	Result	N=206
Age	18-25	15.05%	31
	26-30	40.29%	83
	31-35	22.82%	47
	36-40	15.53%	32
	41-45	2.91%	6
	46-50	2.43%	5
	above 50	0.97%	2
Gender	Male	59.22%	122
	Female	40.78%	84
Duration of stay	0 - 6 months	18.9%	39
	7 months - 1 year	23.8%	49
	1 year - 2 years	31.6%	65
	2 years - 3 years	16.5%	34
	3 years - 4 years	6.3%	13
	Above 4 years	2.9%	6
Place of residence	Aomi	59.7%	123
	Daiba	40.3%	83
Nationality	Foreigners	62.62%	129
	Japanese	37.38%	77

most of the respondents’ age which is below 40 years especially from 26-35 years old who form 63.1% of our sample. Although our sample differs from the whole population profile, we find that the main aim of the SD survey is not affected, which is focusing on grasping the RPIs through a Foreigner/ Japanese survey for Odaiba Area as a whole. The Nationality factor is the most important aspect of this psychological survey, while the other factors were secondary ones used in describing the characteristics of the RPIs patterns at the end of the study. The 25 proposed variables were examined by a reliability test with a Cronbach’s Alpha of 0.785, which indicates a high level of internal consistency of our scale with this sample.

Table 3.3 Population and age distribution of Aomi and Daiba area in 2015

Source: Tokyo Metropolitan Government: Statistics of Tokyo: Tokyo metropolitan different wards report Heisei 27: Population, area and population density by gender, foreigner population, <http://www.toukei.metro.tokyo.jp/kokusei/2015/kd15-01data.htm>, (accessed 2018.11.29)

		Population and Age distribution in 2015																
Area	District Number	Total	Gender	0-10Yrs	11-17Yrs	18-25Yrs	26-30Yrs	31-35Yrs	36-40Yrs	41-45Yrs	46-50Yrs	51-55Yrs	56-59Yrs	60-69Yrs	70-79Yrs	80 and above	Unknown	
Aomi 青海	1 Chome	1035	Male	56	5	243	395	225	74	17	6	4	1	2	0	0	7	
	2 Chome		Female															452
	3 Chome		5481	Male	723	391	397	209	340	512	694	687	504	280	425	239		131
	4 Chome			Female														
Daiba 台場	1 Chome	5481	Male	723	391	397	209	340	512	694	687	504	280	425	239	131	1	
	2 Chome		Female															2846

3.3.2 Semantic Differential survey results and discussion

The means of each of the 25 variables were calculated for the Foreign and Japanese residents living in Odaiba. A comparison was held which showed the difference in the means’ value, afterward, a t-test was conducted to measure the statistical significance between Foreigner and Japanese answers. 12 variables showed a significance of P value less than 0.05: (V7, V9, V10, V11, V12, V14, V17, V18, V19, V20, V22, V23) in which Figure 3.2 illustrates. These results show that the same place could be perceived differently by the diverse types of residents depending on whether they are local or non-local residents. It is also observed that the V19. (Lifeless – Lively) variable has a significant difference between the Foreigners and Japanese answers, in which the foreigners’ mean was 3.81 while the Japanese mean was 2.44. This result could show us how the Japanese people are

affected by the livability of places in terms of the daily quality of life, social interactions, and cultural aspects.

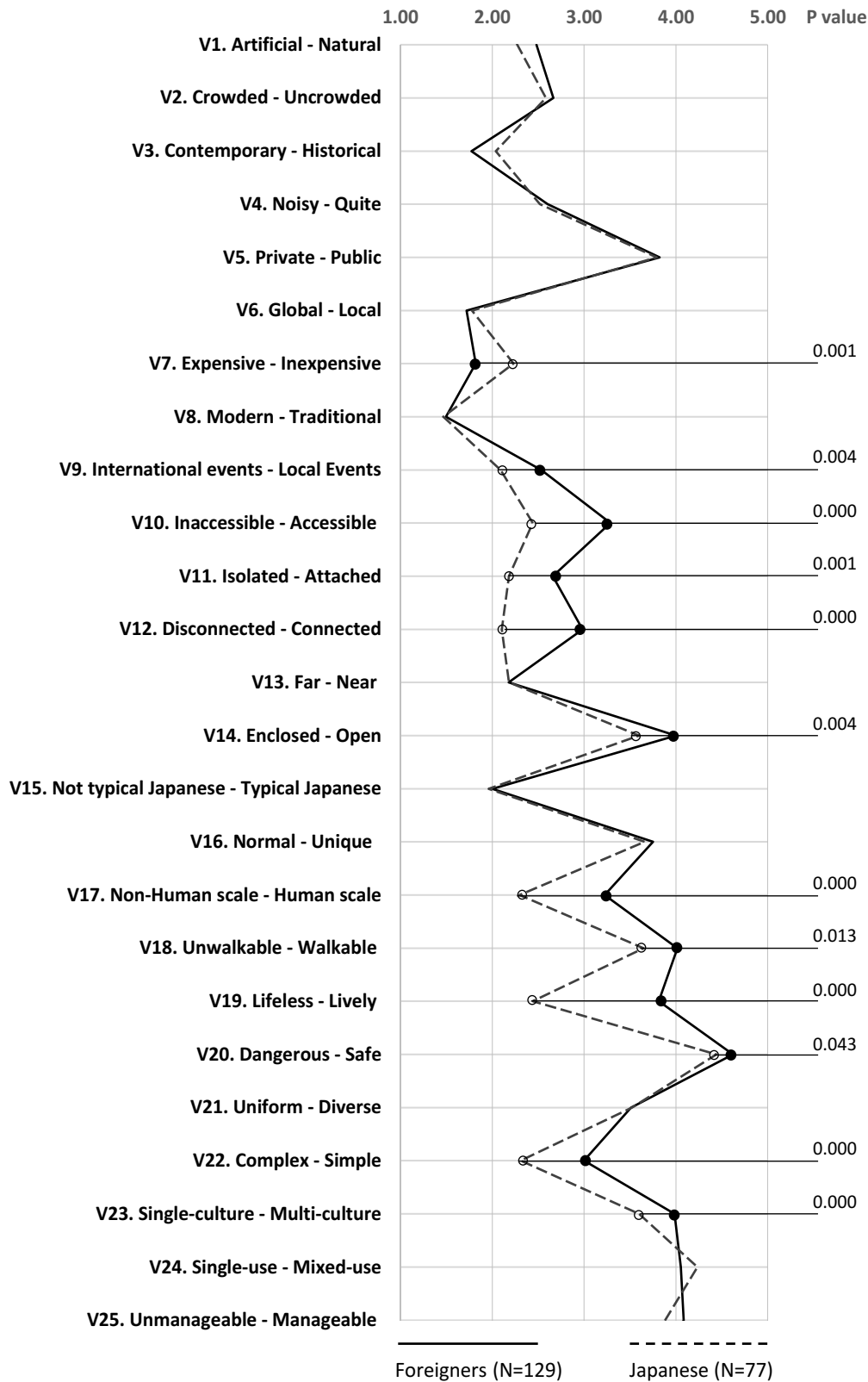


Fig. 3.2 SD survey variables means and significance between Foreign and Japanese residents

Source: The author

Figure 3.2 also shows a significant difference in the means of V17. (Non-Human scale – Human scale), the Foreigners mean was 3.22 while the Japanese mean was 2.30, as a result, we can grasp that the Japanese residents care more about the surrounding environment scale and proportions, one of the globalization consequences on the Japanese modern urban spaces is the human scale dilemma that threatens the sense of places, and the sense of enclosure of spaces. The Japanese sense of city space diminishes in Odaiba, while the “back street” characteristic is not visible and established within its urban fabric. V10. (Inaccessible – Accessible) also recorded a mean of 3.29 and 2.44 and V12. (Disconnected – connected) having a mean of 2.98 and 2.10 for the Foreign and Japanese residents, respectively. These results show that the accessibility and connectivity with the city center affect the RPIs of the place.

Concerning V23. (Single-culture – Multi-culture) the place recorded a mean of 3.98 and 3.60 for Foreign and Japanese residents, respectively. This shows that the place tends to have a diverse cultural context. Several Local and International events and festivals are held throughout the year that enriches the context of the place as shown in Figures 3.3 and



Fig. 3.3 Fuji Tv summer festival from July to September 2019

Source: The author



Fig. 3.4 Dream Yosacoy Matsuri 2018

Source: The author



Fig. 3.5 Visitors blocking a public space waiting for a concert

Source: The author

3.4. V2. (Crowded – Uncrowded) scored a mean of 2.67 and 2.58 10 for Foreign and Japanese residents, respectively. Showing how the residents see the place as a crowded place, this is a result of the huge number of visitors throughout the year which have reached has reached 55.9 million visitors in 2017¹³⁾, besides the number of festivals and events that attract a large number of attendances. V4. (Noisy – Quite) has also been evaluated as noisier for both Foreign and Japanese residents. In V5. (Private – Public) the Foreigners mean was 3.82 and the Japanese mean was 3.79 which indicates that the place, in general, is perceived as a public place. Due to self-



Fig. 3.6 Tokyo Idol’s event service tents closing the Symbol Promenade paths
Source: The author

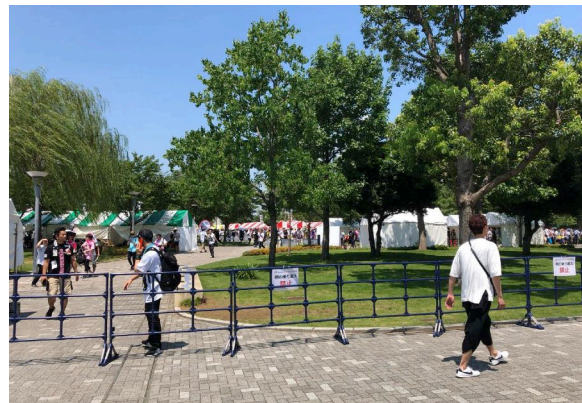


Fig. 3.7 Tokyo Idol 2019 event closing the Symbol promenade paths
Source: The author

observation of the place around the year, it was noticed that some types of events with large scale tend to privatize the public spaces of Odaiba and close the main Symbol Promenade which is considered the main assemblage pedestrian link in Odaiba. This act has an impact on the daily involvement of residents with the place and their sense of satisfaction in sense of livability, noise and walkability as shown in Figures 3.5, 3.6, 3.7, and 3.8.

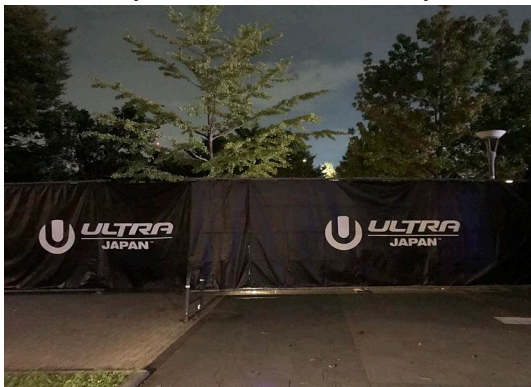


Fig. 3.8 Left: Ultra Japan concert 2019, Right: Oktoberfest 2019 Tokyo in Symbol promenade, Closed Symbol promenade
Source: The author

Odaiba is considered a touristic place, V7. (Expensive – Inexpensive) scored 1.82 for Foreigners and 2.23 for Japanese residents which shows that both residents tend to see the living expenses are high. Besides, the transportation fees from and to Odaiba by the Rinkai and Yurikamome lines are considered to be high as well.

3.3.3 Main image dimensions through Principal Component Analysis method (PCA)

After examining the means of the 25 variables by the Foreign and Japanese residents and conducting an analysis to measure the statistical significance between Foreigner and Japanese answers. This part aims to explore and extract the contributing dimensions that shape the current image of Odaiba, the author examined the 25 variables for all the 206 residents' responses through the Principal Component Analysis by SPSS software.

Table 3.4 Principal Component Analysis of the 25 variables and the extracted factors

Source: The Author

No.	Variables	Component				
		Place Location	Milieu	Human activities	Built environment	Context
V12.	Disconnected – Connected	.823	.005	.084	.048	-.101
V10.	Inaccessible – Accessible	.771	-.025	-.069	-.038	.044
V11.	Isolated – Attached	.724	.173	.087	.089	.015
V13.	Far – Near	.530	.023	-.104	-.032	-.115
V14.	Enclosed – Open	.343	.043	-.137	.300	.012
V6.	Global – Local	-.128	.658	.068	-.025	-.200
V9.	International events – Local Events	.127	.641	-.016	.081	.105
V8.	Modern – Traditional	.205	.424	.011	-.267	.065
V7.	Expensive – Inexpensive	.075	.403	.029	-.057	-.025
V21.	Uniform – Diverse	-.020	.171	-.632	.207	-.015
V22.	Complex – Simple	.363	.074	.582	.308	-.006
V24.	Single use – Mixed use	.111	-.104	-.533	.050	.185
V23.	Single culture – Multi culture	.252	-.187	-.423	.271	-.005
V25.	Unmanageable – Manageable	.182	-.173	-.327	.228	-.165
V16.	Normal – Unique	-.064	-.064	-.053	.662	.106
V18.	Unwalkable – Walkable	-.004	-.002	-.244	.619	.020
V15.	Not typical Japanese – Typical Japanese	-.246	.613	-.030	.615	-.065
V19.	Lifeless – Lively	.163	-.053	.004	.608	-.182
V17.	Non-Human scale – Human scale	.350	.123	.040	.559	.168
V20.	Dangerous – Safe	.138	-.175	.078	.435	-.014
V4.	Noisy – Quite	.078	-.061	-.070	.085	-.811
V2.	Crowded – Uncrowded	.191	.056	.097	-.007	-.733
V5.	Private – Public	.250	.054	-.193	-.009	.535
V1.	Artificial – Natural	.280	.258	-.338	-.141	-.470
V3.	Contemporary – Historical	.084	.354	-.351	-.313	-.434
Percent of Variance		17.95	12.00	6.42	5.89	5.37
Cumulative percent		17.95	29.95	36.37	42.26	47.62

* Grey color indicates a factor showing a contribution of 0.3 or above

* KMO measure of sampling adequacy= 0.773 with sig.= 0.000

The results (with a rotation method of Oblimin with Kaiser Normalization and a KMO measure of sampling adequacy of 0.77) of the variables from (V1-V25) suggest using a five-factor solution as shown in Table 3.4 with a cumulative value of 47.62%. In this procedure, we used the set of observations which are the correlated variables that highly contribute to each of the five extracted factors as descriptors for interpreting and naming the five factors as the following: Factor 1: *Place location* (V10-V14) 17.95%, Factor 2: *Milieu* ranges from (V6-V9) 12%, while Factor 3: *Human activities* (V21-V25) 6.42%, Factor 4: *Built environment* (V15-V20) 5.89%, and Factor 5: *Context* from (V1-V5) 5.37%.

3.3.3.1 Dimensions contributing in shaping the current image

In this part, the extracted contributing tangible and intangible five dimensions (factors) to understand the image are described besides what they are assessing.

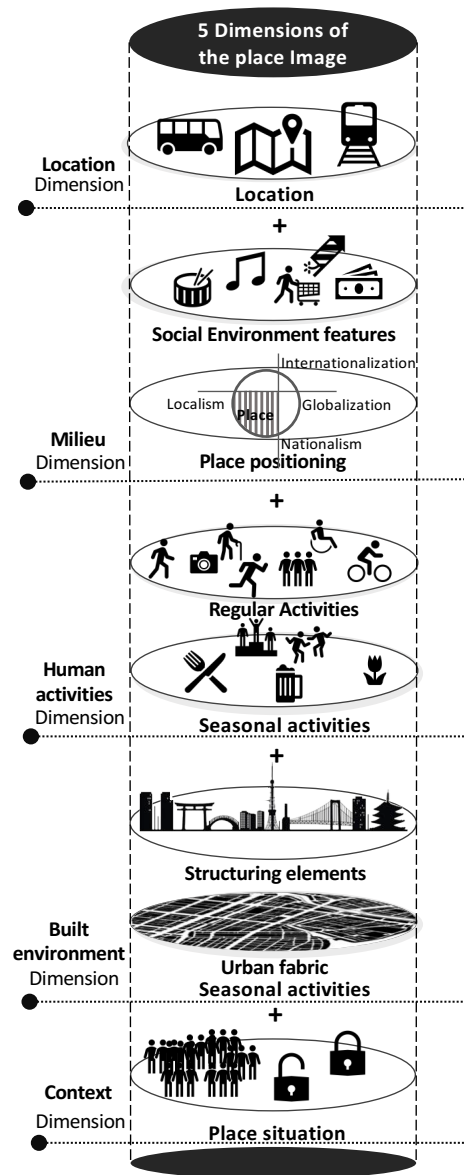


Fig. 3.9 Five extracted image dimensions

Source: The author

Table 3.5 Proposed dimensions’ naming, description and measurement

Source: The Author

No.	Dimension	Naming, description and measurement
1 st	Place location	According to the contributing variables in this dimension (V10-V14). The most contributing variables were: V12, V10, V11. This dimension measures how people feel about the place positioning and its location, how far it is from the City Centre, the accessibility of the island, the usage of the transportation means.
2 nd	Milieu	The contributing variables in this dimension (V6-V9), This dimension describes the residents’ social and cultural environment that is experienced during the involvement with the place, the features, and settings of the domain as affordability and its environment classification and positioning.
3 rd	Human activities	According to the contributing variables in this dimension (V21-V25). This dimension is responsible for measuring the types of human activities, the type of usage of the place, including cultural aspects, and the management of the place.
4 th	Built environment	The contributing variables in this dimension (V15-V20). This dimension handles measuring the physical forms of the place. This includes the character of the buildings, style, human dimension, proportions, the characteristics of public spaces, its walkability, and livability.
5 th	Context	According to the contributing variables in this dimension (V1-V5). This dimension is proposed to be responsible for the main vision of the city towards constructing this place, a description of every day’s place status, the situation of the place, and historical background.

These dimensions cover the location and accessibility, residents' social environment and the place settings, regular and temporary activities, cultural aspects, physical forms, and human dimension, and at last the main vision towards the place, political decisions, and its current situation, which are shown in details in Table 3.5. The five extracted Dimensions result from Tangible and Intangible variables. These variables and accordingly the Dimensions were mainly psychological ones to describe the residents' feelings, attitudes, and meaning of the place image. These feelings and place meanings are based on physical attributes. Residents are generating the RPIs by describing their perception and feelings through recalling the physical and tangible features of the place. In the current study, the Five Dimensions are considered the total product of this comprehensive process.

3.4 Conclusion

This chapter investigates the “Perceptual space” through the actual Residents Perceived Image (RPI) of Odaiba via a Foreign - Japanese psychological Semantic Differential survey. Bipolar variables were selected as personal descriptors for the RPIs towards Odaiba. These variables are the main basis of this study which are based on different concepts related to understanding the city's image. The online questionnaire covered Foreign and Japanese residents of Odaiba (Aomi and Daiba areas) with 206 valid answers. After conducting a reliability test, the 25 proposed variables were having a Cronbach's Alpha of 0.785, which reveals a high level of internal consistency with this sample's scale. 12 variables showed a significance between Foreigner and Japanese answers. These results indicate that the same place could be perceived differently by the diverse types of residents having different preferences as well.

First, the Japanese residents are affected by the livability aspects of the place in terms of social interactions, daily quality of life, and cultural aspects. Second, concerning the human dimension aspect, we can conclude that the Japanese residents care more about the surrounding environment scale and proportions, in which the Japanese residents in the case of Odaiba find it non-human scaled built environment and that could be considered one of

the negative consequences of globalization on the Japanese modern urban spaces which threaten the sense of places, and enclosure of spaces.

Third, most of the residents especially the Japanese tend to evaluate the place as isolated, inaccessible and disconnected for the other parts of the city. As a result, the accessibility and connectivity factors with Tokyo's city center have an impact on the RPIs of the place.

Fourth, the place tends to have a diverse cultural context, as several local, traditional, and international events and festivals are held throughout the year that enriches the cultural context of the place and tend to make it a hub for multi-cultural occasions. These events are found to have a direct impact on other variables' evaluation concerning the congestion of the place which negatively affected both nationalities of residents due to the millions of visitors all over the year. Accordingly, residents were found to evaluate the place as noisy.

The place, in general, is perceived as a public place by both types of residents. It was noticed that some large-scale events privatize the main public spaces of Odaiba by using and closing them partially and to some extent privatizing huge sections as the main Symbol Promenade which is considered the main assemblage pedestrian link in Odaiba. This act has an impact on the daily involvement of residents with the place and their sense of satisfaction in terms of livability, noise, congestion, and walkability.

Some of the disadvantages of Odaiba's perceived image -as being a touristic place- is being an expensive place for living in for Foreign and Japanese residents. The transportation fees from and to Odaiba by the Rinkai and Yurikamome lines may have affected their evaluation of the place. More transportation means alternatives are suggested to support the current ones.

At last, by conducting the Principal Component Analysis on the variables answers, the results suggested using a five-factor solution. The five dimensions names were interpreted according to the correlated variables that highly contribute to each of the five extracted factors as follows:

Factor 1: *Place location*, which measures Odaiba's location, how far it is from the city center, its accessibility, and connectivity through the means of transportation.

Factor 2: *Milieu*, is responsible for describing the social and cultural environment through residents' place involvement, as well as the settings of the domain as affordability and environment classification and positioning.

Factor 3: *Human activities*, responsible for evaluating the different types of human activities through the place, place usage, and management of the place.

Factor 4: *Built environment*, tend to cover the physical and tangible forms of the place, the character of buildings, style, human dimension, and mainly the characteristics of the built environment of livability and walkability.

At last, Factor 5: *Context*, is covering the impact of the main vision of the city towards constructing the place, the situation of the place, and the historical background on the resident's perception. These five main dimensions include a mixture of tangible and intangible aspects.

This chapter aimed to contribute to understanding the image of the RPIs living in Odaiba. The selected variables and accordingly the extracted dimensions were primarily psychological ones for describing the residents' emotions, perception, and Odaiba's image meaning which are based on physical attributes. As concluded, the Foreign residents tend to judge the place according to its location, accessibility, built environment style, performance, diversity, and the space mixed uses. Japanese tend to care more about the situation of the place. They care about the relationship with the waterfront, built environment style and proportions, walkability, sense of publicness, noise pollution, livability, and cost of living.


As a result of the earlier findings and conclusions, the livability aspect of the place in terms of residence and every day's life needs to be reconsidered by the affiliated wards. The temporary activities such as huge events devastate the regular activities practiced by the

residents of the areas. In some instances, the noise released from such events is found to have a disturbing impact on the residents, especially for residents living close to these events' spots. Also, it was found that especially the Japanese residents are affected by the built environment style, human dimension within the place, and its performance, they feel that the place is lacking some Japanese traditional elements tangibly and intangibly (although the majority of the events are local ones), therefore, a balanced approach towards Odaiba needs to be regenerated.

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Appendix: Questionnaire participation invitation distributed on residents' mailboxes in Odaiba in English and Japanese languages (Two sided)

 WASEDA UNIVERSITY

SURVEY ABOUT LIVING IN ODAIBA
A Survey on the image of Odaiba through the residents' perception

Researcher: Aya Khalil, Doctorate student at the Department of Architecture, Graduate School of Creative Science and Engineering, WASEDA University.


Dear resident,

This Questionnaire is being conducted for academic purposes. The purpose of this survey is to understand the participants' perception towards the place they live in and how they see its image.

You are believed to be playing an important role in how places are perceived and evaluated. For that, your opinion and cooperation in how you see the place will be highly appreciated.


***Answering the questionnaire will take 4 minutes. No personal records needed or recorded.**

Survey link:
tiny.cc/3jooez



For more inquiries and comments: aya.khalil@toki.waseda.jp

Thank you for your participation!

 WASEDA UNIVERSITY


お台場に住むことについての調査
お台場のイメージに関する住民意識調査

研究者: Aya Khalil, 早稲田大学大学院創造理工学研究所建築学科博士課程学生。

親愛なる居住者
このアンケートは学術的な目的で実施されています。この調査の目的は、参加者の住んでいる場所に対する認識と、彼らがそのイメージをどう見ているかを理解することです。あなたは、場所がどのように認識され、評価されるかにおいて重要な役割を果たしていると信じられています。そのためにも、その場所をどのように見ているのか、あなたの意見や協力がとてもありがたいです。

***アンケートの回答には4分かかります。個人情報の記録は不要です。**


Survey link:
tiny.cc/mvmoez



その他の問い合わせおよびコメントについて: aya.khalil@toki.waseda.jp

ご参加ありがとうございます!

Appendix: Questionnaire online form in English



"A study on the current image of Odaiba through the residents' perception"

This Questionnaire is being conducted for academic purposes at WASEDA University in the Department of architecture.
The purpose of this survey is to understand the participants' perception towards the place they live in (Daiba and Aomi areas) and how they see its image.
*Optional (it will be helpful for the research), words' survey to describe Odaiba (Daiba and Aomi) by elements and adjectives.

*Instructions: Please make your ratings by checking the proper space.

*Required

Age *

Choose

Gender *

Female
 Male

Nationality

Choose

Place of residence *

Aomi area
 Daiba area

Duration of stay in Odaiba *

0 - 6 months
 7 months - 1 year
 1 year - 2 years
 2 years - 3 years
 3 years - 4 years
 Above 4 years

Not typical Japanese 1 2 3 4 5 Typical Japanese

Noisy 1 2 3 4 5 Quiet

Far 1 2 3 4 5 Near

Inaccessible 1 2 3 4 5 Accessible

Isolated 1 2 3 4 5 Attached

Disconnected 1 2 3 4 5 Connected

Normal 1 2 3 4 5 Unique

Complex 1 2 3 4 5 Simple

Enclosed 1 2 3 4 5 Open

Modern 1 2 3 4 5 Traditional

Non-Human scale 1 2 3 4 5 Human scale

Unwalkable 1 2 3 4 5 Walkable

Lifeless 1 2 3 4 5 Lively

Single-culture 1 2 3 4 5 Multi-culture

International events 1 2 3 4 5 Local Events

Private 1 2 3 4 5 Public

Dangerous 1 2 3 4 5 Safe

Single-use 1 2 3 4 5 Mixed-use

Unmanageable 1 2 3 4 5 Manageable

Kindly write down 3 Elements that best describe Odaiba's image from your point of view.

1- Elements
Describe Odaiba's (Daiba and Aomi areas) image by the names of the most influential elements from your point of view (e.g. Rainbow Bridge, Beach, Fuji TV Gardens, cinema,.....etc)

The Three elements are:

Your answer _____

Your answer _____

Your answer _____

Q1. How do you see Odaiba as a place?

Artificial 1 2 3 4 5 Natural

Uniform 1 2 3 4 5 Diverse


Contemporary 1 2 3 4 5 Historical

Global 1 2 3 4 5 Local

Expensive 1 2 3 4 5 Inexpensive

Crowded 1 2 3 4 5 Uncrowded

Appendix: Questionnaire online form in Japanese



住民意識を通じたお台場のイメージに関する研究

このアンケートは建築学科の早稲田大学で学術的な目的で行われています。

この調査の目的は、参加者が自分の住んでいる場所(台場、青海)についてどのように感じているか、またそのイメージをどのように見ているかを理解することである。

*オプションで、お台場のイメージを場所の要素ごとに説明する言葉による調査

*注意：適切なスペースを確認して評価を行ってください。

* Required

年齢*

Choose

性別*

女性

男性

国籍

Choose

居住地*

青海

台場

お台場での滞在時間*

0~6か月

7か月~1年

1年~2年

2年~3年

3年~4年

4年以上

Q1.お台場はどのような場所だと思いますか?

1 2 3 4 5

非日本的な 日本的な

1 2 3 4 5

うるさい 静かな

1 2 3 4 5

遠い 近い

1 2 3 4 5

近づきにくい 近づきやすい

1 2 3 4 5

開墾された 荒がった

1 2 3 4 5

接続性のない 接続性のある

1 2 3 4 5

ノーマルな ユニークな

1 2 3 4 5

複雑な 単純な

1 2 3 4 5

閉われた 開かれた

1 2 3 4 5

革新的な 伝統的な

1 2 3 4 5

ヒューマンスケールでない ヒューマンスケールな

1 2 3 4 5

歩きたくない 歩きたくなる

1 2 3 4 5

生氣のない 生き生きした

1 2 3 4 5

単独文化的な 多文化的な

1 2 3 4 5

国際イベント ローカルイベント

1 2 3 4 5

国際イベント ローカルイベント

1 2 3 4 5

プライベートな パブリックな

1 2 3 4 5

危険な 安全な

1 2 3 4 5

機能多目的な 機能単一的な

1 2 3 4 5

管理しにくい 管理しやすい

*オプションですが、お台場のイメージを一番よく表す3つの要素をあなたから見て書いてください。

要素

お台場の(「自然青海エリア」)のイメージを、あなたから見て最も影響力のある要素の名前で説明してください(例えば、レインボーブリッジ、ビーチ、フジテレビ、ガンダム、クレーンなど、その他)

3つの要素は次のとおりです。

Your answer _____

Your answer _____

Your answer _____

Appendix: Questionnaire results (5 points Semantic Differential scale) N=206

Table with 10 columns (ID, Age, Gender, Place of Residence, Nationality, Duration of stay, Natural/Uncovered, Historical/Contemporary, Value, Quality, Public, Local, Inexpensive/Traditional, Valuations on events, VDI, Attended, VDI, Connected, VDI, Unique, Humane, Available, Lively, Safe, Diverse, Simple, Multicultural, VZI, VZII, VZIII, VZIV, VZV, VZVI, VZVII, VZVIII, VZIX, VZX, VZXI, VZXII) and 206 rows of data.

Appendix: Semantic differential survey results (Foreigner and Japanese means of each variable)

Variables	Foreigners		Japanese
	Bar Values	N=129	N=77
V1. Artificial - Natural	5	2.48	2.27
V2. Crowded - Uncrowded	5	2.67	2.58
V3. Contemporary - Historical	5	1.78	2.04
V4. Noisy - Quite	5	2.60	2.52
V5. Private - Public	5	3.82	3.79
V6. Global - Local	5	1.72	1.78
V7. Expensive - Inexpensive	5	1.82	2.23
V8. Modern - Traditional	5	1.50	1.47
V9. International events - Local Events	5	2.53	2.09
V10. Inaccessible - Accessible	5	3.29	2.44
V11. Isolated - Attached	5	2.66	2.18
V12. Disconnected - Connected	5	2.98	2.10
V13. Far - Near	5	2.18	2.18
V14. Enclosed - Open	5	4.00	3.60
V15. Not typical Japanese - Typical Japanese	5	2.00	1.96
V16. Normal - Unique	5	3.75	3.66
V17. Non-Human scale - Human scale	5	3.22	2.30
V18. Unwalkable - Walkable	5	4.02	3.65
V19. Lifeless - Lively	5	3.81	2.44
V20. Dangerous - Safe	5	4.62	4.44
V21. Uniform - Diverse	5	3.51	3.52
V22. Complex - Simple	5	3.00	2.31
V23. Single-culture - Multi-culture	5	3.98	3.60
V24. Single-use - Mixed-use	5	4.05	4.23
V25. Unmanageable - Manageable	5	4.09	3.88

CHAPTER 4

**RESIDENTS PERCEIVED IMAGES PATTERNS AND
INFLUENTIAL PLACE ELEMENTS**

4.1 Introduction

4.1.1 Background

This part of the study – also is based on a published article¹⁾ is considered an extension to the previous Chapter which was responsible for evaluating the Residents Perceived Images (RPIs) of Foreigner and Japanese through a psychological semantic differential survey. In the last part, we concluded that Foreign and Japanese residents perceive the same place differently, while they also agreed on some terms and aspects concerning describing the place where they are living in. The previous study resulted in dimensions that contribute to understanding the image of the RPIs living in Odaiba. These attributes are a mixture of tangible and intangible dimensions (Place location, Milieu, Human activities, Built environment, and Context).

This current part of the study will dig more for understanding residents' perception, through analyzing their perception patterns. It will also examine their cognition of the place through the influential elements of the place, besides the study will study the relation of the patterns with the most frequent elements mentioned by its residents. This could be supported by Maki et al.²⁾ vision about the perception and understanding of urban morphology occurs by the users as a mixture of different elements, such as natural features like mountains and rivers surrounding the city and going through it, the streets and blocks arrangement, and the facades styles and ornaments. Consequently, the previous elements are translated through people's eyes as receivers and they transform them into self-impressions²⁾.

For Maki et al.²⁾ several architects and urbanists – based on Lynch's theory¹ – have developed different methods and frameworks to understand the urban morphology focusing on the physical and tangible dimensions and the impressions gained by the forms instead of digging deeper and searching behind the decisions and meanings that led to these urban tangible forms.

¹ Lynch theory about the image of the city could be perceived through the analysis of five main elements; Paths, edges, districts, nodes, and landmarks, Lynch, K.: *The image of the city, Vol. 11, MIT press, 1960*

Hence, and according to the study's hypothesis, the Residents perceived Images (RPIs) of a touristic place could be complex and multifaceted.

This chapter will shed light on the intersubjectivity through the image's psychological analysis from the perspective of diverse types of users living in Odaiba. However, linking this intangible image perception with the main physical structuring elements of the place could lead to a comprehensive clear understanding of the place's images, which is considered the chapter's main contribution.

4.1.2 Objectives of the chapter

This Chapter aims to categorize the Residents Perceived Images (RPIs) and seek intersubjectivity to understand the different image patterns and accordingly, the preferences and needs from different perspectives. Thus, this understanding could help stakeholders in improving and managing the image of the place, besides enhancing the performance of the place based on the negative perceived images.

These aims could be achieved through A) Extracting the RPIs different patterns of the same place. B) Analyze these patterns according to the residents' demographic features. C) Explore the most influential elements chosen by residents according to the RPIs patterns which contribute to forming their perceived image. D) Exploring the elements' appearance rate in each cluster to assess the relationship between the recognized elements and their psychological image perceived.

4.2 Methodology

In order to reach this chapter's main goals, several methods were used to conduct the categorization of Odaiba's residents into patterns according to their image perception evaluation. The methods include for main steps as following:

1. *Hierarchical Cluster Analysis (HCA)*, by using SPSS to classify the respondents into distinct patterns based on the previously collected data from the 206 residents evaluating the 25 variables.

2. Based on the second part of the questionnaire, which was distributed on the residents of Odaiba, it required them to mention three elements they see mostly describing the image of the place. *A Free Word survey*, inspired by the city perception survey by Mori Memorial Foundation³⁾², participants were asked to freely describe the place in three words from their everyday experience and involvement with the place.

These mentioned words are indicative of the most influential Elements that have an impact on the image of Odaiba. The respondents' answers as "Elements" are collected, filtered and then ranked according to their frequency, besides generating a map that visually determines the ranking of the physical elements chosen by all residents.

3. *Elements appearance rate per cluster* analysis is conducted, according to the clusters' results by the (HCA) and the free word survey results (Elements), each cluster's top-ranked elements are extracted to compare the appearance rate of elements chosen by each cluster which contribute to forming their perceived image and examine their influence on their perceived image patterns.

4.3 Extracting RPI patterns through Hierarchical Cluster Analysis (HCA)

To classify the homogeneous respondents into groups based on their common perception characteristics to achieve the intersubjectivity state of image analysis, a Hierarchical Cluster Analysis was conducted using Ward's method based on the earlier (PCA) results. By using the highest two contributing variables (above 0.5) in each of the five extracted

² City perception survey by Mori memorial foundation is a survey and analysis of the perceptions by words (up to three words for each city) of over 2,000 respondents in 40 global cities and aims to help to understand the image of cities and contribute to the future branding strategies of 8 target cities: London, New York, Tokyo, Paris, Singapore, Seoul, Hong Kong, and Shanghai.

dimensions (factors), a total number of 10 variables were selected (V12, V10, V6, V9, V21, V22, V16, V18, V4, V2) as shown in Table 4.1 to categorize the 206 respondents.

The (HCA) resulted in a dendrogram and by cutting at a distance of 5.5, six clusters were extracted as shown in Figure 4.1. Afterward, as shown in Table 4.1 the mean value of each variable was examined resulting in classifying and naming each RPIs pattern (cluster) as follows: *Cluster 1* (Unique, Reachable, and Walkable), *Cluster 2* (Assorted and Global), *Cluster 3* (Homogenous and Accessible), *Cluster 4* (Peaceful and Calm), *Cluster 5* (Disturbing and Inconvenient), and *Cluster 6* (Festive and Crowded) as shown in Table 4.2.

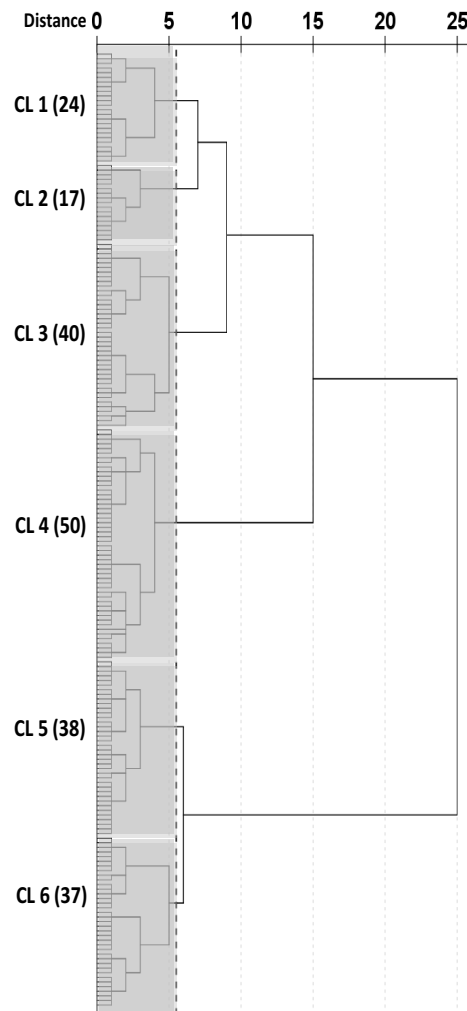


Fig. 4.1 Dendrogram of six clusters extracted by HCA
Source: The author

Each RPIs pattern has its unique characteristics in perceiving the image of the place, as well as its

Table 4.1 Six extracted clusters according to the mean value of each variable, ward’s method

Source: The author

	V21.Uniform. Diverse	V6.Global. Local	V2.Crowded. Uncrowded	V4.Noisy.Q uite	V10.Inaccessible. Accessible	V12.Disconnected. Connected	V16.Normal.U nique	V22.Complex .Simple	V18.Unwalkable. Walkable	V9.International events.Local Events
Cluster 1 Total N=24 11.7% F.N=23 J.N=1	4.50	1.29	3.46	3.46	4.00	3.83	4.46	3.33	4.67	2.17
Cluster 2 Total N=17 8.3% F.N=15 J.N=2	4.53	1.35	2.18	2.24	3.53	3.65	4.06	2.65	3.59	3.94
Cluster 3 Total N=40 19.4% F.N=36 J.N=4	2.83	2.20	2.90	2.98	3.70	3.30	3.33	3.28	3.60	2.70
Cluster 4 Total N=50 24.3% F.N=17 J.N=33	3.64	2.08	3.58	3.46	2.24	2.22	3.46	2.20	3.66	2.30
Cluster 5 Total N=38 18.4% F.N=11 J.N=27	3.08	1.61	1.53	1.39	2.05	1.63	3.82	2.50	3.39	2.08
Cluster 6 Total N=37 18.0% F.N=27 J.N=10	3.43	1.41	1.92	1.73	3.19	2.38	3.76	2.81	4.59	1.81
Mean	3.51	1.74	2.64	2.57	2.97	2.66	3.72	2.74	3.88	2.37

Ward Method *F.N= Foreigners numbers per cluster, J.N= Japanese numbers per cluster

*Black indicates items whose maximum means are above 3.00, and grey indicates items with least means below 3.00.

respondents’ distribution which differs from cluster to another. Each pattern’s nationality distribution is mentioned in Figure 4.2 precisely.

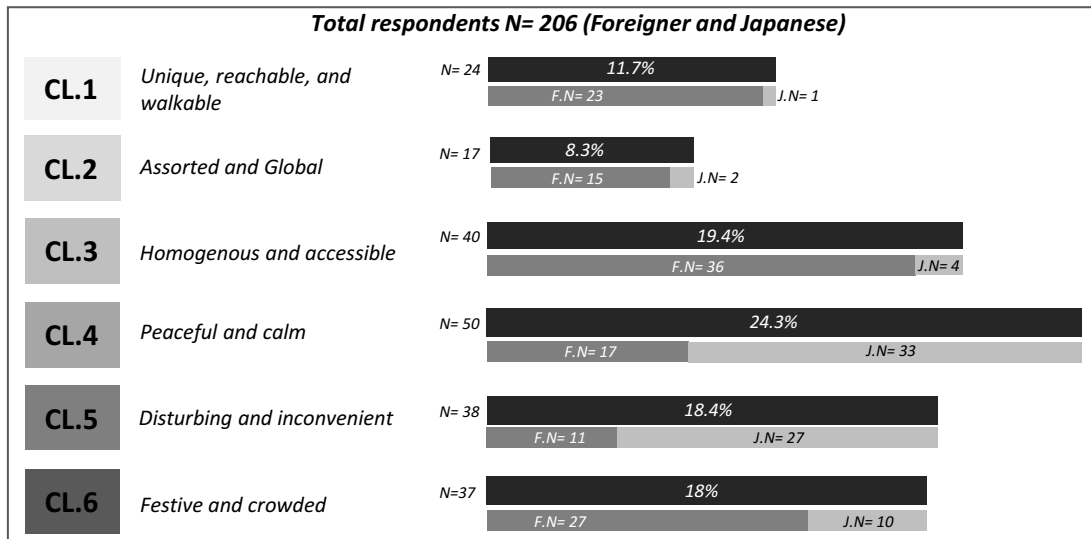


Fig. 4.2 General information about respondents’ distribution and nationality towards each cluster

Source: The author

As shown in Table 4.2, four clusters have the majority of Foreign residents above 70% (CL 1, 2, 3, 6), while in the other two clusters the majority of the respondents were Japanese residents above 65%.

(CL. 1) has a majority of female respondents by 67%, and (CL. 4) has a significant percentage of 36% elder respondents in which their age varies between (35-51) and the longest duration of stay. It is also observed that (CL. 6) (Festive and crowded) consists of

Table 4.2 Types of respondents’ image patterns and their characteristics

Source: The author

Cluster	Types of RPIs	Cluster distribution features and image description	Gender		Nationality		Age				Duration of stay				
			M	F	F	J	18-23	24-34	35-45	>45	0M-1Y	1Y-2Y	2Y-3Y	3Y-4Y	>4Y
CL 1	Unique, reachable, and walkable	This cluster is 96% Foreigners, with 67% female respondents, 96% are from 26- 39 years old, residents lived there within 3 years, describing the image of the place as unique, connected and easily accessible to city center.	8	16	23	1	0	18	5	1	10	6	8	0	0
CL 2	Assorted and Global	This cluster is formed of 88% Foreigners, with gender balanced respondents, 82% are from 24- 34 years old, with 35% duration of stay within 6 months and 41% from 1-2 years, describing the image as global, diverse, with a lot of local events held.	8	9	15	2	1	14	1	1	8	7	2	0	0
CL 3	Homogenous and accessible	This cluster consists of 90% Foreigners, with 58% male respondents, 75% are from 24- 34 years old, 12.5% stayed from 3 to above 4 years and the rest are equally distributed, describing the image as uniform, simple, and the place is easily accessed.	23	17	36	4	1	30	8	1	18	10	7	3	2
CL 4	Peaceful and calm	This cluster is 66% Japanese, with 68% male respondents, 36% are from 35-51 years old, with 36% duration of stay above 2 years, relating that the place is uncrowded, quite with complex human activities.	34	16	17	33	1	31	14	4	15	17	5	9	4
CL 5	Disturbing and inconvenient	This cluster consists of 71% Japanese, with 61% male respondents, all respondents’ ages vary from 24- 40 years old, with 39% duration of stay from 1-2 years, with an inconvenient impression including; crowd, noise, inaccessibility, and disconnection with the city center.	23	15	11	27	4	27	7	0	19	15	4	0	0
CL 6	Festive and crowded	This cluster is 73% Foreigners, with 70% male respondents, 86.5% are from 23- 34 years old, with 49% duration of stay within 1 year, describing the place as festive with the occurrence of lots of international events, leading to a crowded and noisy place but walkable.	26	11	27	10	2	30	4	1	18	10	8	1	0

the youngest respondents 86.5% are from (23-34) years old and a relatively short duration of stay which may explain their perception towards the place, in contrast with (CL. 1) and (CL. 4) with the majority of respondents who lived there for longer periods describing the place as unique, connected, easily accessible, as well as peaceful and calm respectively. It is clear that all residents among the six clusters see the place as global according to their evaluation in V6. Global. Local.

4.4 Residents’ most influential elements of Odaiba’s image

This part of the study includes the results of a survey based on allowing respondents to answer in their own words and freely mentioning the Elements that have an influential impact on the image they perceive. The number of Foreigners and Japanese respondents who answered the word survey part of the questionnaire was (N=183) with a total number of valid words (Elements) of 531 words. 18 invalid words were excluded such as elements that do not belong to the study area, or any missing data.

Also, words with the same meaning were merged into one word to reach an accurate result. Table 4.3 shows the general results of this survey in which 33 elements were mentioned by residents to describe the image of Odaiba, the top 5 elements are shown in Figure 4.3, 4.4, and 4.5. While Figure

Table 4.3 General results of all mentioned Elements by residents

Source: The author

Elements	Freq.	Rank
1- Rainbow Bridge	97	1
2- Beach	66	2
3- Gundam	66	2
4- Shopping malls	47	3
5- Festivals/Events	35	4
6- Fuji TV	29	5
7- Tourists	26	6
8- Couples	24	7
9- Yurikamome	18	8
10- Statue of Liberty	18	8
11- Hanabi	12	9
12- Tokyo Bay	12	9
13- Odaiba Seaside Park	11	10
14- Tokyo International Exchange Center	10	11
15- Scenery	9	12
16- Boats	7	13
17- Miraikan	7	13
18- Ferris wheel	7	13
19- Hanami	6	14
20- Symbol Promenade	4	15
21- Cranes	3	16
22- Winter illuminations	3	16
23- Oedo Onsen	2	17
24- Hilton Hotel	2	17
25- Maritime Museum	2	17
26- Island	1	18
27- Trailers	1	18
28- Tokyo Teleport station	1	18
29- Public Spaces	1	18
30- Grand Nikko	1	18
31- Mega Web	1	18
32- Life	1	18
33- Technology	1	18
Total valid words	531	

*N= 183

Total invalid words= 18

4.6 illustrates the physical elements according to their ranking on Odaiba's map to demonstrate the perceived elements by the residents on the physical place.

It was found that the Rainbow Bridge is the most influential element on the RPIs with the highest frequency of 97 times. In the 2nd ranking comes the Beach element with 66 times, which shows the strong connection of residents with the waterfront elements especially when it is easily accessed. Gundam statue also comes in the 2nd place, as 36% of the residents see it as an important landmark and structuring element of Odaiba.



Fig. 4.3 Rainbow bridge the top ranked element (Highest frequency)

Source: The author



Fig. 4.4 Left: Odaiba Beach in the 2nd rank, and Right: 3rd rank DiverCity Tokyo Plaza shopping mall

Source: The author

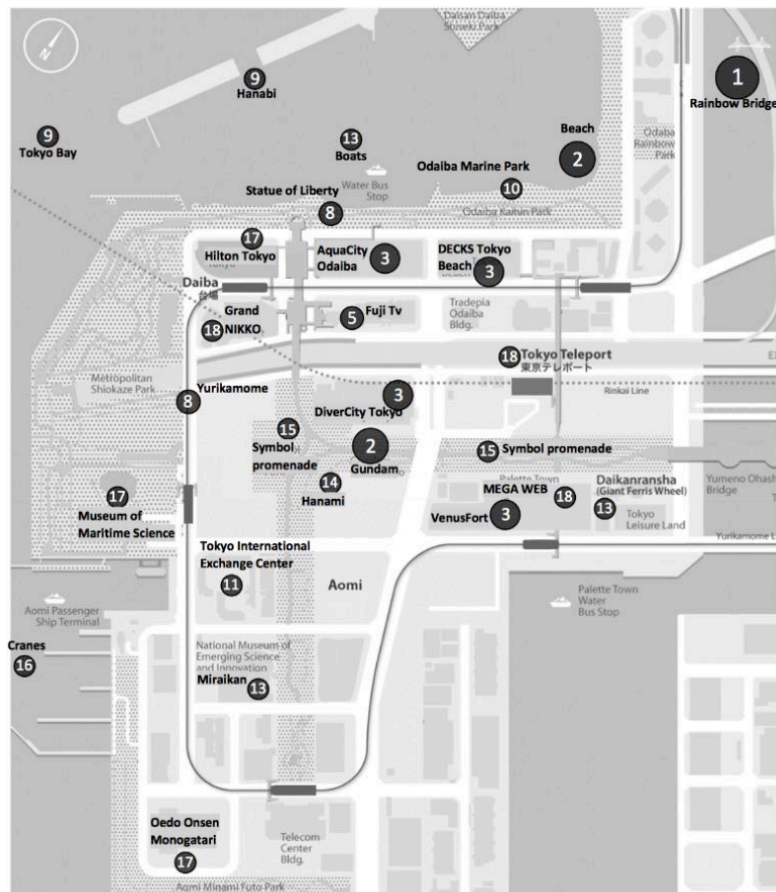
Shopping malls came in the 3rd place as the place is considered a huge consumption island due to its main four shopping malls which attract a lot of consumers and visitors to the place. The residents mentioned the Festivals and Events as vital elements in the image of Odaiba, where a total number of approximately 62 outdoor local events and 17 international events were held in 2018⁴⁾⁵⁾, including various cultural and traditional performances,

Hanami, Hanabi, Motor shows, Sports events, Food festivals, and several International festivals and events.



Fig. 4.5 Left: Gundam in the 2nd rank, and Right: Events in the 4th rank (Motor sports Japan)

Fuji TV came in the 5th place as it is the 2nd tallest landmark (123.45m) after the Rainbow Bridge (127m)⁶. Interestingly, Tourists and couples as elements came in the 6th and 7th place, as the residents of the place can identify the large groups of tourists along the year, while some residents see that Odaiba is considered to be a dating spot with lots of couples.



● Ranking of Physical elements selected by residents

Fig. 4.6 Ranking of physical Elements by residents
Source: The author

At last, in this study, some elements were not mentioned in any of the respondents’ answers although they are landmarks of the place as the Telecom center and the Flame of liberty, and this might mean that they don’t have a significant impact on these RPIs.

4.5 Residents’ Perceived Image patterns’ most influential elements

According to the previous RPIs patterns’ results by the (HCA) and the free word survey results (elements), each cluster’s top 7 ranked words³ are extracted to compare the elements chosen by the six patterns of RPIs which contribute to forming their perceived image.

Table 4.4 illustrates 18 elements that ranked the top 7 elements in the six clusters and the percentage of respondents mentioning the element per cluster. Each cluster’s characteristics and elements’ distribution are explained according to Table 4.4, and Figures 4.7, 4.8, 4.9, 4.10, 4.11, 4.12 as follows:

Table 4.4 Percentage of respondents mentioning the element per cluster

Source: The author

Cluster \ Elements	Rainbow Bridge	Gundam	Beach	Shopping malls	Festivals/ Events	Tourists	Couples	Yurikamome	Fuji TV	Hanabi	Statue of Liberty	Ferris wheel	Odaiba Seaside Park	Miraikan	Boats	Hanami	Tokyo Bay	TIEC
CL 1	80.0%	35.0%	40.0%	20.0%	5.0%			15.0%	10.0%		10.0%	5.0%	10.0%		10.0%	5.0%	15.0%	5.0%
CL 2	68.8%	43.8%	37.5%	56.3%	12.5%	6.3%			6.3%		6.3%	18.8%	6.3%			18.8%	6.3%	6.3%
CL 3	48.6%	54.3%	28.6%	37.1%	20.0%				31.4%		14.3%							
CL 4	38.6%	25.0%	45.5%	18.2%	15.9%	29.5%	29.5%	11.4%	15.9%									
CL 5	45.7%	28.6%	37.1%	20.0%	20.0%	22.9%	14.3%	11.4%	11.4%		11.4%		11.4%					
CL 6	60.6%	36.4%	27.3%	18.2%	33.3%	6.1%	9.1%	12.1%	12.1%	18.2%	6.1%		9.1%	12.1%				9.1%

*Total number of respondents of the word survey N= 183 *Percentage of the cluster’s respondents mentioning the element % = $\frac{\text{Word Frequency}}{\text{No. of respondents per Cluster}}$

CL 1, Unique, Reachable, and walkable, (N=20) 96% Foreigners – (54 valid words, 6 invalid words) CL 4, Peaceful and Calm, (N=44) 66% Japanese – (129 valid words, 3 invalid words)
 CL 2, Assorted and Global, (N=16) 88% Foreigners – (48 valid words, 0 invalid words) CL 5, Disturbing and Inconvenient, (N=35) 71% Japanese - (101 valid words, 4 invalid words)
 CL 3, Homogenous and Accessible, (N=35) 90% Foreigners – (102 valid words, 3 invalid words) CL 6, Festive and Crowded, (N=33) 73% Foreigners – (99 valid words, 2 invalid words)

Percentage (Max. 80) 1% - 10% 10.1% - 20% 20.1% - 40% 40.1% - 60% 60.1% - 80%

Cluster 1 (Unique, Reachable, and Walkable), with the highest percentage of Foreign residents in comparison with the other clusters, the residents of this cluster see the place as unique, diverse, accessible, connected, and walkable. The top three elements mentioned are

³ The “Top 7 words” criterion is selected because all the mentioned elements by residents in CL 1 and CL4 were ranked only in the first 7 places.

the Rainbow Bridge (maximum appearance rate among all clusters), Beach, and Gundam as shown in Figure 4.7, respectively. That shows how the cultural landscape, scenery, and landmarks are intriguing for the residents of this cluster, especially for foreigners. The Yurikamome’s presence was noticeable in this cluster which relates to its distinct appearance and the residents’ description as easily connected and reachable. Tokyo Bay as a significant edge of the island appeared with the same percentage (15%) which may indicate the uniqueness of the place location.

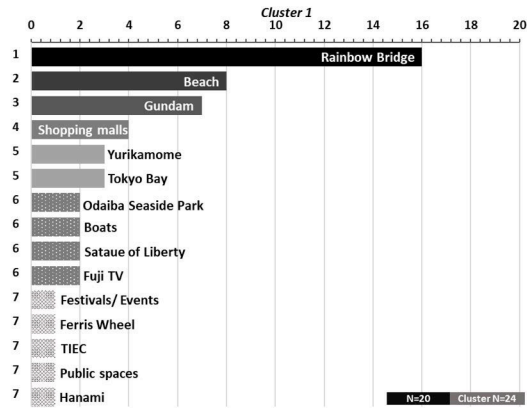


Fig. 4.7 CL.1 (Unique, Reachable, and Walkable) elements frequency and ranking
Source: The author

Cluster 2 (Assorted and Global), the residents of this cluster see the place as diverse, global, connected, and hosting local events. Rainbow Bridge, Shopping malls, and Gundam appeared with the highest first three percentages, respectively as shown in Figure 4.8. The Shopping malls include all four shopping malls

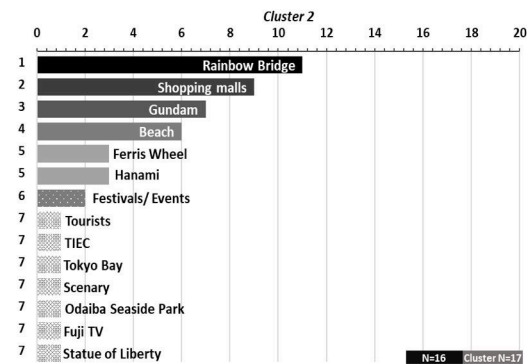


Fig. 4.8 CL.2 (Assorted and Global) elements frequency and ranking
Source: The author

which form most of the commercial and entertaining image of the island, While the Beach element was in the 4th rank. Also, new elements appeared with a percentage of 18.8% of respondents mentioning them as the Ferris wheel and the Hanami (flowers viewing) which emphasize the diversity of elements mentioned in this cluster.

Cluster 3 (Homogenous and Accessible), the residents of this cluster see the place as uniform, simple, and easily accessed. Gundam came at the 1st ranking before the Rainbow Bridge and the Shopping malls which were in the 2nd and 3rd

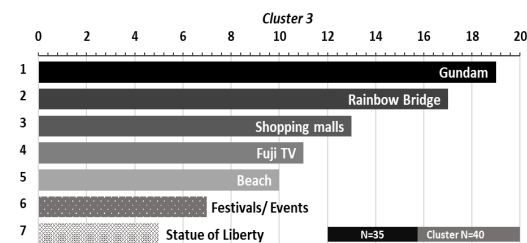


Fig. 4.9 CL.3 (Homogenous and Accessible) elements frequency and ranking
Source: The author

places. While Fuji Tv’s maximum appearance rate was in this cluster and was in the 4th ranking, while the Beach element was below it. The Statue of Liberty also had a maximum appearance rate in this cluster as shown in Figure 4.9. This cluster’s image was strongly affected by the landmarks of the place.

Cluster 4 (Peaceful and Calm), having a majority of Japanese residents, the residents of this cluster see the place as uncrowded, quiet, with complex human activities, ranking the Beach element in the 1st place with the highest appearance rate among all

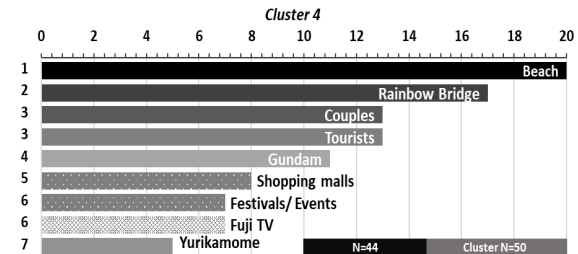


Fig. 4.10 CL.4 (Peaceful and Calm) elements frequency and ranking
Source: The author

clusters which may lead to the calm image. This may indicate that the waterfront and the relation with it are more valuable for the Japanese residents. Rainbow bridge was in the 2nd place, while interestingly some elements’ appearance rate in this cluster is the highest among other clusters as; Tourists and Couples with 29.5% of respondents’ percentage. This cluster’s residents consider it a dating spot and no doubt their eyes catch the huge number of tourists every day. Gundam and Shopping malls went down in the 4th and 5th place as the residents of this cluster may have another preference as shown in Figure 4.10.

Cluster 5 (Disturbing and Inconvenient), this cluster has the highest Japanese residents among the others, the residents of this cluster see the place as crowded, noisy, inaccessible, disconnected from the city center, and with plenty of international events. Rainbow Bridge is in the 1st ranking while the Beach

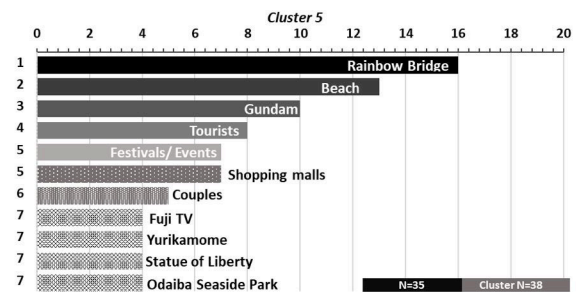


Fig. 4.11 CL.5 (Disturbing and Inconvenient) elements frequency and ranking
Source: The author

and Gundam came in the 2nd and 3rd places respectively. Tourists came with an appearance rate of 22.9%, while Festivals/Events and Shopping malls came in 5th place with an appearance rate of and 20% and they probably have affected the residents’ perception

towards the place as a disturbing and inconvenient place resulting from congestion and noise as shown in Figure 4.11.

Cluster 6 (Festive and Crowded), the residents of this cluster see the place as a platform for international events, crowded, noisy, and walkable. Rainbow Bridge came in the 1st place while Gundam came in the 2nd place. Festivals and Events jumped to the 3rd place with the highest respondents’

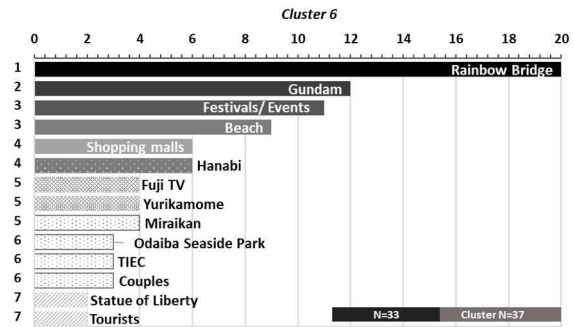


Fig. 4.12 CL.6 (Festive and Crowded) elements frequency and ranking
Source: The author

percentage among other clusters of 33.3%. The Beach came in 4th place, also Hanabi (Fireworks) appeared in the 5th place with the shopping malls and this perhaps affected their general perceived image as festive and crowded as shown in Figure 4.12.

At last, it is observed that the 18 elements (shown in Table 4.4) which ranked the top 7 elements in the six clusters contain several global elements which strongly influence the image perceived by the residents of Odaiba and this is directly related to their evaluation of (V.6 Global. Local and V8. Modern. Traditional).

Global elements include huge infrastructures like the Rainbow Bridge, various underground and suspended metro lines, shopping malls and international consumption patterns and brands, international replicated elements like the Statue of Liberty and the Giant Ferris wheel, international events, and festivals, and at last, huge headquarters like Fuji Tv which an obvious landmark of Odaiba.

Each RPIs cluster characteristics were described according to its residents’ mentioned elements’ ranking and appearance rate. A strong relationship and influence were found between the residents’ mentioned elements describing the place and each pattern characteristics. These findings show that the tangible and intangible elements of the surrounding environment played a key role in shaping each pattern’s psychological perceived image.

4.6 Conclusion

This Chapter focuses on reaching out intersubjectivity through the image's psychological analysis resulting from diverse types of residents who are living in Odaiba through exploring the different RPI patterns generated from the same place, as well as the most influential elements affecting these residents' image patterns. Results interestingly showed residents tend to generate different and sometimes conflicting images of the same place depending on their demographic features, backgrounds, and preferences of the place.

At first, six types of RPIs patterns were found precisely expressing the residents perceived images as shown in Table 4.5: *Cluster 1* (Unique, Reachable, and Walkable), *Cluster 2* (Assorted and Global), *Cluster 3* (Homogenous and Accessible), *Cluster 4* (Peaceful and Calm), *Cluster 5* (Disturbing and Inconvenient), and at last, *Cluster 6* (Festive and Crowded).

It was found that (*Clusters 1, 2, 3, 6*) have most of the Foreign residents, while (*Clusters 4,5*) have the majority of the Japanese residents. (*Cluster 1*) has a majority of female respondents caring about the uniqueness of the place, its accessibility by different means of transportation and the walkability through the place. (*Cluster 2*) residents see the place as diverse, global, connected, and hosting local events mentioning new and diverse elements as the Giant Ferris wheel and the Hanami (flowers viewing) emphasizing the diversity of this cluster's image.

(*Cluster 3*) residents' image of Odaiba is being uniform, simple, and easily accessed, while (*Cluster 4*) has the eldest respondents and higher amount of Japanese respondents with the longest duration of stay, which may relate with their vision about Odaiba as a peaceful calm place and having a relationship with the waterfront. (*Cluster 5*) have the highest Japanese residents among the all other clusters, and in contrast, these residents tend to see the place as crowded, noisy, inaccessible, disconnected from the city center, and with lots of international events due to the existence of lots of tourists, and Festivals/Events which have possibly affected the residents' perception towards the place as a disturbing and

inconvenient place resulting from noise and congestion. It is also concluded that younger respondents with a relatively short duration of stay as in (*Cluster 6*) see the place as (Festive and crowded) in which Festivals overwhelm their perceived image, in contrast with the RPIs of (*Cluster 1*) and (*Cluster 4*) which most of them lived there for longer durations. Tourists and Festivals/Events affect a range of clusters negatively, while the Japanese residents mention “Couples” as an influential element affecting the image as well.

Secondly, the top three elements in all the six patterns were; Rainbow Bridge, Beach, Gundam, Shopping malls, couples, tourists, and Festivals/Events in which their appearance rate differs from cluster to cluster according to its respondents’ perception. Other several elements appeared randomly in certain clusters and have affected its RPIs. Physical elements were found to have a strong impact on the perceived psychological images.

Table 4.5 Odaiba’s image patterns characteristics and their most influential elements

Source: The author

Foreigners tendencies		Japanese tendencies
Judge the places according to its location, accessibility, built environment style, performance, diversity, and the space mixed uses.		Care more about the situation and style of the place (e.g. relation with the waterfront, Built environment style, walkability, publicness, noise pollution, livability, and cost of living)
RPIs patterns	Image features and characteristics	Main Influential Elements
CL 1. Unique, reachable, and walkable	Unique, connected and easily accessible to the city center.	Rainbow bridge, Beach, ,Gundam, Shopping malls, Yurikamome, & Tokyo bay
CL 2. Assorted and Global	Global, diverse, with a lot of local events held.	Rainbow bridge, Shopping malls, Gundam, Beach, Ferris wheel and Hanami
CL 3. Homogenous and accessible	Uniform, simple, and the place is easily accessed.	Gundam, Rainbow bridge, shopping malls, Beach, Fuji Tv, Festivals & Statue of liberty
CL 4 .Peaceful and calm	Uncrowded, quite with complex human activities.	Beach, Rainbow bridge, Tourists, Couples , Gundam, Shopping malls &Fuji Tv
CL 5. Disturbing and inconvenient	Inconvenient impression including; crowd, noise, inaccessibility, and disconnection with the city center.	Rainbow bridge, Beach, Gundam, Tourists and festivals, shopping malls, & Couples
CL 6. Festive and crowded	Festive with the occurrence of lots of international events, leading to a crowded and noisy place but walkable.	Rainbow bridge, Gundam, Festivals, Beach, Hanabi, Shopping malls

Finally, concerning Odaiba's performance as a leisure global and touristic place, interestingly, there was a significant difference between the resident's image patterns explored although it is considered a clone city with a globalscape having several global replicated elements. These elements are including landmarks, huge infrastructures and headquarters, international consumption patterns, and hosting a variety of international events and festivals.

Odaiba after examining its images from the residents' perspective was found to have multiple negative images concerning some aspects related to their livability in the place. Since Odaiba was planned to adapt a residential population, it is important to pay more attention to the residents' needs and everyday demands to maintain the amenity environment of such a place.

The duration of stay in the place was found as an important factor in the generated and perceived images by the residents. The longer their stay the deeper understanding of the place and its potentials as they tend to build up lots of layers to reach their current image. On the contradictory, the less they stay in the place tends to affect the perceived image by being shallower or only by concentrating on the superficial aspects of the place.

Odaiba as a place for living has its ability to impress its residents through the engagement with the waterfront, its location as an artificial island, its relatively new facilities and utilities, the spacious vacant lots to carry on various activities throughout the year, and its distinctive buildings as landmarks forming Tokyo's skyline.

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Appendix: Residents data for HCA, and the top 3 most influential elements

ID	Age	Gender	Place of Residence	Nationality	Duration of stay	V2.Crowded- Uncrowded	V4.Noisy- Quite	V6.Global- Local	V9.International events	Loc.aEvents	V10.Inaccessible.A	V12.Disconnected	V16.Normal- Unique	V18.Unwalkable- Walkable	V21.Uniform- Diverse	V22.Complex- Simple	Element 1	Element 2	Element 3	Cluster	
1	30	Male	Aomi	Foreigner	1 year - 2 years	2	3	1	1	5	2	3	5	4	2	2	Rainbow Bridge	Gundam	Shopping malls	6	
2	34	Male	Aomi	Foreigner	1 year - 2 years	4	2	2	1	1	1	4	4	2	2	2	Rainbow Bridge	Turkmanone	Gundam	4	
3	23	Female	Aomi	Foreigner	1 year - 2 years	3	2	1	3	3	2	4	4	5	4	5	Rainbow Bridge	Beach	TTC	2	
4	31	Male	Aomi	Foreigner	2 years - 3 years	3	3	3	3	4	4	3	4	4	3	3	Rainbow Bridge	Gundam	Beach	3	
5	23	Male	Aomi	Foreigner	7 months - 1 year	1	2	2	2	4	2	4	4	5	4	2	2	Beach	Ferris wheel	TTC	6
6	27	Female	Aomi	Foreigner	0 - 6 months	4	3	2	2	4	4	4	4	4	4	4	Rainbow Bridge	Gundam	Beach	1	
7	28	Male	Aomi	Foreigner	1 year - 2 years	1	1	1	1	2	1	4	4	4	4	4	Rainbow Bridge	Turkmanone	Gundam	5	
8	25	Male	Aomi	Foreigner	7 months - 1 year	1	2	2	4	4	3	4	4	5	4	4	Rainbow Bridge	Gundam	Fuji TV	6	
9	29	Male	Aomi	Foreigner	1 year - 2 years	2	2	3	3	2	2	4	2	2	2	3	Rainbow Bridge	Shopping malls	Tokyo Bay	5	
10	24	Male	Aomi	Foreigner	0 - 6 months	3	2	3	5	2	2	3	2	4	2	4	2	4	2	4	4
11	26	Male	Aomi	Foreigner	1 year - 2 years	3	2	4	4	4	4	2	5	4	5	5	Gundam	Beach	Tourists	3	
12	27	Male	Aomi	Foreigner	2 years - 3 years	2	1	2	2	4	3	4	5	3	2	2	Gundam	Beach	Tourists	6	
13	25	Female	Aomi	Foreigner	0 - 6 months	2	2	1	1	2	2	4	5	3	4	3	Rainbow Bridge	Beach	Odiba Ocean	6	
14	39	Male	Aomi	Foreigner	7 months - 1 year	2	1	1	2	2	2	4	1	2	4	4	Rainbow Bridge	Beach	Rainbow Bridge	5	
15	30	Female	Aomi	Foreigner	7 months - 1 year	1	2	1	1	4	2	4	5	5	2	2	Rainbow Bridge	Fuji TV	Gundam	6	
16	33	Male	Aomi	Foreigner	2 years - 3 years	3	4	1	4	5	4	5	3	5	3	3	Rainbow Bridge	Ferris wheel	Gundam	2	
17	26	Female	Aomi	Foreigner	1 year - 2 years	3	3	1	1	5	4	5	5	5	3	3	Gundam	Rainbow Bridge	Odiba Ocean	1	
18	29	Female	Aomi	Foreigner	0 - 6 months	3	3	1	1	3	3	3	3	1	3	5	Gundam	Rainbow Bridge	Odiba Ocean	3	
19	26	Male	Aomi	Foreigner	0 - 6 months	2	1	2	1	2	5	4	4	1	2	4	Gundam	State of Liberty	Beach	3	
20	29	Female	Aomi	Foreigner	0 - 6 months	4	4	2	2	2	4	1	5	2	5	2	Beach	Shopping malls	Ferris wheel	6	
21	31	Male	Aomi	Foreigner	7 months - 1 year	1	1	1	3	4	3	4	5	2	3	3	Turkmanone	Gundam	Ferris wheel	6	
22	34	Female	Aomi	Foreigner	7 months - 1 year	1	2	1	3	1	2	4	4	5	1	3	Rainbow Bridge	Gundam	Beach	5	
23	29	Male	Aomi	Foreigner	0 - 6 months	3	3	2	4	4	4	4	2	4	2	4	Gundam	Ferris wheel	Rainbow Bridge	2	
24	26	Male	Aomi	Foreigner	2 years - 3 years	3	3	1	1	3	4	4	5	2	4	2	Beach	Rainbow Bridge	Odiba Sesside Park	6	
25	26	Male	Dalba	Foreigner	7 months - 1 year	1	3	2	2	4	3	3	3	3	3	3	Gundam	Rainbow Bridge	Fuji TV	3	
26	39	Female	Aomi	Foreigner	1 year - 2 years	3	1	2	1	2	3	4	3	2	3	2	Gundam	Rainbow Bridge	Mega Mall	5	
27	30	Female	Aomi	Foreigner	0 - 6 months	3	3	5	3	3	3	3	3	4	4	4	Shopping malls	Shopping malls	Fuji TV	3	
28	26	Female	Aomi	Foreigner	7 months - 1 year	3	3	3	3	4	4	4	4	1	2	2	Rainbow Bridge	Gundam	State of Liberty	3	
29	24	Male	Aomi	Foreigner	1 year - 2 years	3	4	2	3	2	3	5	5	2	2	2	Gundam	Miraklan	Beach	4	
30	30	Female	Aomi	Foreigner	0 - 6 months	2	3	2	5	3	3	4	1	5	4	4	Shopping malls	Shopping malls	Shopping malls	2	
31	28	Male	Aomi	Foreigner	0 - 6 months	3	1	1	1	3	2	5	5	1	4	4	Gundam	Miraklan	Turkmanone	6	
32	31	Female	Aomi	Foreigner	0 - 6 months	1	2	1	5	4	4	4	5	5	2	2	Gundam	Ferris wheel	Rainbow Bridge	2	
33	24	Female	Aomi	Foreigner	1 year - 2 years	2	3	2	3	1	2	3	4	4	3	3	Rainbow Bridge	Gundam	Ferris wheel	4	
34	25	Male	Aomi	Foreigner	0 - 6 months	3	4	2	2	3	4	3	4	3	3	3	Rainbow Bridge	Shopping malls	State of Liberty	3	
35	31	Male	Aomi	Foreigner	7 months - 1 year	4	2	4	4	2	1	4	2	3	3	3	Turkmanone	Ferris wheel	Gundam	4	
36	28	Male	Aomi	Foreigner	1 year - 2 years	1	1	1	1	5	5	5	5	5	1	1	Gundam	Rainbow Bridge	Fuji TV	1	
37	26	Male	Dalba	Foreigner	1 year - 2 years	3	4	1	3	3	3	4	5	4	4	4	Beach	Beach	Rainbow Bridge	1	
38	42	Male	Aomi	Foreigner	2 years - 3 years	3	3	2	3	2	4	3	5	4	3	5	4	3	5	4	6
39	24	Male	Aomi	Foreigner	0 - 6 months	2	1	1	2	2	1	4	3	3	2	2	Gundam	Shopping malls	Rainbow Bridge	5	
40	27	Male	Aomi	Foreigner	1 year - 2 years	4	2	1	3	2	2	2	5	3	3	2	Gundam	Shopping malls	Rainbow Bridge	4	
41	25	Male	Dalba	Foreigner	2 years - 3 years	3	3	1	1	2	1	4	4	5	1	3	Rainbow Bridge	Beach	Rainbow Bridge	4	
42	28	Female	Aomi	Foreigner	7 months - 1 year	5	3	3	5	2	2	5	5	4	2	2	Rainbow Bridge	State of Liberty	Sony	4	
43	28	Female	Aomi	Foreigner	0 - 6 months	2	2	1	4	3	3	4	4	4	3	3	Rainbow Bridge	Beach	Gundam	2	
44	27	Female	Aomi	Foreigner	1 year - 2 years	3	3	2	4	4	4	5	2	5	2	2	Odiba Sesside Park	State of Liberty	Rainbow Bridge	2	
45	36	Male	Aomi	Foreigner	1 year - 2 years	2	1	3	3	2	2	4	5	4	2	2	Rainbow Bridge	Odiba Sesside Park	Turkmanone	5	
46	36	Male	Dalba	Foreigner	1 year - 2 years	2	1	1	3	2	2	3	5	4	4	4	Shopping malls	Shopping malls	Miraklan	6	
47	39	Male	Aomi	Foreigner	7 months - 1 year	1	1	1	1	1	1	5	5	2	3	3	Rainbow Bridge	Turkmanone	Gundam	5	
48	38	Female	Aomi	Foreigner	7 months - 1 year	3	4	1	1	4	4	4	5	4	5	4	Rainbow Bridge	Beach	Ferris wheel	1	
49	28	Male	Aomi	Foreigner	7 months - 1 year	5	3	1	2	5	5	2	3	1	3	1	Rainbow Bridge	Gundam	TTC	3	
50	27	Male	Aomi	Foreigner	7 months - 1 year	1	1	2	3	4	4	5	5	5	4	4	Gundam	Turkmanone	Rainbow Bridge	6	
51	32	Male	Aomi	Foreigner	0 - 6 months	2	2	2	3	3	4	4	4	4	3	3	Gundam	Shopping malls	Rainbow Bridge	2	
52	28	Female	Aomi	Foreigner	1 year - 2 years	3	4	2	2	2	2	4	5	4	2	2	Rainbow Bridge	Beach	Gundam	4	
53	36	Female	Aomi	Foreigner	7 months - 1 year	2	5	1	2	5	4	5	5	5	2	2	Rainbow Bridge	Gundam	Beach	1	
54	28	Male	Aomi	Foreigner	1 year - 2 years	4	5	3	4	3	2	4	3	1	4	4	Tourists	Tourists	Gundam	3	
55	30	Male	Dalba	Foreigner	2 years - 3 years	1	1	1	1	4	2	5	5	1	4	4	Gundam	Beach	Rainbow Bridge	6	
56	29	Female	Aomi	Foreigner	7 months - 1 year	2	1	1	1	1	1	1	5	4	3	2	State of Liberty	Rainbow Bridge	Gundam	5	
57	26	Female	Aomi	Foreigner	2 years - 3 years	3	3	1	1	5	5	5	5	1	5	1	Rainbow Bridge	Beach	Shopping malls	2	
58	31	Male	Aomi	Foreigner	2 years - 3 years	3	2	2	2	4	4	4	4	3	4	4	Gundam	Turkmanone	Tokyo Telegat station	1	
59	26	Female	Aomi	Foreigner	2 years - 3 years	4	2	2	1	4	4	4	4	5	5	2	Gundam	Tokyo Telegat station	3	3	
60	31	Female	Aomi	Foreigner	2 years - 3 years	4	5	1	3	3	3	4	4	4	3	3	Rainbow Bridge	Turkmanone	Gundam	1	
61	27	Male	Aomi	Foreigner	1 year - 2 years	1	2	1	1	2	2	4	5	5	2	2	Gundam	Rainbow Bridge	Shopping malls	6	
62	31	Female	Aomi	Foreigner	0 - 6 months	5	1	1	4	2	4	4	2	4	2	2	Beach	Rainbow Bridge	Ferris wheel	4	
63	27	Male	Aomi	Foreigner	2 years - 3 years	3	3	1	2	1	3	4	4	2	4	2	Gundam	Rainbow Bridge	Beach	6	
64	33	Female	Dalba	Foreigner	2 years - 3 years	1	3	1	1	5	5	5	5	5	3	3	Rainbow Bridge	Beach	Shopping malls	1	
65	26	Female	Aomi	Foreigner	7 months - 1 year	2	3	1	2	4	4	4	5	4	3	3	Rainbow Bridge	State of Liberty	Beach	1	
66	28	Female	Aomi	Foreigner	7 months - 1 year	5	5	1	4	3	3	4	4	5	4	4	Gundam	Beach	Gundam	1	
67	27	Female	Aomi	Foreigner	1 year - 2 years	3	5	1	1	3	4	5	5	5	3	3	Rainbow Bridge	Tokyo Bay	Tokyo Bay	1	
68	33	Male	Aomi	Foreigner	2 years - 3 years	3	3	1	1	4	4	4	5	4	3	3	Odiba Sesside Park	Rainbow Bridge	TTC	1	
69	27	Female	Aomi	Foreigner	1 year - 2 years	4	3	2	3	4	4	2	4	3	3	3	Gundam	Shopping malls	TTC	3	
70	30	Female	Dalba	Foreigner	7 months - 1 year	3	3	2	1	4	3	4	5	2	2	3	Gundam	Rainbow Bridge	State of Liberty	3	
71	31	Male	Aomi	Foreigner	7 months - 1 year	4	4	2	2	2	2	4	5	2	4	4	TTC	Shopping malls	Miraklan	4	
72	26	Female	Aomi	Foreigner	7 months - 1 year	3	5	1	1	1	1	5	5	5	4	2	Beach	Gundam	Turkmanone	4	
73	24	Male	Aomi	Foreigner	2 years - 3 years	1	1	1	1	2	2	4	4	5	2	2	Gundam	Beach	Rainbow Bridge	6	
74	32	Male	Dalba	Foreigner	3 years - 4 years	3	3	1	3	3	3	5	4	1	1	5	Gundam	Beach	State of Liberty	3	
75	27	Female	Dalba	Foreigner	7 months - 1 year	4	1	1	3	5	3	5	5	5	5	5	Rainbow Bridge	Gundam	Shopping malls	1	
76	23	Female	Aomi	Foreigner	1 year - 2 years	3	3	2	2	4	4	3	4	4	3	2	Rainbow Bridge	Gundam	Shopping malls	3	
77	31	Female	Aomi	Foreigner	1 year - 2 years	3	3	1	5	5	5	5	5	5	4	4	Rainbow Bridge	Gundam	Shopping malls	2	
78	33	Male	Dalba	Foreigner	7 months - 1 year	1	2	2	2	3	2	4	5	5	2	2	Gundam	Rainbow Bridge	Tokyo Bay	6	
79	31	Male	Aomi	Foreigner	1 year - 2 years	4	4	2	2	2	2	3	4	4	4	3	Rainbow Bridge	TTC	TTC	4	
80	26	Male	Aomi	Foreigner	7 months - 1 year	2	2	1	5	5	5	5	5	5	3	3	Gundam	TTC	TTC	2	
81	28	Female	Dalba	Foreigner	1 year - 2 years	3	1	1	1	5	3	2	5	4	1	1	Beach	Rainbow Bridge	Shopping malls	6	
82	31	Male	Aomi	Foreigner	2 years - 3 years	3	3	2	3	2	2	3	3	3	3	3	Rainbow Bridge	Miraklan	Gundam	4	
83	23	Male	Aomi	Foreigner	0 - 6 months	2	3	1	1	2	3	4	4	4	2	3	Gundam	Beach	Gundam	6	
84	40	Male	Aomi	Foreigner	1 year - 2 years	3	2	2	3	3	5	4	4	3							

Appendix: Residents data for HCA, and the top 3 most influential elements

ID	Age	Gender	Place of Residence	Nationality	Duration of stay	V2.Crowded- Uncrowded	V4.Noisy- Quite	V6.Global- Local	V9.International- Local	V10.Events- allEvents	V11.Accessible- Inaccessible	V12.Disconnected- Connected	V15.Normal- Unique	V18.Unwalkable- Walkable	V21.Uniform- Diverse	V22.Complex- Simple	Element 1	Element 2	Element 3	Cluster	
104	30	Female	Daiba	Foreigner	1 year - 2 years	2	2	2	2	4	2	2	4	4	4	2				6	
105	28	Male	Daiba	Foreigner	7 months - 1 year	2	2	1	2	3	2	2	4	3	2	2	Garden	Statue of Liberty	Festivals/Events	6	
106	32	Male	Daiba	Foreigner	1 year - 2 years	3	2	3	3	4	3	2	4	4	3	2	Fuji TV	Festivals/Events	Beach	3	
107	41	Female	Daiba	Foreigner	7 months - 1 year	4	4	1	2	3	3	2	4	4	2	2	Shopping mall	Festivals/Events	Garden	4	
108	36	Male	Daiba	Foreigner	Above 4 years	2	3	2	2	4	2	4	4	2	3	2	Shopping mall	Fuji TV	Festivals/Events	3	
109	33	Female	Daiba	Foreigner	0 - 6 months	3	2	2	2	3	2	3	5	3	3	3	Hanabi	Festivals/Events	Rainbow Bridge	6	
110	28	Male	Daiba	Foreigner	2 years - 3 years	4	3	1	3	4	4	5	4	5	5	5	Festivals/Events	Statue of Liberty	Tokyo Bay	1	
111	30	Female	Daiba	Foreigner	1 year - 2 years	4	3	1	3	4	4	4	4	4	3	3	Beach	Shopping mall	Fuji TV	1	
112	34	Female	Daiba	Foreigner	0 - 6 months	3	3	2	3	3	3	2	3	3	1	3	Fuji TV	Hanabi	Rainbow Bridge	3	
113	25	Male	Daiba	Foreigner	1 year - 2 years	2	3	1	4	3	2	4	4	4	4	3	Beach	Festivals/Events	Rainbow Bridge	2	
114	50	Male	Daiba	Foreigner	2 years - 3 years	1	1	1	2	3	3	4	3	3	5	2	Shopping mall	Rainbow Bridge	Beach	2	
115	46	Female	Daiba	Foreigner	3 years - 4 years	2	4	2	2	4	3	5	4	4	4	3	Festivals/Events	Rainbow Bridge	Garden	3	
116	29	Male	Daiba	Foreigner	1 year - 2 years	2	3	2	2	4	2	4	4	4	4	4	Festivals/Events	Garden	Beach	3	
117	32	Female	Daiba	Foreigner	0 - 6 months	2	3	2	4	4	3	2	4	2	2	2	Beach	Shopping mall	Garden	3	
118	36	Male	Daiba	Foreigner	2 years - 3 years	3	3	2	4	3	3	2	3	4	2	3	Fuji TV	Festivals/Events	Rainbow Bridge	3	
119	29	Female	Daiba	Foreigner	7 months - 1 year	3	2	2	3	4	2	2	3	3	3	3	Symbol/Promenade	Rainbow Bridge	Beach	3	
120	40	Female	Daiba	Foreigner	3 years - 4 years	2	2	2	2	3	3	2	2	3	3	1	Rainbow Bridge	Beach	Fuji TV	6	
121	43	Male	Daiba	Foreigner	2 years - 3 years	4	3	2	4	4	3	3	4	4	4	3	Hanabi	Shopping mall	Garden	3	
122	51	Female	Daiba	Foreigner	1 year - 2 years	2	2	2	2	4	3	3	4	4	4	2	Symbol/Promenade	Statue of Liberty	Festivals/Events	6	
123	27	Male	Daiba	Foreigner	2 years - 3 years	4	3	2	4	4	4	3	4	4	3	2	Garden	Fuji TV	Shopping mall	3	
124	33	Female	Daiba	Foreigner	0 - 6 months	2	2	1	3	3	4	3	3	3	4	2	Shopping mall	Rainbow Bridge	Hanabi	2	
125	43	Female	Daiba	Foreigner	7 months - 1 year	3	3	1	3	3	3	3	2	3	3	3	Rainbow Bridge	Garden	Shopping mall	3	
126	27	Female	Daiba	Foreigner	1 year - 2 years	2	2	2	4	3	3	3	3	3	4	2	Shopping mall	Hanabi	Beach	2	
127	31	Male	Daiba	Foreigner	7 months - 1 year	3	3	2	4	5	4	3	4	3	2	2	Beach	Shopping mall	3	3	
128	37	Male	Daiba	Foreigner	3 years - 4 years	3	2	2	4	4	2	3	3	4	3	4	Rainbow Bridge	Tokyo Bay	Garden	4	
129	36	Male	Daiba	Foreigner	3 years - 4 years	4	4	3	3	3	3	4	3	4	3	4	Beach	Boats	Rainbow Bridge	4	
130	24	Male	Aomi	Japan	1 year - 2 years	1	1	1	3	2	2	2	4	2	3	4	4	Beach			5
131	25	Male	Aomi	Japan	7 months - 1 year	1	1	1	1	2	1	5	5	5	1	1	Festivals/Events	Mirukan	Trains	6	
132	24	Male	Aomi	Japan	0 - 6 months	2	4	1	2	1	2	4	4	4	4	4	Rainbow Bridge	Beach	Fuji TV	4	
133	27	Male	Daiba	Japan	7 months - 1 year	2	1	2	2	2	2	2	4	2	3	3	Japan	TTC	Garden	5	
134	35	Male	Aomi	Japan	1 year - 2 years	1	2	1	2	3	1	3	4	2	1	1	Senary	Couples	Festivals/Events	5	
135	32	Female	Aomi	Japan	1 year - 2 years	4	3	1	2	3	4	5	5	5	3	3	Garden	Rainbow Bridge	Beach	1	
136	24	Male	Aomi	Japan	1 year - 2 years	3	1	1	5	2	4	5	5	4	2	2	Festivals/Events	Tourists	Senary	2	
137	23	Male	Aomi	Japan	0 - 6 months	1	1	1	2	4	2	4	2	3	2	2	Rainbow Bridge	Fuji TV	Beach	5	
138	25	Male	Aomi	Japan	0 - 6 months	3	1	2	3	2	2	5	5	3	4	4	Couples	Fuji TV	Rainbow Bridge	6	
139	32	Male	Aomi	Japan	0 - 6 months	1	2	1	2	4	1	2	4	4	3	3	Festivals/Events	Senary		5	
140	29	Male	Aomi	Japan	7 months - 1 year	3	3	2	2	3	3	4	5	4	2	2	Rainbow Bridge	Beach	Fuji TV	4	
141	34	Male	Aomi	Japan	1 year - 2 years	1	1	1	1	1	1	2	3	3	1	1				5	
142	26	Female	Aomi	Japan	0 - 6 months	2	1	3	2	2	2	4	3	4	2	2	Rainbow Bridge	Couples	Beach	5	
143	29	Female	Aomi	Japan	1 year - 2 years	2	1	3	2	2	1	4	5	4	2	2	Garden	Beach	Rainbow Bridge	5	
144	33	Female	Daiba	Japan	1 year - 2 years	2	1	1	3	1	1	5	5	3	2	2	Shopping mall	Hanabi	Senary	5	
145	31	Male	Aomi	Japan	1 year - 2 years	1	2	1	2	1	2	4	5	4	3	3	Beach	Fuji TV	Yurukonome	5	
146	36	Male	Aomi	Japan	7 months - 1 year	2	2	1	3	3	3	3	2	3	2	2	Tourists	Rainbow Bridge	Beach	5	
147	26	Female	Aomi	Japan	1 year - 2 years	3	1	2	1	4	3	5	4	3	2	2	Beach	Tourists	Rainbow Bridge	6	
148	28	Female	Aomi	Japan	0 - 6 months	2	3	1	2	3	2	5	3	3	4	4	Festivals/Events	Winter Illuminations	Garden	3	
149	30	Male	Aomi	Japan	2 years - 3 years	2	1	1	2	3	1	3	5	3	4	3	Obaba Seaside Park	Festivals/Events	Hanabi	6	
150	33	Male	Daiba	Japan	7 months - 1 year	1	2	1	1	2	3	4	4	3	4	4	Cranes	TTC	Festivals/Events	6	
151	35	Female	Aomi	Japan	0 - 6 months	2	1	1	3	4	2	3	4	3	4	4	Mirukan	Senary	Festivals/Events	6	
152	27	Male	Aomi	Japan	7 months - 1 year	2	2	1	2	2	1	4	4	4	2	2	Mirukan Museum	Tourists	Beach	5	
153	28	Male	Aomi	Japan	7 months - 1 year	2	2	2	2	3	3	3	3	4	3	3	Mirukan Museum	Tourists	Beach	2	
154	31	Male	Daiba	Japan	1 year - 2 years	3	1	1	2	3	3	5	5	5	2	2	Festivals/Events	Hanabi	Rainbow Bridge	6	
155	25	Male	Aomi	Japan	1 year - 2 years	1	1	1	3	1	1	4	3	4	3	3	Festivals/Events	Beach	Couples	5	
156	24	Female	Aomi	Japan	2 years - 3 years	1	1	1	3	2	1	4	4	3	2	2	Couples	Festivals/Events	Tourists	5	
157	30	Female	Aomi	Japan	0 - 6 months	1	2	1	2	2	2	5	3	3	2	2	Statue of Liberty	Festivals/Events	Tourists	5	
158	25	Female	Aomi	Japan	2 years - 3 years	2	1	1	2	3	2	3	3	3	3	3	Beach	Rainbow Bridge	Shopping mall	5	
159	26	Female	Aomi	Japan	1 year - 2 years	2	2	2	3	2	1	4	2	4	3	3	Shopping mall	Tokyo Bay	Obaba Seaside Park	5	
160	31	Male	Aomi	Japan	1 year - 2 years	1	1	2	3	3	1	4	3	2	3	3	Fuji TV	Couples	Festivals/Events	5	
161	23	Male	Aomi	Japan	1 year - 2 years	1	1	2	2	2	1	4	4	4	3	2				5	
162	24	Female	Aomi	Japan	0 - 6 months	2	1	2	1	3	2	3	4	4	3	2	Festivals/Events	Winter Illuminations	Hanabi	5	
163	26	Male	Aomi	Japan	2 years - 3 years	1	2	2	2	1	3	3	3	4	2	2	Shopping mall	Tourists	Garden	5	
164	33	Male	Aomi	Japan	0 - 6 months	2	1	1	2	3	3	4	4	4	2	2	Beach	Festivals/Events	Couples	6	
165	31	Male	Aomi	Japan	1 year - 2 years	2	2	2	2	3	2	3	4	3	2	2	Hanabi	Couples	Festivals/Events	6	
166	26	Female	Aomi	Japan	0 - 6 months	2	1	1	2	3	1	5	4	4	3	3	Hilton hotel	Rainbow Bridge	Tourists	5	
167	28	Female	Aomi	Japan	0 - 6 months	1	3	2	2	2	3	4	3	3	2	2	Tourists	Obaba Seaside Park	Mirukan Museum	5	
168	27	Male	Aomi	Japan	2 years - 3 years	2	1	2	1	3	2	3	3	3	3	3	Hanabi	Statue of Liberty	Beach	5	
169	24	Female	Aomi	Japan	1 year - 2 years	3	3	2	2	2	1	4	4	4	4	1	Cranes	Fuji TV	Beach	4	
170	29	Male	Aomi	Japan	0 - 6 months	2	2	1	1	1	4	2	2	2	3	2	Winter Illuminations	Gravel Nikko	Symbol/Promenade	5	
171	29	Male	Aomi	Japan	Above 4 years	3	3	2	2	3	4	3	4	4	3	2	Winter Illuminations	Gravel Nikko	Symbol/Promenade	3	
172	32	Male	Aomi	Japan	2 years - 3 years	2	3	1	1	3	2	3	4	4	3	3	Couples	Garden	Hanabi	6	
173	23	Female	Aomi	Japan	0 - 6 months	2	1	3	3	3	2	4	4	4	2	2	Rainbow Bridge	Hanabi	Rainbow Bridge	5	
174	29	Male	Aomi	Japan	1 year - 2 years	1	2	3	3	2	2	2	4	3	4	1	Beach	Obaba Seaside Park	Tourists	5	
175	30	Male	Daiba	Japan	0 - 6 months	4	4	1	2	2	1	2	3	3	2	2	Symbol/Promenade	Couples	Festivals/Events	4	
176	28	Male	Daiba	Japan	7 months - 1 year	4	3	3	2	1	4	2	3	5	3	3	Symbol/Promenade	Beach	Tourists	4	
177	27	Female	Daiba	Japan	Above 4 years	4	4	1	2	2	2	3	4	4	3	4	Couples	Hilton hotel	Festivals/Events	4	
178	31	Male	Daiba	Japan	7 months - 1 year	4	3	3	2	1	2	2	3	3	2	2	Yurukonome	Couples	Tokyo Bay	4	
179	32	Female	Daiba	Japan	1 year - 2 years	3	5	3	3	2	2	4	5	3	3	3	Tourists	Tokyo Bay	Rainbow Bridge	4	
180	27	Female	Daiba	Japan	0 - 6 months	3	4	2	2	3	2	3	3	4	2	2	Shopping mall	Fuji TV	Couples	4	
181	23	Male	Daiba	Japan	1 year - 2 years	3	3	2	2	2	2	4	4	4	2	2	Rainbow Bridge	Couples	Shopping mall	4	
182	25	Male	Daiba	Japan	1 year - 2 years	4	4	1	2	2	4	2	4	3	2	2	Festivals/Events	Couples	Tourists	4	
183	30	Male	Daiba	Japan	7 months - 1 year	5	4	1	2	3	3	3	2	3	3	2	Statue of Liberty	Tourists	Tokyo Bay	4	
184	40	Female	Daiba	Japan	Above 4 years	4	3	2	2	3	3	4	3	4	1	1				4	
185	46	Female	Daiba	Japan	7 months - 1 year	2	4	3	3	2	2	4	4	4	2	2	Cranes	Couples	Beach	4	
186	39	Male	Daiba	Japan	1 year - 2 years	4	4	3	3	2	4	3	5	4	2	2				4	
187	51	Male	Daiba	Japan	3 years - 4 years	3	5	2	3	2	3	2									

CHAPTER 5

**ODAIBA'S PUBLIC MEDIA PROJECTED IMAGES
TENDENCIES**

5.1 Introduction

5.1.1 Background

Fully understanding a place and its image requires conducting different layers of evaluation of its performance, how it is being perceived, and the way of being managed. A place's identity may differ according to its different perspectives. This Chapter - based on an article by the author¹⁾ - is an extended study for the other perspectives of place's images, previously we examined the Residents Perceived Images (RPIs) dimensions, patterns and cognitive elements of the place image. On the other hand, city strategies and promoted Images add a second layer of complexity to the nature of places²⁾.

As previously discussed in our hypothesis in Chapter 0, these different perspectives are whether Personal (the users of the place) or Public by the city stakeholders and authorities. From the city's public authorities' side, they manage the place's images according to their different intentions, requirements, and needs which accordingly produce visions and plans as "Projected Images" through advertising and place branding forming the "informational space". In addition to building a reputation to attract more users and sustain this process, places tend to invest in their branding to survive on a local and global scale³⁾. Place branding is a vital tool in the stakeholders' hands which is defined by Zenker and Braun⁴⁾ as "a network of associations in the consumer's mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design". To understand these produced images as projected ones, it is important to discover these multiple Images generated. Gartner suggested to analyze these images through their components to understand the branding impact⁵⁾. While Short et al.⁶⁾ summarized the "Place Marketing" as "it includes the re-evaluation and re-presentation of a place for producing and promoting a new image for places to improve their competitive position in attracting or preserving the resources". This research examines the Media Projected Images (MPIs) of Odaiba as the author designates four printed and virtual sources by proposing a

framework to extract these Images. These Images can be delivered through media, competitors, and governments and may have an impact on the reputation of the real perceived image⁷⁾. This research will examine the MPIs from trustworthy public sources that are not built on individual biased opinions and personal experiences. Media sources are public ones that users of Odaiba usually get basic reliable information from. As well as choosing the “Elements of the place” as a unit of evaluation from text data to represent these projected images as they are strong solid representatives and influencers of the image rather than other types of text data (Descriptive data) that promotes the image in only a positive way. The used comprehensive framework will enlighten the role of evaluation of the city’s vision exported to the public.

5.1.2 Objectives of the chapter

This study aims to examine different public media sources that reflect and project the public vision. This framework could be replicable and will help the stakeholders in the evaluation and management of the places and their images while developing the performance of these places. Accordingly, the chapter aims to: A) Discovering the main Elements that affect the projected image from the MPIs’ text data through Text Mining. B) Determining which Elements’ appearance rate apply significant changes among the four main selected sources. C) Extracting the main dimensions, finding out the different MPIs image components and examining the different MPIs image patterns which lead to a comprehensive understanding of the main tendencies and inclinations of MPIs.

5.2 Methodology

Several studies depend on text mining⁸⁾⁹⁾ to qualitatively analyze the contents of various data sources using different software as “TextAnalyst” and “SurveyAnalyzer” respectively. A previous study on Macau travel websites was conducted on different Web content using CATPAC II¹⁰⁾. The novelty of this study’s methodology is using a combination of analysis methods, units of evaluation and software to accordingly interpret the results. In the current study, after searching for the word “Odaiba” in the web search engines and printed sources

in Metro stations and Information counters to cover different perspectives from Mid December 2018 – End of January 2019, 22 Multilingual¹ available public sources were selected, examined and categorized into four printed and virtual sources as shown in Table 5.1. The English data was extracted, and the total number of sources were classified into four main parts: Part: 1 Guidebooks (Code 01:03), Part 2: Pamphlets and Guide maps (Code: 04:14), Part 3: Websites (Code:15:19), Part 4: Online Guides (Code 20-22).

Table 5.1 The 22 Sources of the media used in Text Mining process

Source: The author

Part 1	Printed	Code: 01-03	Guidebooks		
Name	Published by	Source	Part	Documents analyzed No.	
Tokyo Handy Guide	Tokyo Convention and Visitors Bureau (TCVB)	01	01-03	16	
Tokyo Sightseeing Accessibility Guide	Tokyo Convention and Visitors Bureau (TCVB)	02	01-03	8	
Tokyo Guide	TMG, Tourism Division, Bureau of Industrial & Labor Affairs	03	01-03	16	
Part 2	Printed	Code: 04-14	Pamphlets and Guide maps		
Name	Published by	Source	Part	Documents analyzed No.	
Tokyo Waterfront City Guide map	Tokyo Waterfront City Association	04	04-14	16	
Odaiba Island Guide map	Tokyo Waterfront City Association	05	04-14	11	
2018 Summer Tokyo Guide	Tokyo Metro	06	04-14	12	
Tokyo Night View Map Guide	Tokyo.Tokyo	07	04-14	14	
Tokyo Unique Venues Brochure	TMG and Tokyo.Tokyo	08	04-14	2	
Tokyo Bay Shuttle Route map	Tokyo Waterfront City Association	09	04-14	2	
Tokyo Sightseeing map	Tokyo Metro	10	04-14	1	
Odaiba Marine Park map	Tokyo Port Terminal Corporation Park Division	11	04-14	9	
Daiba Park map	Tokyo Port Terminal Corporation Park Division	12	04-14	10	
Shiokaze Park map	Tokyo Port Terminal Corporation Park Division	13	04-14	5	
Tokyo Waterfront city park map	Tokyo Port Terminal Corporation Park Division	14	04-14	9	
Part 3	Virtual	Code: 15-19	Websites		
Name	Published by	Source	Part	Documents analyzed No.	
Let's Enjoy Tokyo (Odaiba) https://www.enjoytokyo.jp/date/odaiba/	Tokyo Metro Co., Ltd.	15	15-19	19	
Tokyo Waterfront City Bureau of Port and Harbor http://www.kouwan.metro.tokyo.jp/en/waterfront/index.html	Tokyo Metropolitan Government (TMG)	16	15-19	12	
Tokyo Odaiba.net https://www.tokyo-odaiba.net/en/	Tokyo Rinkai Holdings Co., Ltd.	17	15-19	19	
Tokyo Resort Island Odaiba http://www.o-daiba.tv/index.htm	Odaiba Tourism Bureau	18	15-19	4	
Tokyo Mice Club https://tokyomice.org/article/waterfront.html	Tokyo Convention and Visitors Bureau (TCVB)	19	15-19	6	
Part 4	Virtual	Code: 20-22	Online Guides		
Name	Published by	Source	Part	Documents analyzed No.	
GO.Tokyo www.gotokyo.org	Tokyo Convention and Visitors Bureau (TCVB)	20	20-22	6	
Live Japan https://livejapan.com/	Recommended by (TCVB) by 42 Participating Companies	21	20-22	23	
JNTO https://www.japan.travel/en/travel-directory/ODAIBA/	Japan National Tourism Organization	22	20-22	16	
Total Documents analyzed				236	

The text data from the four sources requires analyzing themes² technique which requires intensive and repetitive readings to the sources’ Data¹¹).

¹ The 22 sources’ Text Mining process includes not only characters but also images, and only characters from all these multilingual sources were analyzed. The “Text/characters” extraction depended on the Elements of the place (Landmark names, building names, public spaces names, etc.), that is why when using multilingual websites offering same contents especially the names of Elements, there will be no possibility of mistranslation of these Elements names.

² The Thematic analysis method is used through many different types of Text Mining and text analysis related mostly to social sciences. Themes or (Codes) are labels that are applied by the researcher to words or compound words in texts that share the same meanings and differently written. The author has not edited or changed the primary text. Pronouns in the same sentence or in the direct consecutive sentences as a supplementary description for the same element, were not counted, as this will multiply the frequency of the “element” per paragraph. Repeated reading in the data preparation early stages is required to filter and grasp the themes that are required for the Text Mining process.

The study’s main used Software for Text mining is the KH CODER 3¹²⁾, to extract the place’s Elements (Themes) after coding them in a TXT file. In Figure 5.1, the MPIs

extraction method

undergoes six main steps:

Step 1 and 2 is Data

preparation. Step 3 is coding

the themes³. Step 4 is

examining the frequency

and appearance rates in

different sources, Step 5

through extracting the main

dimensions and components

(Tendencies) behind the

exported images through

SPSS Software. At last,

exploring the different MPIs

projected Image patterns

through SPSS by using

binary values of 1 or 0 of a [Code-Matrix] exported from KH CODER.

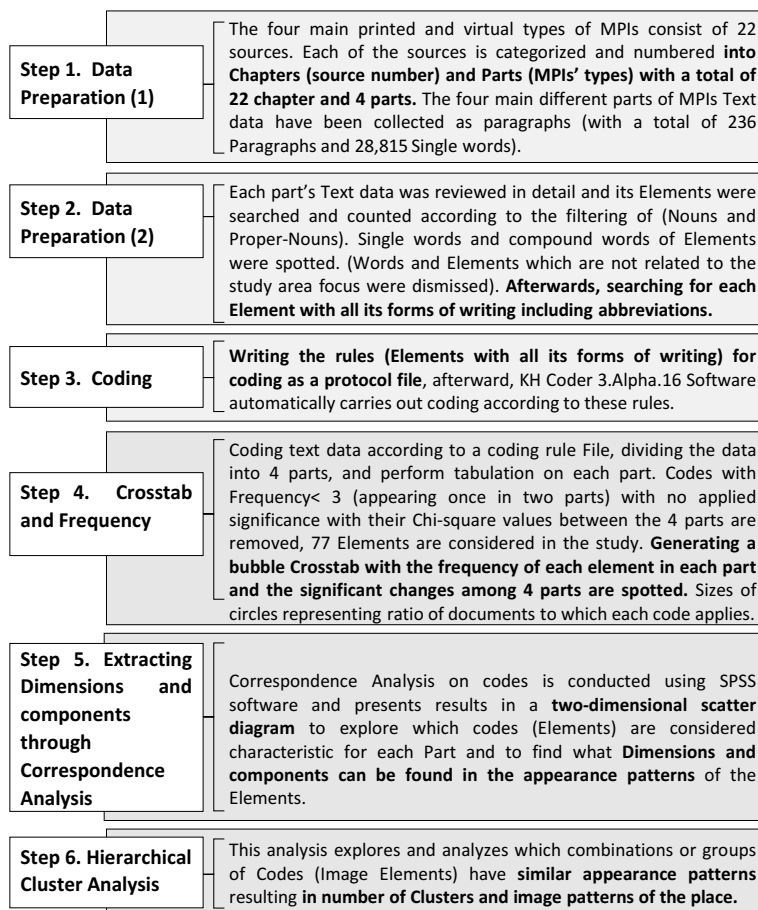


Fig. 5.1 The methodology of extracting the MPIs Elements and dimensions

Source: The author

5.3 Media Projected Images' Elements and the significant change in appearance rate among the four sources

Elements affecting the image of Odaiba were detected through Text Mining. Elements' frequency and a Bubble Crosstab in Figure 5.2 were generated after conducting Cross-

³ The main process depends on writing the rules for coding as a protocol file -in which KH Coder can automatically carry out coding according to these rules- which includes a single rule that contains a theme written in its base form or by using the lemma of the word. The words written under a single code contains all its different means of writing including its abbreviations, *Higuchi, K.: Kh coder: A free software for quantitative content analysis or text mining, 2001, <http://khcoder.net/en/>, (accessed 2019.3.29)*. Also about examining the accuracy of detecting and counting the elements, random several codes (Themes/Elements) were examined in different software (Microsoft Excel) using the "search tool" in the whole Text content document to double check the counting and it matched the same results from KH KODER software.

tabulation analysis in KH CODER which shows the appearance rate of each Element in each Part according to the number of documents analyzed. General results upon all sources show that the highest frequencies were respectively as follows: Scenery (112), Beach (78), Rainbow Bridge (76), Tokyo Bay (66), and Odaiba Marine Park (65). This indicates that the overall image by the MPis is overwhelmed by “Sightseeing” through intensely promoting all the Elements related to Tokyo Bay and Marine elements. By examining Figure 5.2, some specific Elements’ appearance rate applied significant changes between the four main MPis types (parts) according to the number of documents analyzed per part, this appears in the Chi-Square values with a high significance: P-value <0.01. For example, it is observed that in Part 1: *Guidebooks* (01-03) do not have specific Elements with a high appearance rate in comparison with the other three parts of MPis. In Part 2: *Pamphlets and maps* (04-14),

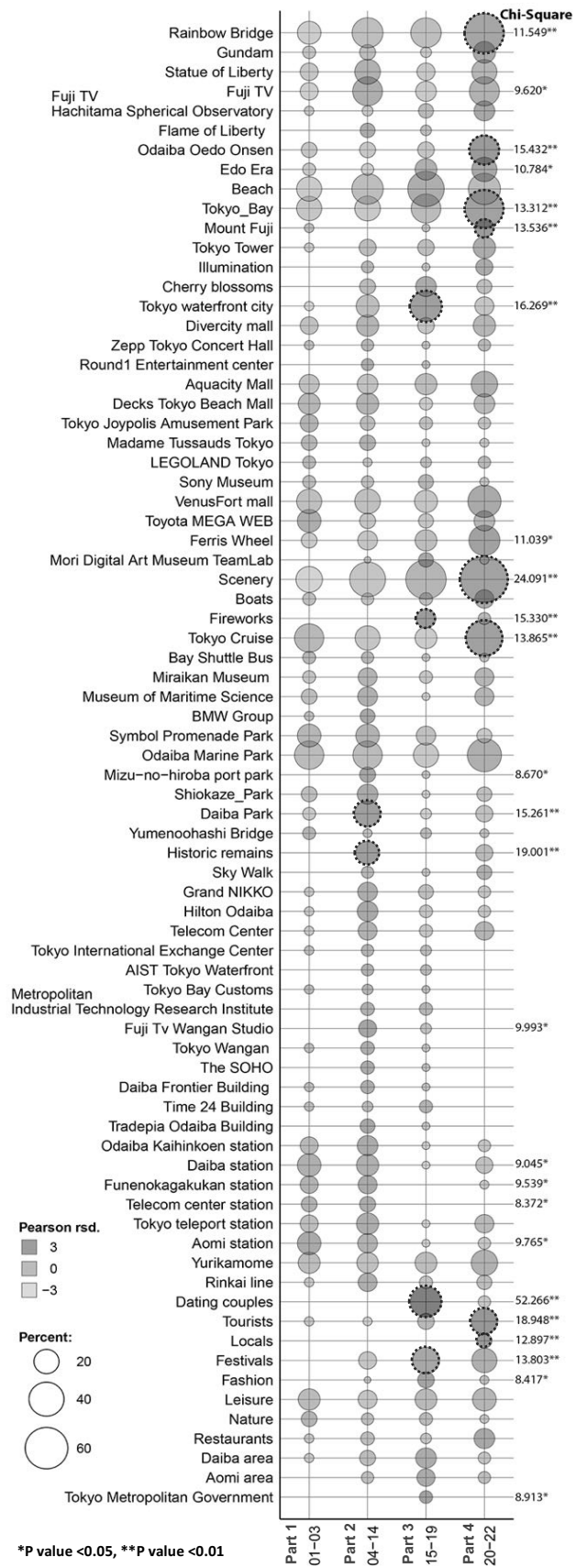


Fig. 5.2 Bubble Crosstab Analysis of General Frequencies of each element per source
Source: The author

“Daiba Park” is with a percentage of appearance of 21.98%, as well as “Historic Remains” with an appearance rate of 17.58% of the documents analyzed in this part. In Part 3: *Websites* (15-19), “Tokyo Waterfront city” appeared with a rate of 31.67%, “Dating couples” with 31.67%, “Festivals” with 23.33%, and “Fireworks” with an appearance rate of 11.67% of documents analyzed in this part. In Part 4: *Online Guides* (20-22), the “Scenery” appeared with an appearance rate of 73.33%, “Rainbow Bridge” with 51.11%, “Tokyo Bay” with 48.89%, “Tokyo Cruise” with 44.44%, while the Oedo Onsen with 28.89%, Tourists with 22.22%, Mount Fuji with 11.11%, and Locals with 6.67% appearance rate of the documents analyzed in this part. Besides, they totally neglected several work and research related Elements.

In conclusion, the *Guidebooks* (01-03) tend to cover different elements without focusing specifically on a certain theme or type and gives a general idea about the place elements. The *Pamphlets and maps* (04-14) have a tendency to flourish the role of parks and nature especially the historic ones with historic remains as an important attraction spot. The *Websites* (15-19) stressed on various aspects related to the Waterfront City’s potentials as the Fireworks, being a Dating spot, besides, Festivals which are held all over the year. At last, the *Online Guides* (20-22) focused on the Scenery aspects and its related elements, as well as being a relaxation destination and tend to shed the light on Odaiba as a place for Locals and Tourists.

5.4 The main public media image dimensions and components

A Correspondence Analysis (CA) was conducted to investigate the main dimensions and components of the projected images’ tendencies of the four sources (01-03, 04-14, 15-19, 20-22) of MPIs based on the appearance patterns of the Elements. Results from the Correspondence Analysis show singular values and the proportion explained by the estimated dimensions as shown in Table 5.2. Figure 5.3 provides a CA symmetrical plot which shows the association of the frequently used Elements as descriptors of the projected images and the main four MPIs sources. This conducted two-dimensional map shows

Dimension 1 as the horizontal axis with an Eigenvalue of 0.15 and a percent of Variance of 53.41%, while Dimension 2 the Vertical axis with a value of 0.08 and a percent of Variance of 30.52% as shown in Table 5.2.

Table 5.2 Statistics summary of the Correspondence Analysis

Source: The author

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation
1	0.384	0.147			0.534	0.534	0.019	0.142
2	0.290	0.084			0.305	0.839	0.020	
3	0.210	0.044			0.161	1.000		
Total		0.276	461.267	.000 ^a	1.000	1.000		

a. 225 degrees of freedom

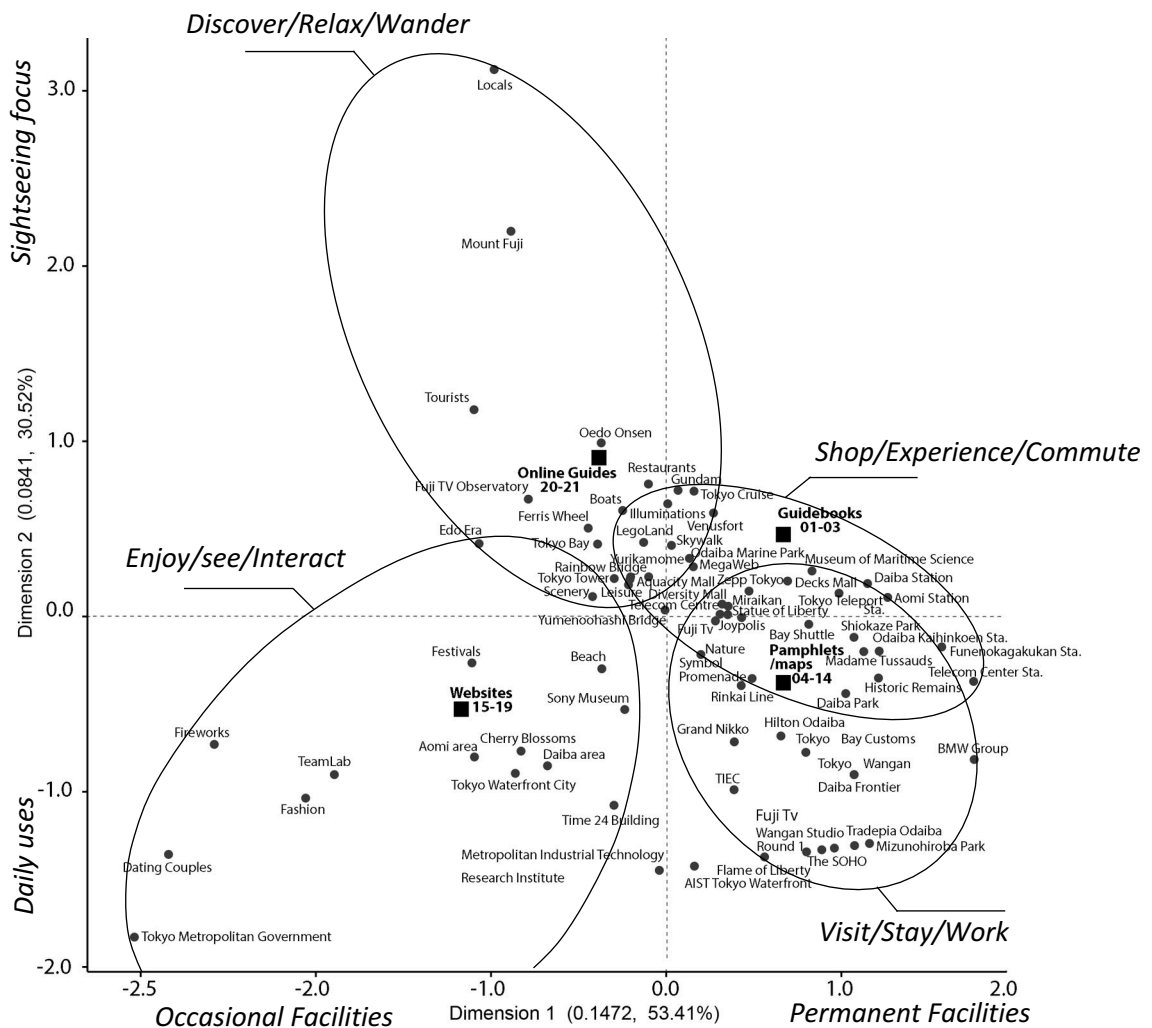


Fig. 5.3 Correspondence Analysis Symmetric plot for the Frequent Elements in relation to the Four sources

Source: The author

Accordingly, the relations of the appearance patterns of the Elements and the Four sources of the MPIs are mostly explained on these two dimensions with a cumulative percent of 83.93%. It is observed from the CA plot that the Four MPIs sources appeared quite distant from each other which indicates that some sources tend to have different visions and projected Elements than the others. When

intensely investigating the attributes of Elements overview Row points⁴ (briefly shown in Table 5.3) with the dimensions

Table 5.3 Overview Row Points of Elements and their contribution in Dimensions

Source: The author

Elements	Mass	Score in Dimension			Inertia	Contribution			
		1	2	Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		Total	
						1	2		
1 Rainbow Bridge	.045	-.171	.196	.001	.003	.006	.375	.372	.747
2 Gundam	.011	.124	.665	.002	.000	.016	.036	.787	.823
3 Statue of Liberty	.023	.280	.010	.001	.005	.000	.720	.001	.721
4 Fuji TV	.030	.244	.013	.002	.005	.000	.380	.001	.381
5 Fuji TV Observatory	.008	-.639	.622	.002	.009	.011	.548	.392	.940
6 Flame of Liberty	.005	.449	-1.274	.003	.003	.027	.123	.752	.875
7 Oedo Onsen	.017	-.304	.921	.005	.004	.049	.118	.821	.939
8 Edo Era	.014	-.867	.387	.005	.028	.007	.869	.131	1.000
9 Reach	.047	-.301	-.276	.003	.011	.012	.575	.364	.939
72 Leisure	.020	-.178	.170	.001	.002	.002	.169	.115	.284
73 Nature	.007	.156	-.202	.002	.000	.001	.031	.039	.069
74 Restaurants	.008	-.086	.703	.002	.000	.014	.013	.659	.672
75 Daiba Area	.011	-.551	-.790	.003	.009	.023	.389	.604	.993
76 Aomi area	.007	-.888	-.744	.003	.015	.014	.645	.341	.986
77 TMG	.002	-2.456	-1.699	.006	.028	.018	.693	.251	.944
Active Total	1.000			.276	1.000	1.000			

a. Symmetrical normalization

and the four Parts contribution of points to inertia of dimensions which is shown in Table 5.4, the dimensions’ names were interpreted as; Dimension 1 as “Occasional/Permanent Facilities”. While according to the main contributors to Dimension 2, we propose naming it as “Daily uses/Sightseeing focus”. After deeply looking and examining the CA plot, we conclude that Dimension 1 divides the 4 main sources into Virtual sources (Websites and Online Guides) and Printed sources (Guidebooks and Pamphlets). While Dimension 2 tends to divide the sources into a wider vision or to the relation with the other parts of the city (Guidebooks and Online Guides) and more specific with a micro vision towards the Elements of Odaiba itself (Pamphlets and Websites).

Table 5.4 MPIs sources column points

Source: The author

Parts	Mass	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point	Total	
					1	2			
Guidebooks 01-03	0.118	0.539	0.435	0.051	0.089	0.077	0.256	0.127	0.383
Pamphlets/ maps 04-14	0.415	0.544	-0.328	0.065	0.320	0.154	0.725	0.200	0.924
Websites 15-19	0.231	-0.942	-0.493	0.097	0.533	0.193	0.812	0.168	0.980
Online Guides 20-22	0.236	-0.306	0.841	0.063	0.057	0.575	0.135	0.772	0.907
Active Total	1.000			0.276	1.000	1.000			

a. Symmetrical normalization

⁴ A Correspondence Analysis (CA) was conducted to investigate the main dimensions, when intensely investigating the attributes of Elements “Overview Row Points” with the two dimensions as shown in Table 5.3 (the first and last set of elements are shown as an example of the output), the 77 elements were relatively big with large data content to be included in the main body of the chapter (the whole Table is found in the appendix part).

The Elements gathered as four groups which showed a strong relationship with the four MPIs sources. The four groups (Image components) interpretation is as follows: First, “*Shop/Experience/Commute*” which is strongly connected to the Guidebooks (01-03) source which includes elements like; most of the Shopping malls, Amusement centers, Toyota Mega Web, Symbol Promenade, Odaiba Marine Park, Marine/Regular transportation means, and Metro stations. Second, “*Visit/Stay/Work*” is strongly associated with Pamphlet and Maps (04-14) which includes Fuji TV, Parks, Statue of Liberty, Historic remains, Museums, Telecom center, Zepp concert hall, famous Hotels, and TIEC residence.

This grouping is also including business uses as companies and rental buildings, administrative uses like Bay Customs, Tokyo Wangan (Police station), as well as several Research Institutes. Third, “*Enjoy/see/Interact*” is strongly appearing near Websites (15-19) which includes various enjoyment Elements and interactive ones as the Beach, Dating Couples, Tokyo Waterfront City, Festivals, Cherry Blossoms, Fireworks, Mori Digital Museum (Team Lab) and Sony Museum.

Fourth, “*Discover/Relax/Wander*” this clustering forms an obvious grouping associated with the Online Guides (20-22). It is mainly focusing on most of the Sightseeing Elements besides what can be seen from Odaiba; as The Scenery, Rainbow Bridge, Tokyo Bay, Ferris Wheel, including other relaxation Elements as the Oedo Onsen, Tourists, Gundam, Tokyo Tower, Fuji TV observatory, and Mount Fuji.

5.5 Extracting the Media Projected Image patterns

A Hierarchical Cluster Analysis (HCA) was conducted using Ward's method based on groups having the same appearance patterns.

The (HCA) resulted in a dendrogram and by cutting at a distance of 28, nine clusters are extracted as shown in Figure 5.4. This resulted in classifying and designating the MPIs Image Patterns as shown in Table 5.5: *Cluster 1* “Mixed Facilities and services”, *Cluster 2* “Touristic Facilities” including famous hotels and touristic services, *Cluster 3* “Means of Transportation” including distinct metro stations structures and different lines focusing on

their functionality, *Cluster 4* “Marine related Public spaces and Museum” it is a marine-themed cluster, public spaces, and Maritime Museum, *Cluster 5* “Bay scenery and Iconic Landmarks”, including all related main Tokyo Bay scenery elements. *Cluster 6* “Contemporary Recreational and Historic Origins” involving current leisure activities like festivals and being a dating spot besides having historic remains on the old batteries, *Cluster 7* “Seasonal and Occasional” including a variety of temporary activities. *Cluster 8* (Technology and Research) covers R&D related facilities, and finally, *Cluster 9* (Commercial, Amusement and Relaxation) including shopping malls, related Landmarks, concert halls, exhibitions, museums, and the Onsen.

Table 5.5 Nine MPIs patterns and their characteristics

Source: The author

CL. no.	Image Name	Characteristics
Cluster 1 (7 Elements)	Mixed Facilities and services	Covers different facilities whether they are residential, administrative or public services.
Cluster 2 (4 Elements)	Touristic Facilities	Mainly includes famous Hotels and the shuttle bus that tours Odaiba’s main attractions.
Cluster 3 (5 Elements)	Means of Transportation	Including main means of transportation, Stations and Metro Lines connecting the place with the other parts of the city.
Cluster 4 (10 Elements)	Marine related Public spaces and Museum	Marine themed cluster. Marine parks are the main elements of this cluster, besides the Symbol promenade and the Maritime Museum.
Cluster 5 (13 Elements)	Bay Scenery and Iconic Landmarks	The Scenery is the main characteristic of this cluster with all its components from; the Beach, Rainbow Bridge, Bay area, Tokyo Cruise, Fuji TV, Statue of Liberty, Tokyo Tower, Tourists, and Boats.
Cluster 6 (10 Elements)	Contemporary Recreational and Historic Origins	Including Festivals, and it is considered to be a dating spot. Besides, having a historical background. This comes with a variety of Restaurants with a view with the Nature. Fashion and contemporary trends appears in this cluster besides Mori Digital Art Museum.
Cluster 7 (6 Elements)	Seasonal and Occasional	This cluster includes seasonal Hanami (Cherry blossoms) and Hanabi (Fireworks) in Daiba and Aomi areas, besides the Illumination during special Occasions along the year which can be seen specially through the Sky walk.
Cluster 8 (6 Elements)	Technology and Research	Mainly covers different facilities which are directly related to cutting edge Technology and Research.
Cluster 9 (15 Elements)	Commercial, Amusement and Relaxation	Includes mainly all shopping malls with their related Landmarks and entertaining facilities like concert halls and cars exhibitions. The OedoOnsen and its relationship with the Edo period appears in this cluster. And lastly, different Museums are included as well.

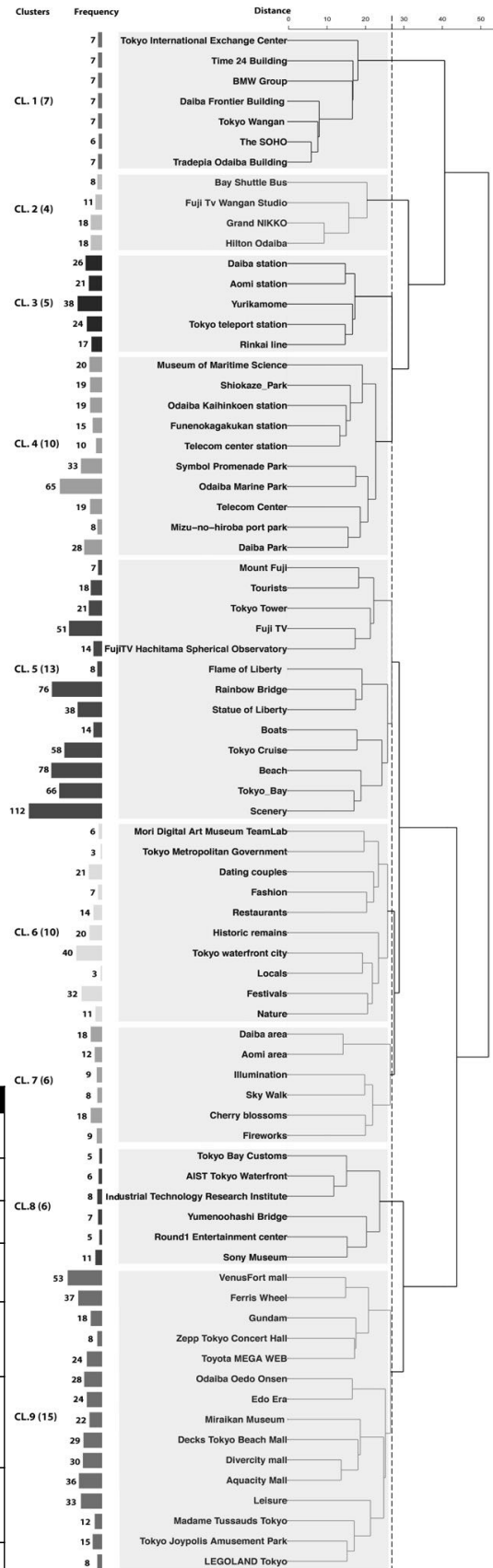


Fig. 5.4 Dendrogram of Nine clusters extracted by HCA and elements frequency

Source: The author

It is noticed that all the extracted Image patterns are diverse covering various aspects of the built environment. Each cluster’s distribution of elements differs from one to another, while each cluster is specifically focusing on an aspect and its characteristics are described in detail as shown in Table 5.5.

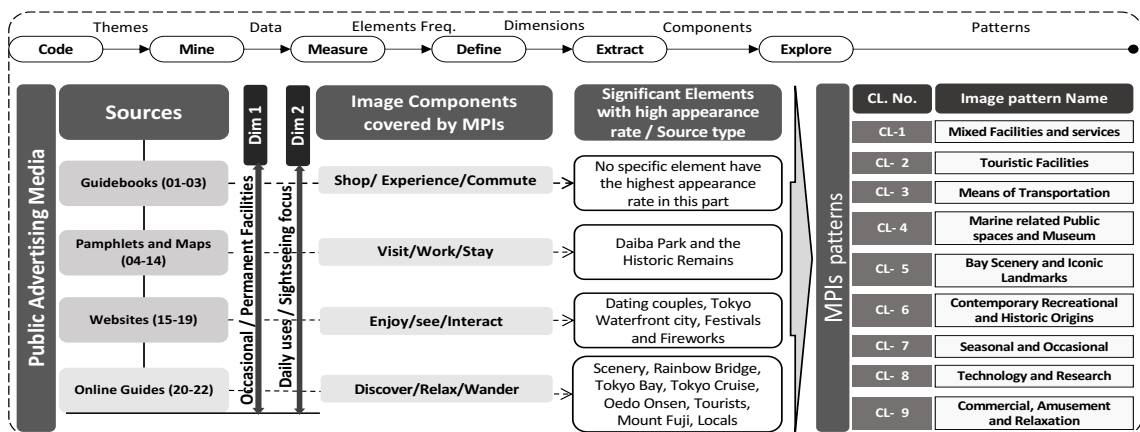
5.6 Conclusion

Cities and places are not only platforms that are perceived by their users but also, they have the tools of forming new images according to their stakeholders’ visions and intentions. These images are introduced by the author as a construct “Media Projected Images” (MPIs). Some interesting findings were grasped after analyzing the contents of text data (Elements) provided by different printed and virtual MPIs sources through Text Mining.

First, 77 Elements affecting the image of Odaiba were spotted and it is found that the Top 5 Elements are: Scenery, Beach, Rainbow Bridge, Tokyo Bay, and Odaiba Marine Park are having the highest appearance rate among all sources. This indicated that the overall MPIs are overwhelmed by the Sightseeing elements through intensely promoting all the elements related to Tokyo Bay and Marine elements, without regard for some other functions like the residential, business and administrative facilities.

Fig. 5.5 MPIs general conclusions, dimensions, components, and patterns

Source: The author



Second, as shown in Figure 5.5, it was found that *Guidebooks* tend to cover different Elements and give a general idea about the place. The *Pamphlets and maps* tend to stress the role of parks and nature especially the historic ones. The *Websites* focused on various

aspects related to Waterfront City’s potentials. At last, the *Online Guides* concentrated on the Scenery aspects, as well as being a relaxation destination and tend to shed light on Odaiba as a place for Locals and Tourists, however, it totally neglected the Elements related to working and research environment.

Third, after conducting the Correspondence Analysis (CA), we concluded that the relations of the appearance patterns of Elements and the Four sources of the MPIs are mostly explained through two dimensions, Dimension 1 as “*Occasional/Permanent Facilities*” and Dimension 2 as “*Daily uses/Sightseeing focus*”.

Fourth, the 77 Elements extracted from the MPIs also gathered as four groups (Image components) and showed a strong relationship with the four MPIs sources: “*Shop/Experience/Commute*” relates to Guidebooks, “*Visit/Stay/Work*” is associated with Pamphlet and maps. “*Enjoy/see/Interact*” is appearing near Websites. “*Discover/Relax/Wander*” is grouping with the Online Guides. As a result of the earlier conclusions, Media Projected Images (MPIs) are having the responsibility of carrying out the projected messages from the city which differ and are based on intentions, tendencies, and visions and affect the perceived Image by the residents. Accordingly, different approaches are being considered by these MPIs resulting in different image dimensions, components, and patterns

Fifth, through HCA, the MPIs are found to have diverse nine image patterns as shown in Figure 5.5. This part of the study contributes to understanding the projected image which plays an important role in place branding. The place transformation due to hosting new future events and facilities which requires updated versions of media sources to deal with such new visions and to highlight the positioning of the place and promote its latest elements additions which may not be sufficiently displayed in the present study media sources. In addition to reviving the permanent social attributes in the place by the encounter of enduring and fostering a balanced managing approach of Odaiba.

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Appendix: Text data collected from the 22 MPIs sources of study

Text	Chapter	Part
Daiba station, Tokyo Teleport Station, TokyoTeleport Sta., Shuttle bus.	01	01-03
Tokyo Teleport Station, Odaiba Kaihinkoen Sta., Aomi Station, Telecom Station, Daiba station, Funenokagakukan Sta.	01	01-03
Huge amusement zone that offers a view of Tokyo Bay. It is also a fun place to shop and eat.	01	01-03
Daiba, Yurikamome line, Daiba station.	01	01-03
Rainbow Bridge, Odaiba Marine Park, Statue of Liberty, Palette Town, VenusFort, MEGA WEB, Odaiba Tokyo Oeodo-Onsen Monogatari, Fuji TV Headquarters, Aqua City Odaiba, Divercity Tokyo Plaza, Decks Tokyo, Madame Tussauds Tokyo, LEGOLAND Discovery Centre Tokyo, Tokyo Joypolis, Water Bus station, Statue of Liberty, Tokyo bay, Funenokagakukan Sta., Miraikan, Tokyo International Exchange Center.	01	01-03
BMW Group, Symbol Promenade Park, Tokyo Teleport Station, Odaiba Kaihinkoen Sta., Aomi Station, Telecom Sta., Daiba station, Tokyo Minato Hall, Yurikamome line, Museum of Maritime Science, Shiozake Park, Town and Ocean , Hilton Tokyo Odaiba, Grand Nikko Tokyo Daiba, Daiba Frontier Bldg., Center Promenade, Time24, Tokyo Customs, Daiba, Tunnel, Shuttle bus.	01	01-03
Rainbow Bridge, Unbeknownst to many, this Famous Tokyo landmark can be crossed on foot. There are benches placed along the 1.7 kilometer stretch so visitors can rest along the way and take in the view of the city and ships sailing by. The view is especially beautiful after dark.	01	01-03
Odaiba Marine Park and Statue of Liberty, A small Statue of Liberty Replica stands in Odaiba Marine Park, a reminder of the The french year in Japan when the original was brought over from Paris. It is popular photo spot as you can fit both Rainbow Bridge and Tokyo Tower in the same shot.	01	01-03
At the Odaiba Marine Park, visitors can enjoy various beach Activities and the sunset view of the bay is especially beautiful.	01	01-03
Palette Town, A popular spot that consists of the Venus Fort shopping mall, which was built in style that recreates medieval European townscapes, MEGA WEB auto theme park, the giant Ferris wheel that symbolizes Odaiba, the Zepp Tokyo concert hall and more.	01	01-03
This is a hot spring theme park near Tokyo Bay (Odaiba). You can enjoy 13 bathhouses including two indoor natural hot springs. Hirokoji is a reupreution of an Edo era village where people of all ages can enjoy a day in the Edo era of Japan.	01	01-03
Fuji TV Headquarters, Inside the Head office building, which was designed by the world-reowned Japanese architect Tange Kenzo, are various facilities that are open to the public including a globe-shaped observatory, theater mall, wonder street, and restaurants.	01	01-03
AquaCity Odaiba, A five-storied shopping centre with entertainment and over a hundred and forty restaurants and shops. There is also a science museum filled with SONY's latest technology.	01	01-03
Divercity Tokyo Plaza, A theatrical urban space where everything from reowned domestic brands to famous Tokyo restaurants can be found. Tokyo gourmet stadium which houses thirteen restaurants is the largest food court in Odaiba area.	01	01-03
Decks Tokyo A shopping mall with an open-air deck resembling a ship deck and overlooking the Rainbow Bridge . Facilities such as the new Madame Tussauds Tokyo, which has many wax figures of famous people on display, LEGOLAND Discovery Center Tokyo and Tokyo Joypolis are also popular.	01	01-03
Miraikan, the museum offers Activities and opportunities to think about science and people by interactive exhibits as well as ducussing with science communicators. Attractions such as 3D Dome Theatre film the man from the 9 dimensions are popular.	01	01-03
Tokyo Joypolis, MEGA WEB, Shiozake Park, Venus fort, The Gundam base Tokyo, Odaiba kaihinkoen Sta., Yurikamome, Water bus station, Aqua city Odaiba, Odaiba Kaihin Park, Statue of Liberty, Daiba station, Fuji Television, Rinkai Line, Tokyo Teleport Station Giant Sky Wheel in Palette Town, Aomi Station, Divercity Tokyo Plaza, water bus station, Symbol promenade park, Museum of Maritime Science, Funenokagakukan Sta., Soyamaru, Youteimaru, Yurikamome, National museum of emerging science and Innovation, Telecom Station.	02	01-03
Rainbow Bridge and Statue of Liberty, Giant Sky Wheel in Palette Town, National Museum of Emerging Science and Innovation, Shiokaze Park.	02	01-03
VenusFort, Shopping mall resembling a 17th to 18th century European town. The Outlet Floor (3F) offers wellknown international brands as well as a full line-up of Tokyo's fashionable brands.	02	01-03
Shiokaze Park, Large park of about 150,000 m2. Find the Coast Decks on the west side and enjoy a stroll in the sea breeze. A great place to see the beautiful scenery of Tokyo Bay.	02	01-03
MEGA WEB (Car Theme Park), Toyota's informative theme park on everything to do with cars. Exhibits racing cars and their continuing evolution, the latest models, and the historic cars of the 50s to 70s. Children and people without a licence can also try riding in a Toyota.	02	01-03
Tokyo Joypolis, Indoor amusement park for fun even on rainy days. About 20 attractions making full use of the latest technology in a near-future atmosphere. Ride the popular Gekion Live Coaster, the world's first roller coaster attraction with rhythm game.	02	01-03
THE GUNDAM BASE TOKYO, Complex featuring Gunpla (plastic Gundam models), Biggest Gunpla array in the world (about 2,000 models) and loads of in-store-only offers.	02	01-03
Tokyo's Sea and Entertainment, Shopping, Nature, Amusement.	03	01-03
Tokyo's Sea and Entertainment, A tour around the Odaiba area, a relatively new tourist spot in Tokyo. Experience Tokyo's bay area from a different perspective: from the Yurikamome line, a water bus that plys Tokyo Bay, and seaside parks.	03	01-03
Route, Yurikamome Shimbashi Sta., Yurikamome Kokusai-tenjijoseimon Sta., Panasonic Center Tokyo, Yurikamome Kokusai-tenjijoseimon Sta., Yurikamome Aomi Station, MEGA WEB, VenusFort, Symbol Promenade Park (900m), Odaiba Marine Park (500 m), Decks Tokyo , Odaiba Marine Park Water Bus Sta., Hinode Pier Water Bus Sta., TOKYO CRUISE Odaiba Line.	03	01-03
A course that goes only through promenades exclusively for Pedestrians and parks. Symbol Promenade Park to Odaiba Marine Park and Decks Tokyo can be accessed by ramps and elevators.	03	01-03
Water bus, Daiba park, Odaiba Marine Park, Odaiba Marine Park, Water Bus Sta., Aqua city Odaiba, Daiba station, Fuji TV Building , Daiba area, Decks Tokyo , Tokyo Telport Sta., MEGA WEB, Divercity Tokyo Plaza, Symbol promenade park, Funenokagakukan Sta., Yumenoohashi Bridge, Aomi Station Venusfort, National Museum of Emerging Science and Innovation, Tokyo Wangan police station, Telecom centre, Telecom Station, Shiokaze park, Museum of Maritime and Science, Odaiba KaihinKoen Sta., Oedo Onsen Monogatari.	03	01-03
MEGA WEB, A variety of cars are exhibited here the latest vehicles for people with impairments to historic cars from the 1950s-1970s and everdeveloping racing cars, This facility is directly connected to Aomi Station. The wheel-chairaccessible restroom at the Toyota City Showcase has a multi-purpose changing table that can be used by adults. The WelCab, a welfare vehicle, is exhibited at Toyota City Showcase. Visitors can also ride in the vehicle.	03	01-03
Odaiba Marine Park, Located next to Odaiba Park (Daisan Daiba), this park surrounds a quiet inlet. Enjoy watching the ships coming and going, the cityscape on the shore beyond the Rainbow Bridge,	03	01-03
and the beautiful sunsets. Can enjoy a pleasant stroll along the beach even in a wheelchair. A ramp links it to the Symbol Promenade Park. Can also be accessed from the Decks Tokyo by crossing the deck and using the elevator.	03	01-03
Shopping, Nature, Amusement, Yurikamome line.	03	01-03
VenusFort, This indoor shopping mall is decorated in the style of a European townscape from the 17th-18th centuries. It has 160 shops and restaurants. This facility is directly linked to Aomi Station.	03	01-03
Symbol Promenade Park, This large park in the center of Odaiba is 4km long, linking various facilities in the waterfront area. On clear days, visitors can see Mount Fuji from Yume-no-ohashi Bridge. Proceed down the broad promenade without having to worry about cars. The park has nine locations with wheelchair-accessible restrooms, two of which have ostomate-friendly facilities.	03	01-03
Decks Tokyo , A leading entertainment spot in Odaiba. Visit Madame Tussauds Tokyo where you can enjoy touching the 60 some life-sized figures. Can directly access the facility from the 3rd Fl. level of Odaiba-kaihinkoen station. There is a dedicated wheelchair entranceway/exit on the south side of the 1st Fl, as well as an ostomate-friendly restroom inside Madame Tussauds.	03	01-03
Water Bus, Cruising boats connect the bay area with the Sumida River, Asakusa, and more. The six routes offer incredible views of the Tokyo megalopolis from sea level. Hotaluna and Himiko have wheelchair-accessible restrooms (Hotaluna has a diaper-changing table). Wheelchair-accessible restrooms are also available at the boat boarding areas at Odaiba Marine Park and Hinode Pier.	03	01-03
Hotaluna and Himiko have wheelchair-accessible restrooms (Hotaluna has a diaper-changing table). Wheelchair-accessible restrooms are also available at the boat boarding areas at Odaiba Marine Park and Hinode Pier.	03	01-03
Sightseeing Spots Nearby, National Museum of Emerging Science and Innovation, A science museum open to everyone, connecting advanced science and technology and people, Oedo Onsen Monogatari, This natural hot springs theme park is designed in the image of a traditional Edo town and its lively atmosphere, AQUA CITY ODAIBA, One of Japan's largest entertainment shopping mallsoverlooking Rainbow Bridge and Tokyo Bay, Daiba station.	03	01-03
Tokyo's Sea and Entertainment, Shopping, Nature, Amusement, Tokyo Cruise Ship.	03	01-03

Chapter 5 – Odaiba’s Public Media Projected Images tendencies

Tokyo waterfront city guide map.	04	04-14
Tokyo waterfront city guide map, Water bus Tokyo Mizube cruising line, water bus terminal, Decks Tokyo , Tokyo Joypolis, Madame Tussauds Tokyo, Aqacity Odaiba, United cinemas Aqua city odaiba, Sony Explorasience, Divercity Tokyo plaza, Actual size statue of Unicorn Gundam, Round1 Stadium, Divercity Tokyo plaza location, Venusfort, Palette Town. MEGA WEB, Zepp Tokyo, Gaint Sky Wheel, Yume-no plaza, Yumenohashi Bridge, Aomi station, Museum of Maritime Science, Fune-no-kagakukan station, water bus terminal, Miraikan, Tokyo Customs Info Plaza, Tokyo Odaiba Oedo Onsen Monogatari, AIST, Tokyo Metropolitan Industrial Technology Research Institute.	04	04-14
Museum of Hydrography and Oceanography and the Marine Information service office, Aomi Minami Port Park, Telecom Station, Daiba station, Odaiba Kaihinkoen Station, Tokyo Teleport Station, Rainbow Bridge, Statue of Liberty , Flame , Fuji Television, Fuji Television Wangan Studio. Aomi Central Port, Telecom Center Bldg. BMW group Tokyo Group, No.3 battery Daiba park, Odaiba Marine Park, Shiokaze Park, Central Plaza, The waterfall square, Mizu-no-hiroba port park, water bus terminal, Daiba Frontier Bldg, Tradepia Odaiba. Tokyo Wangan police station, Tokyo International Exchange Center, The SOHO, Time24 Bldg, Hilton Tokyo Odaiba, Grand Nikko Tokyo Daiba, Shuto Expressway, Shuto Expressway, Police box.	04	04-14
Convenient For Tokyo Waterfront city sightseeing, Shuttle Bus, Miraikan, Fuji Television Wangan Studio, Venusfort, Tokyo Teleport Station, Divercity Tokyo plaza, Hilton Tokyo Odaiba. AquaCity Odaiba, Fuji Television, Grand Nikko Tokyo Daiba, Aomi Parking, Hotel. Enjoy the view from the guest rooms, Hotel surrounded by the sea and the sky where you can get a full view of Tokyo, Hilton Tokyo Odaiba, Grand Nikko Tokyo daiba, Panoramic views of Tokyo bay from an altitude of 100 meters.	04	04-14
Shopping mall, From Shopping and gourmet to amusements., Decks Tokyo , eat, shop and play at this complex. The digital real world come together in one of Japan's largest indoor amusement parks, Tokyo Joypolis, Acelebrity experiece with more than 60 life sized figures, Madame Tussauds Tokyo. A seaside shopping mall with about 140 shops and restaurants, AquaCity Odaiba, One of Tokyo's largest theatres, featuring 13 screens and the latest in audio and video technology, United cinemas Aqacity Odaiba, Sony ExploraScience, A science museum that explores light sound and entertainment. The Theatrical city space offers entertainment, relaxation, surprises, and excitement, Divercity Tokyo plaza, Actual size statue of unicorn Gundam currently on display.	04	04-14
Multi-entertainment facility with bowling, a sports-oriented game center, and more, Round1 Stadium, The first full scale outlet mall in Tokyo to enjoy both shopping and amusement, VenusFort, Enjoy a 16 min ride 115m up in the sky on this 100m wide Ferris wheel, Gaint Sky Wheel, One of the world's largest halls, with a capacity of 2,709, Zepp Tokyo.	04	04-14
Entertainment and museum, play and learn, Marine museum themed on the culture of the sea and ships, Museum of Maritime Science. Experience robots and medicine, state of the art science and technology, Miraikan. what do customs do? Come and visit to find out. Tokyo customs info plaza, Hot spring theme park where you can enjoy an extraordinary time all day, Tokyo Odaiba Oedo onsen Monogatari, Bio-IT fusion research base, AIST, life technology studio exhibition, supports SMEs through research, testing services equipment use, Tokyo Metropolitan Industrial Technology research institute. a museum where you can discover various information about the ocean, Museum of Hydrography and Oceanography, Interactive theme park for actually seeing riding and feeling the fun of cars, MEGA WEB, Tourism.	04	04-14
landmarks of Tokyo waterfront city, why not walk to Odaiba?, Rainbow Bridge, The symbols of Odaiba, Statue of Liberty, Flame, tourism starts from here. one of Odaiba's most popular spots, Fuji Television, popular program production in progress.	04	04-14
Town friendly eco themed landmark Fuji Television Wangan Studio.	04	04-14
Event site, where various events are held, Observation deck selected as a heritage night view of Japan, Telecom Center Bldg, A brand experience BMW/MINI showroom. book online to test drive any of the current lineup and models, BMW GROUP.	04	04-14
Park, not only the sea but also lots of greenery, a little known spot where you can enjoy the closest view of the Rainbow Bridge, No.3 Battery Daiba park. the view from the observation deck and the sky walk is magnificent, Odaiba Marine Park, the water and green promenade is a magnificent landscape that extends straight out, Shiokaze Park, The view from west park bridge is a recommended poin. Symbol promenade park, central plaza, yum-no plaza, stone and light square, the waterfall square, Divided into three areas you can enjoy different views in each area, Mizu-no-hiroba port park.	04	04-14
Other, Hospitals, universities, office building, etc., located in the Daiba district where large-scale commercial facilities coexist with a peaceful natural environment, Daiba Frontier Bldg, a large rental office property located in the center of the Daiba area, Tradepia Odaiba. provides high quality exchange space for talented graduate students and researchers in Japan and abroad, Tokyo International exchange center, there is an international exchange festival in August every year, as well as other international exchange programs. Tokyo police station with jurisdiction over the Tokyo waterfront area, Tokyo Wangan Police station, The SOHO, offices for start-up companies facing the ocean, Tokyo Global Gateway scheduled to open in September 2018, Time24 Bldg.	04	04-14
Let's have fun at Tokyo Waterfront city.	04	04-14
Tokyo waterfront city consists of three areas: Daiba area, Aomi area and Ariaki area. there are plenty of attractions in this area such as large commercial complexes where you can enjoy shopping gourmet food, and amusement Activities parks where you can relax at the waterfront. and hotels where you can feel like you are at a resort. Take the Yurikamome line and free Shuttle bus, or walk and cycle your way around these 3 Charming areas and enjoy everything they have to offer.	04	04-14
Daiba area and Aomi area, The Daiba area, Aomi area is full of popular tourist attractions., There are many large commercial complexes where you can enjoy shopping, gourmet food, and entertainment. Everyone from children to adults can have a good time. Also the views from the sky walk of the Odaiba marine park and the observation deck are exceptional, furthermore, the night views seen from the Fuji Television and Telecom centre building observatories are spectacular spots that must not be missed. we also introduce beautiful recommended spots and night views in this area.	04	04-14
Walking course and cycling map whether you prefer walking or cycling, there's plenty to enjoy. No.3 battery Daiba Park, Odaiba walking course about 1.5 KM/25 min foot. Daiba area, Statue of Liberty, Odaiba Marine Park, Decks Tokyo, Aqacity Odaiba, Hilton Tokyo Odaiba, Daiba Station. Grand Nikko Tokyo Daiba, Shiokaze park, Fuji Television, Odaiba Kaihinkoen Station. Tokyo Teleport Station, Rinkai Line, Divercity Tokyo Plaza, Central Plaza, VenusFort, Gaint Sky Wheel, Yume no Ohashi Bridge West Promenade walking course about 1.5 Km, 25 min on foot. Museum of Maritime Science, Fune-no-kagakukan station. Miraikan, Telecom Station, Telecom center Bldg, Tokyo Odaiba Oedo onsen Monogatari, Aomi area, Aomi station, Mizu-no-hiroba port park, Center promenade walking course.	04	04-14
Odaiba Island map, enjoy all Odaiba has to offer, Shopping, Gourmet, Hotel, Entertainment, see and learn, park, Odaiba running course, start finish, Odaiba Kaihinkoen, , Tokyo Teleport, Daiba area, Fune-no-kagakukan. Shiokaze Bridge, Telecom center, Aomi area, Yurikamome line, Rinkai line, Symbol promenade park running course. Tokyo Motor show winter every 2 years, Odaiba Oktoberfest, spring fall, Umi no Akari Festival, Rinkai Fukutoshin Tulip Festival, spring, Fuji TV Odaiba Minna no Yume-Tairiku, summer. Welcome to Odaiba, Park, Odaiba Marine park, Shiokaze park, Symbol promenade park, No.3 battery Daiba park, Mizu-no-hiroba port park.	05	04-14
Odaiba Kaihinkoen, Shopping and Gourmet, a seaside shopping mall with approximately 140 shops and restaurants, Aqacity Odaiba, mediage, the first full scale outlet mall in Tokyo to enjoy both shopping and amusement, Venusfort, This theatrical city space offers entertainment relaxation surprises and excitement, Divercity Tokyo Plaza. Eat shop and play at this shopping mall complex, Decks Tokyo, Hotel, Panoramic views of Tokyo bay from an altitude, of 100 meters.	05	04-14
Grand Nikko Tokyo Daiba, Hotel surrounded by the sea and the sky where you can get a full view of Tokyo, Hilton Tokyo Odaiba.	05	04-14
Entertainment, on of Tokyo's largest theaters, featuring 13 screens and the latest in Audio and video techonology CINEMA MEDIAGE, a Science museum that explores light sound and entertainment Sony ExploraScience. Enjoy a 16 min ride 115m up in the sky on this 100m long Ferris wheel. Gaint Sky Wheel. Indoor amusement park featuring entertainment like games, Karaoke, bowling, and more Tokyo Leisure land palette town location, Multi-entertainment facility with bowling a sports-oriented game center and more ROUND1 STADIUM, Divercity Tokyo Plaza location, Experience the world of Gundam.	05	04-14
Gundam Front Tokyo. The digital and real world come together in one of Japan's largest indoor amusement parks Tokyo Joypolis, A celebrity experience with more than 60 life sized figures Madame Tussauds. enjoy natural hot springs in this Edo period theme park Oedo Onsen Monogatari. One of Odaiba's most popular spots Fuji Television, Interactive theme park for actually seeing riding and feeling the fun of cars MEGA WEB.	05	04-14
See and learn, Why no walk to Odaiba? Rainbow Bridge, The Symbols of Odaiba, Statue of Liberty and Flame. The Museeum director is the astronaut Mamoru Mohri. National Museum of Emerging science and Innovation. AIST life Technology Studio Exhibition, Tokyo Customs INFO Plaza, Tokyo Metropolitan Industrial Technology Research Institute, Museum of Maritime Science.	05	04-14
Others, Daiba Frontier Bldg, Telecom Center Bldg night view inheritance of Japan, Tokyo International Exchange center they hold an international exchange festival in August every year as well as other international exchange programs. Tokyo Wangan Police station, Tradepia Odaiba, The SOHO, A brand experience BMW /MINI showroom.	05	04-14
book online to test drive any of the current line-up and models BMW Group.	05	04-14
Water bus terminal, Decks Tokyo , Tokyo Joypolis, Madame Tussauds Tokyo, Aqua city Odaiba, CINEMA MEDIAGE, Sony Explorasience, Divercity Tokyo plaza, Gundam front Tokyo, Round1 Stadium, ZEPP Divercity Tokyo, Rainbow Bridge. Statue of Liberty, Flame. Venusfort, Palette Town, MEGA WEB, Zepp Tokyo, Gaint Sky Wheel, Tokyo Leisure land, Yumenohashi Bridge, Aomi station, Museum of Maritime Science, Fune-no-kagakukan station, water bus terminal, Miraikan. Tokyo Customs Info Plaza, Tokyo Odaiba Oedo Onsen Monogatari, AIST, Tokyo Metropolitan Industrial Technology Research Institute.	05	04-14
Museum of Hydrography and Oceanography and the Marine Information service office, Telecom Station, Daiba station, Odaiba Kaihinkoen Station, Tokyo Teleport Station, Fuji Television, Fuji Television Wangan Studio. Aomi Central Port, Telecom Center Bldg, BMW group. No.3 battery Daiba park, Odaiba Marine Park, Shiokaze Park, Symbol Promenade Plaza, Yume-no-Ohashi plaza, Stone and light square, The waterfall square, Mizu-no-hiroba port park. water bus terminal, Daiba Frontier Bldg, Tradepia Odaiba. Tokyo Wangan police station, Tokyo International Exchange Center, The SOHO, Hilton Tokyo Odaiba, Grand Nikko Tokyo Daiba, Shuto Expressway, Shuto Expressway exit , Shuto Expressway exit, Odaiba SKY tourist information.	05	04-14
The free Bay Shuttle bus is convenient, Miraikan, Wangan studio, Palette Town, Tokyo Teleport, Tokyo Teleport station, Divercity Tokyo Plaza, Hilton Tokyo Odaiba, Aqacity Odaiba, Fuji Television, Grand Nikko Tokyo Daiba, Aomi Temporary Parking.	05	04-14

Chapter 5 – Odaiba’s Public Media Projected Images tendencies

2018 Summer Tokyo Guide, Yurikamome, Rinkai Line, Tokyo area Navi, Odaiba Huge entertainment district created in Tokyo Bay, Daiba area, Odaiba Kaihinkoen, Palette Town, Ferry Pier, Odaiba, Odaiba is located on the waterfront and is famous as a sightseeing spot. It is full of commercial and amusement facilities. There are beaches and parks around the area, making it a good place to take a walk. At night, you can enjoy a view of skyscrapers and the lit-up Rainbow Bridge, Divercity Tokyo Plaza.	06	04-14
Odaiba, Play, The Rainbow Bridge has both general roads and the Metropolitan expressway. Pedestrians can cross the Rainbow Bridge on the general road.		
Rainbow Bridge A suspension bridge developed to connect central Tokyo and Odaiba, the new Tokyo Waterfront Subcenter. The bridge is lit up at night, and Tokyo Tower can be seen over the gorgeous bridge in the night sky.	06	04-14
Play, There are exhibitions, self-guided tours, stores selling goods from Fuji TV shows, and more. Fuji Television headquarters building.	06	04-14
The headquarters of Fuji Television, one of Japan's major commercial TV stations. The silver spherical structure is an observation deck with a 270-degree panoramic view of Tokyo Bay waterfront area and Rainbow Bridge.	06	04-14
Statue of Liberty, The statue is located in the Odaiba Marine park, It is a cast taken of the Original Statue in Paris and a symbol of Japan-France friendship. Museum of Maritime Science, You can see a submarine, huge propellers, and the first Japanese Antarctic research ship, called Soya, The main building is currently closed.	06	04-14
Yurikamome Line, Daiba Park, Hilton Tokyo Odaiba, Daiba station, Aquacity Odaiba, Decks Tokyo , Tokyo Joypolis, LEGOLand Discovery Center, Madame Tussauds Tokyo. Tradepia Odaiba, Tokyo Teleport Station, Shiohaze park, Flame, Grand Nikko, coastal road. Odaiba Kaihinkoen sta., MEGA WEB, Palette Town, Venusfort, Aomi Station, Wangan Studio, Miraikan, Oedo Onsen Monogatari, Funenokagakukan Sta. Telecom Station, Divercity Tokyo Plaza.	06	04-14
MEGA WEB from the newest Toyota models to famous cars from around the world, there are always about 100 vehicles on display, Play, Tokyo Cruise Runs between Odaiba Marine park and Hinode pier, A one-way ticket costs 480 JPY (Tax included).	06	04-14
you can enjoy Odaiba from the sea, the Rainbow Bridge can be seen from the sea. Play, Odaiba Marine park, A park with a beach and rocky area surrounded by a quite cove facing Tokyo Bay. It is popular as a shooting spot to take pictures of Skyscrapers, the Rainbow Bridge, ships, etc. How about a stroll along the sunset-drenched coastline? Play, Gaint Sky Wheel.	06	04-14
the Gaint Sky Wheel in the Palette town is now a Landmark of Odaiba. You can have a bird's-eye view of Tokyo from 115 meters up. It takes about 16 minutes to ride the Gondola one full rotation. How to enjoy 1, Enjoy a panoramic view 360, Odaiba is surrounded by the sea on all sides and is dotted with open, scenic areas. We recommend the Rainbow Bridge, which is almost synonymous with Odaiba.		
The Rainbow Bridge is lovely to look at from afar, but the view from top of it is truly something special. The Hachitama Spherical Observation room in the Fuji Television headquarters building is good place to take in a view of Odaiba from high up. Odaiba Marine park is popular place to enjoy a leisurely view of the sea. The Rainbow Bridge is also beautiful at night view, Odaiba Marine park, with its calm and relaxed ambiance.	06	04-14
How to enjoy 2, Have a lot of fun at attractions around Odaiba, Odaiba is known as the number one area of Tokyo for entertainment. The Following 3 attractions are highly recommended the Fuji Television headquarters building, with an observatory, TV studio sets of popular programs and more, Palette Town with a Gaint Sky Wheel, which is a symbol of Odaiba and Decks Tokyo with many entertainment facilities such as Madame Tussauds, Tokyo, LEGOLAND Discovery center Tokyo, etc. Odaiba is the only place in Tokyo with so many of these amusement facilities, Gaint Sky Wheel in Palette Town, You can touch the waxworks at Madame Tussauds Tokyo.	06	04-14
How to enjoy 3, Looking out at Odaiba from the water, if you are already familiar with Odaiba from the land, why not try an Odaiba Cruise. The Odaiba Line operated by Tokyo CRUISE ship is always recommended. The cruise offers a trip between Odaiba Kaihinkoen, Odaiba Marine park and Hinode pier Hinode sambashi. Although this is a short 20-minute cruise there are many things to see and the ship passes under the Rainbow Bridge. Enjoy strolling across the water in the open air. There is also the Asakusa Odaiba Direct line, which runs to Asakusa, The DECK of the ship with great view.	06	04-14
Tokyo hot eats, eat Japanese cuisine in Odaiba, Ganzen, Hibiki, Takadaya, Nandeya, Gen-Chan, Tokyo Kushiya, Gurunavi reservation support.	06	04-14
Tokyo night view.	07	04-14
by theme Tokyo night views map guide. The Glittery Bay Area, Statue of Liberty , Decks Tokyo , FUJI TELEVISION NETWORK, INC., Palette Town, Rainbow Bridge , Tokyo Gate Bridge. Tip no.1 for enjoying Tokyo night views. Take in a Night View of Tokyo from the Sea Cruise on a luxurious passenger boat, ride a unique and comfortable water bus relax in a houseboat reminiscent of the Edo period.	07	04-14
The glittery Bay area. Bay area, Rainbow Bridge, Statue of Liberty , FUJI TELEVISION NETWORK, Palette Town, Tokyo Joypolis, Decks Tokyo , Rinkai Line, Yurikamome, Take in a night view of Tokyo from the sea.	07	04-14
TOKYO NIGHT VIEW, The Glittery Bay Area, In the southeast part of Tokyo. the area facing Tokyo bay. In the bay area of the coastal district.	07	04-14
you can fully enjoy romantic seaside night views, including brightly lit bridges spanning the strait, bay coast illumination, and amusement parks.	07	04-14
Nighttime Tokyo glittering the background Statue of Liberty. This Statue of Liberty is in Odaiba Marine park, a 3-minute walk from Daiba Station. At 12m high from the pedestal and weighing 9 tons, this statue is based on the Statue of Liberty in Paris. This beautiful night scene combines the Statue of Liberty and the sea. Illuminated from 17:00-7:30 (changes depending on season).	07	04-14
Year round illumination, Decks Tokyo , A shopping center with a ship motif. Trees line the beach for about 200m around the 20m-high Daiba Memorial Tree, adorned with about 220,000 lights. Illuminated from sunset to midnight (changes depending on season). So playful lighting showtime, FUJI TELEVISION NETWORK, INC, On weekends.	07	04-14
LED lights installed in the windows of the Fuji TV Headquarters burst into color for GLITTER8, a 5-minute light show in sync with music from popular TV shows, Saturdays, Sundays, and holidays, 19:00 showing - 21:00 showing (displays every 30 minutes). exceptional views from the Ferris wheel Palette Town, A leisure facility home to shopping malls. Get a sweeping view of Tokyo's famous sights from the revolving, color fully lit Ferris wheel. The transparent gondolas let you see the nightscape beneath your feet, too. Ferris wheel open for rides 10:00-22:00 (Until 23:00 on Fridays, Saturdays, and days before holidays).	07	04-14
Drawing a gentle arc across Tokyo Bay Rainbow Bridge, A double-framework suspension bridge that connects downtown Tokyo with the oceanfront district. The upper level is a highway, and the lower level has a 1,700m promenade that takes about 30 minutes to cross on foot. Usually lit in white light, sometimes it's also illuminated in red. Illuminated from sunset to midnight.	07	04-14
Odaiba Area Map, Statue of Liberty, Decks Tokyo , FUJI TELEVISION NETWORK, INC, PALETTE Town, Rainbow Bridge, Daiba area, Odaiba Marine park, Odaiba-Kaihinkoen Station, Daiba Station, Rinkai Line. Museum of Maritime Science, Divercity Tokyo plaza, The National Museum of Emerging Science and Innovation, Tokyo port, Aomi Station, Metropolitan Expressway, Yurikamome.	07	04-14
Daiba Station, Yurikamome, Aomi Station, Yurikamome, Tokyo Teleport Station, Rinkai Line.	07	04-14
Tip 1 for Enjoying Tokyo Night Views. Take in a night View of Tokyo from the sea. You can take in harbor views from the sea in Tokyo Bay. Take your pick from a luxurious passenger boat offering extravagant tours, to casual cruises, to Japanese-style boats with an ambiance of old Japan. The Symphony dinner cruise departs at 19:00. Rides also available with no meal service. Board at: Sealine Tokyo Co., Ltd. Hinode Terminal of fice, Kaigan 2-7-104 Minato-ku, Plan 1, Cruise in style on a luxury passenger boat.	07	04-14
Cruise boats operate nightly, touring around Tokyo Bay. After departing from Takeshiba Terminal or Hinode Pier, cruise under the Rainbow Bridge with side views of Tokyo Tower, and tour Odaiba and the Tokyo Gate Bridge for around 2 hours to 2 hours 30 minutes. Plan 2, Ride a unique and comfortable cruise, Of fers six routes including the Sumida River Line that departs from Asakusa and takes the Sumida River out to Tokyo Bay. There is even a metallic, spaceship-style boat designed by a Japanese manga artist. TOKYO CRUISE also offers the Rainbow Bridge Tour night cruise with views of the TOKYO SKYTREE nightscape. Board at: Asakusa Tokyo Cruise Terminal.	07	04-14
Plan 3, Carrying on the Spirit of Edo Relax in a houseboat, A Japanese-style boat where you can enjoy meals and parties, a familiar pastime in Tokyo since the Edo per iod. With a roof top and air conditioning, it's like an indoor room on dry land, and you can eat tempura, sashimi, hotpot and other dishes. Some boats also offer karaoke. In the Bay area, I like to look at and take pictures of the Rainbow Bridge and FUJI TELEVISION NETWORK, INC. building illumination. I also like to ride the Yurikamome Line and look at the Tokyo skyline.	07	04-14
Tokyo Unique Venues, Madame Tussauds TOKYO, Forum, Fuji TV Building, Madame Tussauds TOKYO. The entire facility is available exclusively for private events such as incentive trip events and award ceremonies, complete with a cast of life-size figures of superstars from all over the world that you may have always wanted to meet. Feel free to take get right up close, and of course take photos of you with your favorite celebrities. Participants can enjoy an intimate setting while having fun., Sports, Leaders, Red Carpet, Music, Authentic History, History and culture, film, A-list Party (celebrities), Fashion, Entrance.	08	04-14
Forum, Fuji TV Building. The Fuji TV Building, instantly recognizable for its unique spherical observatory, is an eye-catching building in the popular Tokyo Bay area, Daiba. Inside, the Forum is a contemporary multipurpose event space on the 22nd floor, with a three-story atrium and seaside panorama, which provides 750 square meters of space for parties and events of up to a thousand attendees. Your guests can enjoy the view, including Tokyo Tower and Rainbow Bridge, from the ball-shaped observatory, Forum.	08	04-14
Shuttle bus, daily service, Free tour bus, route Map, Miraikan, Fuji Tv Wangan studio, Venusfort, Tokyo Teleport Station, Divercity Tokyo plaza, Hilton Tokyo Odaiba, Aquacity Odaiba, Decks Tokyo, Fuji Television, Grand Nikko Tokyo Daiba, Aomi Temporary Parking, Odaiba Marine park, Shiohaze park, Odaiba Kaihinkoen Sta., Daiba station, Meteropolitan EXPWY. WANGAN LINE, Rinkai Line, Ceter promenade, West promenade, Yurikamome, Aomi Station, Telecom Station, Fune-no-kagakukan Sta., Ride free, 7 days week, 20 minute intervals.	09	04-14
Bus Stop, Miraikan, Fuji Tv Wangan Studio, Venusfort, Tokyo Teleport Station, Divercity Tokyo Plaza, Hilton Tokyo Odaiba, Aquacity Odaiba, Fuji Television, Grand Nikko Tokyo Odaiba, Aomi Temporary parking.	09	04-14
Tokyo sightseeing map, Yurikamome, Rinkai line, Rainbow Bridge, Tokyo Teleport station, Daiba station, Rinkai Line, Fuji TV Building, Gaint Sky Wheel, Aomi Station, Yurikamome Line.	10	04-14

Chapter 5 – Odaiba’s Public Media Projected Images tendencies

Odaiba Marine Park and Daiba Park. Daiba Park, Encampment, Gunpowder storehouse, Ancient hearth, cannons, waterbus route, waterbus Terminal, Old breakwater (no entry), breakwater (no entry), recreation water area, no swimming or fishing, Odaiba Marine Park. Board storage, scenic nighttime spot, Odaiba Beach, Marine House, waterbus waiting area, Isohama Beach, Statue of Liberty, sea bank under construction, shiohaze park, Hilton Tokyo Odaiba, Aquacity Odaiba, Decks Tokyo, Daiba station, Odaiba Kaihinkoen Sta., Odaiba Rainbow park, Odaiba Gakuen Koyo Elementary school Koyo junior high school, Nijinohashi Kindergarten.	11	04-14
Odaiba Marine park, The very best scenic nighttime spot in Tokyo. The odaiba Marine Park is one of the greatest scenic nighttime spots in Tokyo. The park features views on such famous places as the Rainbow Bridge that changes its colors according to the season, the Tokyo Tower, the houseboats that brighten up the ocean. please look around for your favourite spot, Odaiba Beach. Odaiba Beach is a man-made sand beach, about 800m long in the heart of Tokyo. The sand beach uses sand from Kozu-shima in the Izu Islands. Isohama Beach enjoy hunting shellfish, you cannot take young shellfish, to protect the environment, Statue of Liberty, Graceful figure stands with Rainbow Bridge in the Background. Popular symbol of fresh Japanese Friendship.	11	04-14
Daiba Park, selected for the 2017 toop 100 castles of Japan continued. Daiba Park, walking along the sand beach on the north side will lead you to the historical remains of Daiba Park. you can get a real feel for the history of Daiba Park as you come across the remains of large ovens and fortresses. A brief history of Daiba Park. in Daiba park there exist the remains of a fortress that was set up to deal with the arrival of perry in the later days of Tokugawa Shogunate, 6 fortresses were constructed in a period of 1 and 5 months under the designs of Egawa Tarozaemon. Of those fortresses remain. In 1928 these remaining fortresses remain. In 1928 these remaining fortresses were deemed to be national historical remains and this park, Daiba Park came into existence.	11	04-14
1853 June Commander Perry arrives in Yokosuka with 4 warships, August construction of fortresses number 1 to number 3 is launched.	11	04-14
1854 January Construction is launched on fortresses number 4 to 7 along with construction of the Gotoyamashita fortress. February commander perry arrives once again in Uruga with 7 warships in tow, April Fortresses number 1 to 3 are completed.	11	04-14
May The shogunate terminates construction on fortresses number 4 and 7 (neither were completed). 1854 December Fortresses number 5 and 6 and the Gotoyamashita fortress are completed. 1926 October Fortresses number 3 and 6 are designated as national historical remains, 1928 fortress number 3 is opened as the city park Daiba park.	11	04-14
Marine sports at Daiba Marine park, we are now open to a variety of marine sports on a trial basis in recreational waters, wind surfing, stand up paddle surfing, canoes, Facilities marine house, board storage. there are 4 locations in the park where you can wash both your board and your feet at no charge.	11	04-14
A panel display of fortress number 6 and Daiba historical remains, Fortress number 6 western regions of Daiba Park, there are still located on the sea and entrance into them is forbidden because of this they are treasured places for vegetation and wild birds, they are also precious in the eyes of scientific study. A panel display of the Daiba historical remains. here we would like to introduce to you photographic panels that show scenes of the historical remains of Daiba park and of Odaiba Marine park. in the Marine house 3rd and 4th floors located in the Odaiba Marine park. when you find yourself in the Odaiba Marine Park please visit it by all means.	11	04-14
Shops and restaurants, the marine house and waterbus waiting area in the Odaiba Marine Park have restaurants and shops, Ehukai, Blue table, Tarlum Bianco, Solaris.	11	04-14
Daiba Park, Encampment, Gunpowder storehouse, Ancient hearth, cannons, recreation beach area, no swimming or fishing, sand beach, Daiba Park history. Daiba Park is the remains of the cannon batteries built off the shinagawa coast, in preparation against the black shipp invasion.	12	04-14
with the arrival of perry's ships at the end of the Edo period, 6 cannon batteries Daiba in Japanese were built over a 17 month period designed by Tarozaemon Egawa. Only the 3rd and 6th cannon batteries remain today. It was designated a national historic site and became Daiba Park in 1928.	12	04-14
1853 June Perry goes to Uruga, with warships, 1853 August, construction of 1st to 3rd cannon batteries starts.	12	04-14
1854 January construction of 4th to 7th cannon batteries and cannon battery under mount Gotoyama starts.	12	04-14
1854 February perry goes to Uruga again ewith warships. 1854 April 1st to 3rd cannon batteries completed. 1854 May Shogunate stops construction of 4th and 7th cannon batteries both unfinished.	12	04-14
1854 December Completion of 5th, 6th and cannon battery under Mount Gotoyama. 1926 October 3rd and 6th cannon batteries designated a national historic site, 1928 3rd cannon Battery opens as Municipal park Daiba Park.	12	04-14
Highlights to see, Encampment, Gunpowder storehouse, Ancient hearth, Cannons, The cannon batteries remains are on high ground along the coast. Ancient encampment sites, a gun powder storehouse, an ancient hearth, etc. are in the park, No.6 battery west of Daiba park it is still on the sea entry is prohibited, so it has become a treasure of plants and wild birds, and has a great academic value.	12	04-14
Walking course and view points guide, from the beach enjoy city views of the Rainbow Bridge and buildings. Enjoy the Rainbow Bridge, Tokyo Tower and the Statue of Liberty all at once. you can see a night view of piers and buildings on the opposite side, view point where you can see container ships nearby, from Daiba park see a view of buildings on the opposite shore and the sea with nature and city in harmony, companies and residents cooperate to create the summer garden that is in full bloom in mid summer.	12	04-14
In april about 30 cherry trees blossom in Mizunohiroba port park, hitoric panels display in the marine house in Odaiba Marine park 3rd and 4th floors photo panels show the historic remains at Daiba park and the landscape of Odaiba Marine park. we hope you visit this when you go to Odaiba Marine park. Odaiba Marine Park, Daiba station, Yurikamome line, Odaiba Kaihinkoen Sta., Tokyo Teleport Station, Aomi Station, Telecom center. Telecom Station, Aomi Minami Port Park, Aomi kita port park, Museum of Maritime Science, Aomi passenger ship terminal, fune-no-kagakukan Sta., Symbol promenade park, Daiba Park, Shiohaze park, Rinkai line, Statue of Liberty, Rainbow Bridge.	12	04-14
Trivia Kawazu cherry tree of Odaiba to commemorate the 150th anniversary of the cannon batteries construction a Kawazu cherry tree was planted in the adjoining Odaiba Marine Park in 2004. the tree was donated by Nirayama Town in Shizuoka the home town of the cannon batteries designer Tarozaemon Egawa.	12	04-14
Shiohaze Park, North coastal deck, sunset tower, town and sea promenade, sunny plaza, sunny terrace north, shiohaze park office, north central exit, ventilation tower, fountain field, hidamari plaza, water and greenery promenade, south central exit. Nippon foundation Para Arena, South coast Deck, sunny terrace south, Higashi yashio Entrance, Museum of Maritime Science, Odaiba Marine park, Hilton Tokyo Odaiba, Grand Nikko Tokyo Daiba, Fune-no-kagakukan Sta., Daiba station, Higashiyashio Greenway, shops, park monument no. 13, Metropolitan expressway wangan line.	13	04-14
High spots to see, sunset tower made as sundial you can see a mysterious scene when the sun goes down in the gap in the middle of the tower twice each year during the spring and autumn wquinoxes. Town and sea promenade. when you leave the town and sea promenade from the north central exit you can enjoy a beautiful view of the container pier on the opposite shore the Rainbow Bridge, etc. Sunny plaza, biggest plaza in the park round shape used for various events picnics etc. Hidamari Plaza on west side of the south parking lot the shiohaze Maru play equipment is nearby so it is recreation place for children. Water and greenery promenade main park path that links the south central exit to fountain plaza washington palms and cascade create an exotic atmosphere direct views make you feel its magnificent scale.	13	04-14
Walking course and view points guide, from the beach enjoy city views of the Rainbow Bridge and buildings.	13	04-14
Enjoy the Rainbow Bridge, Tokyo Tower and the Statue of Liberty all at once. you can see a night view of piers and buildings on the opposite shore, from Daiba park see a view of buildings on the opposite shore and the sea with nature and city in harmony. companies and residents cooperate to create the summer garden that is in full bloom in mid summer. in april about 30 cherry trees blossom in Mizunohiroba port park.	13	04-14
Odaiba Marine park, Daiba Park, Daiba station, Yurikamome line, Odaiba Kaihinkoen Sta., Tokyo Teleport Station, Aomi Station, Telecom center, Telecom Station, Aomi Minami Port Park, Aomi kita port park, Museum of Maritime Science, Aomi passenger ship terminal, fune-no-kagakukan Sta., Symbol promenade park, Shiohaze park, Rinkai line, Statue of Liberty, Rainbow Bridge, Dream Plaza, sunny plaza, North central exit, Mizunohiroba port park, BBQ plaza, you can come empty handed choose from 11 food plans.	13	04-14
Tokyo Waterfront city park map, a welcoming park rich in greenery, Daiba park No.3 battery of shinagawa Daiba is designated as a national historic site. The park has cannons, an ancient government building a gunpowder storehouse, etc, Odaiba Marine Park view of sea and buildings on opposite shore from Odaiba park landscape with nature and city in harmony. Symbol promenade park at the 3 plazas in the park many people come to various events are held on weekends, Aomi Minami port park located along shoreline with a channel the park overlooks the port of Tokyo while the land facing side offers a relaxed atmosphere of a Japanese garden featuring a stream with corridors and natural stones as well as a pond. Mizu-no-hiroba port Park park facing Tokyo Bay divided into 3 areas park with beautiful cherry trees.	14	04-14
Daiba Park, Rainbow Bridge, Odaiba Marine Park, recreation water area, former seawall, former seawall, Hilton Tokyo Odaiba, Aquacity Odaiba, Decks Tokyo, Statue of Liberty, Flame, Grand Nikko Tokyo Daiba, Fuji Television, Tradepia Odaiba, Daiba Frontier Bldg., Odaiba beach, Divercity Tokyo Plaza. Venusfort, center promenade, MEGA WEB, ZEPP Tokyo, Ferris wheel, Mori building digital art museum, dream plaza, west promenade, BMW Group, Fuji TV wangan studio, Yurikamome line, Yurikamome line, Teleport bridge, Tokyo Teleport station. Tokyo Big sight temporary exhibition hall, Unicorn Gundam Statue, Tokyo International Exhibition center, Miraikan, Time24 Bldg., National Institute of Advance industrial science and Technology, Tokyo metropolitan industrial technology research institute. Aomi green way, Aomi chou port park, Telecom center bldg., Telecom senter Station, Aomi frontier building, Oedo onsen Monogatari, Aomi minami port park, Tokyo Harbor government Office building, Higashiyashio greenway, Aomi kita port park, Museum of Maritime science. the SOHO, Tokyo Wangan police station, Odaiba Kaihinkoen Sta., Daiba station, Aomi Station, Fune-no-kagakukan Sta., central plaza, deai bridge, Rinkai Line, Shiohaze park, water and greenery promenade. Mizu-no-hiroba port park, Ministry of land, Infrastructure, Transport and Tourism Bldg., waterbus terminal, waterbus route, Daiba garden city bldg., suntory holdings limited, westpark bridge, Aomi-Daiba bridge.	14	04-14

Chapter 5 – Odaiba’s Public Media Projected Images tendencies

<p>you can enjoy the Tokyo Water Front City area both in the daytime as well as at night. The numbers on the photographs stand for the location where they were taken. The locations are noted on the front page of the map, Daytime view spot How about a leisurely stroll or walk as you enjoy the view provided by the Tokyo WaterFront City area in its ocean encapsulated environment. Gazing upon the Tokyo Tower from the Symbol promenade park, The Statue of Liberty is there to greet you.</p>	14	04-14
<p>This is a replica of the Statue of Liberty located in Paris, The view of the Rainbow Bridge and the high-rise buildings on the oppositeshore provides for a beautiful sight that mesmerizes all who come to visit. The remains of a fortress that was set up here 150 years ago has been preserved as a park, This photograph was taken from the Rainbow Bridge walkway. Container ships as well as all other kinds of ships traverse the Tokyo Bay right in front of your eyes. These Washington palm trees produce an exotic atmosphere as they seem to enclose the gently flowing watercourse. This location is often used as a film location spot for various TV shows, In spring, you can enjoy the contrast between the blue of the ocean and the Cherry blossoms in full bloom.</p>	14	04-14
<p>Nighttime view spot, Each area is beautifully lit up as the evening descends making for a very romantic atmosphere. You will most definitely want to take photos of all these scenic spots, The Symbol promenade park and the Tokyo Tower lit up at night The times for the night light ups differ from season to season. The ferris wheel which changes its illumination to match the seasons enlivens and adds color to the bay area, By all means, we hope you will enjoy a romantic experience here in the night time Park. Have fun at Odaiba Ride the amphibious bus, Community cycling Enjoy these sweet spots easy to rent bicycles. This area features convenient and environmentally friendly community bicycles You can easily rent a bicycle at any of the ports located at each major area and return them wherever you find yourself. Further, there is an 'unmanned registration machine' located near every train station so even if you haven't made advanced registration-no problem, Free wifi You can make use of the Tokyo WaterFront City public wireless LAN service free of charge. With a simple registration procedure you can connect to the Internet. You can use the service without any worry about being charged with hidden, expensive telecommunication fees.</p>	14	04-14
<p>The hospitality of flowers and greenery You will be warmly greeted with a variety of beautiful flowers throughout all the seasons of the year.</p>	14	04-14
<p>Garden of hospitality Summer garden In 40 different gardens the views of 300 types of flowers and plants capture your heart. In order to greet all of our visitors with flowers and greenery we have, with the cooperation and efforts of gardening and horticulture firms and the citizens of Tokyo, created a summer garden filled with flowers that perfectly match Tokyo in summertime. Observation time Late June to late September In the summer we hold a summer flower technical competition. You can enjoy the beauty of these flowers that proudly bloom overcoming the summer heat, Garden created on the theme of Japanese atmosphere The location of exhibition 1 is noted on the front page of the map.</p>	14	04-14
<p>Garden of hospitality Winter and Spring garden Flowers such as pansies and violas color the garden from winter through spring. In the Yume no Hiroba Dream square we create and exhibit, in addition to the Summer garden, a Winter and Spring garden that is created centering on the flowers of pansies and violas that can be enjoyed from winter through to the end of spring. From winter through spring you can enjoy flowers that differ from summer flowers.</p>	14	04-14
<p>The flowers bloom lavishly in a variety of colors unique to the winter season. Please enjoy the contrast that exists between the modern day buildings and the flowers of the gardens-something that the Tokyo Water Front City can uniquely provide. Tulip Festival 400 types of tulips numbering to around 200 thousand bloom in great stature in this garden that is the largest in the Kanto area. In the 3 Symbol promenade park locations environments have been created with efforts and cooperation of the local citizens, neighboring companies and students where one can dynamically feel the different qualities and beauty of the seasons. Observation time Middle of March to the middle of April, Color mixing (Mosaic) Enjoy the beautiful scenery of many mixed colors, Flowing flower beds. The rows of flowers that have been made to resemble the flow of a river are a must-see. Exhibition garden Please thoroughly enjoy this exhibition garden that has the largest numbers of types in the Kanto area 3rd in all of Japan. To the users of the park The park is an asset that belongs to all of us, Lets be sure to throw our trash in the garbage cans. The use of fire is prohibited in the park This excludes the BBQ are Please smoke only in areas near the provided ash trays, You may not pick the vegetation in the park, To the users of the park Lets treat it properly and use it in a way so we can all enjoy it equally.</p>	14	04-14
<p>Odaiba is a trend town representing Tokyo. The state-of-the-art commercial facilities are full of shops that satisfy even fashion sensitive couples, and there are amusement facilities and Odaiba Marine Park in the vicinity, so you can create a date plan imagining a variety of ways to enjoy. Speaking of Odaiba's date, it's a night view. The expanse of Tokyo Bay from Odaiba, the night view of Rainbow Bridge is a night scene like a skyscraper in Manhattan. I am glad that there are also many facilities that can be used and enjoyed all day long away from the sea. It is also recommended that you enjoy a date using Fuji TV, Divercity, AquaCity Odaiba, and the National Museum of Emerging Science and Innovation carefully, should be the first date in Odaiba. 10 standard date spots The first date on the weekend. I've decided on a meeting, but I haven't decided on a destination, For those two, I'll introduce Odaiba's standard dating spots. From the restaurant with the outstanding view to the indoor theme park, it's sure that it will swell on your first date. Leisure Play out at indoor theme park Tokyo Joypolis If you want to enjoy an active date, let's go to Tokyo Joypolis. There are 20 kinds of attractions, including the powerful roller coaster Vale of Dark which runs through the through-space at high speed. As there is a night passport after 20:00, stress escape with two people after work return. How to enjoy that. It is completely indoor type, and it is also a point to be able to enjoy even on rainy days.</p>	15	15-19
<p>Leisure Discover Happy Jinx with Pallet Town Ferris Wheel. A large ferris wheel of Palette Town that colors Odaiba night beautifully, it's nice to take a photo with the lighted up Ferris wheel in the background, but after all it's best to spend the time alone in the gondola alone with romantic time. I want you to remember while looking at the sparkling night scene, the 7 colors of heart Jinx. There is a heart of 7 colors somewhere in the night view seen from the Ferris wheel, and it is said that happiness will come to people who find it, Look for them together. Leisure Experience the powerful 3D planetarium at Dome Theater Gaia The planetarium of the Nissan Future Museum Dome Theater Gaia that uses MEGASTAR-II cosmos in pursuit of the next-generation visual experience. In the Birthday what connects me with the universe work of the stereoscopic planetarium, the starry sky is expressed with the realism and delicacy unique to ultra-high definition 3D images, I feel like I'm floating in space, Dome Theater is a reservation system first come first served basis, so it is smart if you make a reservation on the official site before dating.</p>	15	15-19
<p>Watch movies on the Super Premiere Sheet of Cinema Mediage. Cinema Mediage in AquaCity Odaiba is the largest theater in Tokyo, with 13 theaters and a multiplex cinema with over 3,000 seats, If it is your first date, you would like to use the Super Premier Seat, a bench-type seat for theater 1 couples.</p>	15	15-19
<p>As you can enter from the exclusive lounge, it is also attractive that you can spend time elegantly until the screening. Relax and enjoy watching movies, Park night view enjoy do nothing in Odaiba Marine park on fine day. If the weather is fine, why not sit on the lawn of Odaiba Marine Park and enjoy chatting Restaurants, shopping malls, movie theaters, theme parks, and anything that you can enjoy in Odaiba is a wonderful date to enjoy the luxury of doing nothing Take a walk on the sandy beach, play a game on the beach, watch the beautiful sunset quietly while blowing in the sea breeze, I want to spend some time alone with two people.</p>	15	15-19
<p>Leisure A different view from the usual view of the Tokyo Waterside Line water Cruise How about a 50-minute boat trip date that enjoys a different view on the water bus operating the Kasai-Odaiba Tour course that departs from Odaiba Marine Park. From the ship's deck, you can see Rainbow Bridge and Tokyo Gate Bridge, as well as jets flying to and from Haneda flying around. It will be fun to compare both the Dia Ferris Wheel with Diamonds and Flowers and the Pallet Town Ferris Wheel in Odaiba. Leisure The official merchandise shop is also in the sphere observation room Fuji Television Headquarters Building.</p>	15	15-19
<p>Odaiba's landmark Fuji Television Headquarters Building designed by architect Kenzo Tange, a representative of Japan. The 25th floor spherical observation room Hachitama paying with panoramic night views of the Gulf Coast. the 5th floor Fuji TV Wonder Street where you can enjoy exhibits of popular programs and photo spots, and the 7th floor where events and live performances are also held it is a dating spot where you can have a good time, such as the rooftop garden.</p>	15	15-19
<p>TeamLab too, 6 Date Spots Around Toyosu and Odaiba, If you enjoy dating in the summer vacation mood, visit the Bay Area's Toyoda Odaiba. This time, the Toyosu and Odaiba area special feature being introduced in the August issue of the free paper Tokyo trend ranking is delivered. From a deck that feels refreshing sea breeze to a new spot on the topic. let's enjoy a summer date with two people. Check the topic NEW spot. MORI Building DIGITAL ART MUSEUM EPSON teamLab Borderless.</p>	15	15-19
<p>A new-style museum "MORI Building DIGITAL ART MUSEUM: EPSON teamLab Borderless. co-operated by Team Lab where the best of digital art gathers and Mori Building. The border of each work is removed with the concept of borderless and the whole space is full of art, It is surrounded by complex, three-dimensional art that makes full use of digital, and it feels like wandering from another world. We display about 50 works including the world premiere in a huge space of 10,000 square meters. Tickets are both pre-sale and ¥3,200 on the day. It is recommended to purchase a pre-sale ticket as soon as it reaches the sales schedule, due to the end of sales, if you play completely at night, this is Coco. Grand Nikko Tokyo Daiba, Grand Nikko Tokyo Daiba with a beautiful night view of the bay area. We lie in the closest poolside to the sky in Tokyo and offer an extraordinary resort feeling.</p>	15	15-19
<p>4 Odaiba Take-out Foods to Bring to Odaiba Marine Park, Speaking of cherry blossom viewing in the city, it is only a crowded spot every year. However, in fact, it is Odaiba Marine Park of a hole, you can avoid the crowd and watch flowers slowly. How about having a Hanami date enjoying leisurely cherry blossoms while taking a walk along the sea in Odaiba Marine Park where you can see both the sea and the city this year.</p>	15	15-19
<p>Let's get out with cherry blossom food & sweets that can be taken out in Odaiba, and go out with him. In fact, it is a spot where there are lots of flowers. With Odaiba Marine Park, You can enjoy cherry blossoms and the sea in a relaxed manner. Odaiba Marine Park where you can enjoy a view typical of Tokyo, such as Tokyo Bay spreading in front of you. Rainbow Bridge connecting Shibaura and Odaiba, and the towering Statue of Liberty. A beautiful night scene is a particularly popular spot, but in fact many cherry trees are lined along the park road. This time, it's also a good place to visit Hanami. This time, I would like to introduce the excellent take-out food that I would like to bring when enjoying a Hanami date at such Odaiba Marine Park. Odaiba Marine Park flowering of cherry blossoms, full bloom.</p>	15	15-19
<p>A night view professional choose. 5 free night scene dating spots, Odaiba, which is said to be the night scene holy place in Tokyo, is an attractive area where you can enjoy Rainbow Bridge, Tokyo Tower, Palette Town Ferris Wheel and a variety of night views.</p>	15	15-19
<p>This time, Makoto Nawate, who is a night scene photographer and representative of the New Japan 3 major night scene and 100 night sceneries secretariat. carefully selected and introduced a free-for-all fun night scene spot among the many night scene spots of Odaiba, AquaCity Odaiba Shrine with a love fortune while watching the night view of Tokyo Bay. There is a rooftop open space aqua garden on the 7th floor of AquaCity, overlooking the night view along the Tokyo Bay with the Rainbow Bridge in the center. The sense of scale of the night scene is a scale that competes for one or two in Odaiba. In this aqua garden, there is a shrine AquaCity Odaiba Shrine where seven wishes come true. In fact, it is a sacred shrine with a part-time spirit of Shiba Daijingu, known as Ise in Kanto. AquaCity is full of stylish restaurants. After dinner, head over to the roof and watch for the night view of Tokyo Bay, draw a fortune, and pray for your eternal happiness.</p>	15	15-19
<p>Daiba Park where you can enjoy the most powerful Rainbow Bridge in Odaiba. Daiba Park is the ruins of the battery built by the Edo Shogunate, and is the oldest park in Odaiba. From the north side of the park you can see Rainbow Bridge with great force, and from the south side you can see the night view of Odaiba over Tokyo Bay. It is a night scene spot where you can enjoy the night scene like Odaiba at a time. The location is about 10 minutes walk from Decks Tokyo Beach. There is no external light, but it is necessary to have a smartphone light and a penlight to light your feet, but in such a space it is easy to connect your hands naturally, and I would also recommend it to a couple who have been dating. Fuji TV Rooftop Garden with Yurikamome and Palette Town Ferris Wheel, Speaking of Fuji TV's observation deck, there are many people who come to think of the spherical observation room Hachitama, but there is also an observation spot that can be used free of charge in the roof garden on the 7th floor. The access is easy to understand and you just ride a tube-shaped escalator From the place where you got off the escalator, you can enjoy the traffic of Yurikamome. and from the other side you can enjoy the night view with movement such as Pallet Town Grand Ferris Wheel. The illumination of the ferris wheel in March is a cherry blossom pattern. Let's try to make the flower bloom on the next flowering date while feeling spring's arrival a little while ahead.</p>	15	15-19

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<p>A comfortable night scene space Shiohaze Park that you want to use for closing the date, Sea Breeze Park boasts the largest area of Odaiba. The area is divided into north and south, and Rainbow Bridge and Tokyo Tower spread from the north area. The feet are lit with feet and it is nice for women to walk with confidence. From the south area, you can see the factory night view over Tokyo Bay, and the fountain lighted up until 22:00 is also beautiful. A calm atmosphere that is neither too bright nor too dark in both areas. About 5-8 minutes on foot from AquaCity Odaiba.</p>	15	15-19
<p>It's perfect for leaving the center of Odaiba, which is full of tourists, and for enjoying a slow conversation at the back of the night scene to finish the date. Odaiba Can't leave if you kiss. Ferris wheel dating of Jinx, Dates with him, where to go For those troubled girls, Odaiba is recommended as it has a romantic atmosphere and places to play. This time, we will introduce a love spot recommended for Odaiba dating, where you can play romantically and enjoy the romantic mood, and the love journalist of Hakusen Rensha. Pallet Town Ferris Wheel Pallet Town Grand Ferris Wheel where a beautiful figure can be seen from The Bridge of Dreams, The ferris wheel, which takes a round in 16 minutes, can enjoy romantic time on either day or night, There are two types of gondola to get in: the normal version and the see-through gondola. Recommended for couples, see-through gondola of the skate to the feet, Because he feels more tense than a normal gondola, you can expect a suspension bridge effect if you ride with him. If the feeling of pounding increases, the degree of adhesion and love of the two people will also increase.</p>	15	15-19
<p>A couple who kissed at the top can not say goodbye, a romantic ferris wheel with such a jinx. If you can admire the night view of Tokyo from the top, the mood of the two people will be the best, Believe in the jinx of love, try closing it with a kiss with someone who loves the end of the date.</p>	15	15-19
<p>Check your driving skills and his true nature in a car test drive, MEGA WEB, Yurikamome. Aomi Station Directly connected MEGA WEB, you can enjoy a rainy day as well as cold weather, On a date, while shortening the distance of two people, you want to know more about him. If you look at the car theme park to see and feel and MEGA WEB, you can check your driving skills and the true nature in a fun way. In Ride One, various vehicles of Toyota can be tested for 300 yen once if you have a regular license. You would like to go on a drive date, but his driving may be OK. In addition, driving and handling of the car will reflect the person's character. If you look at his car handling and driving attitude, you may feel the kindness and masculinity that can not usually be felt, If you can know the history of cars in the world History Garage, you may be able to know his memories as natural. In the retro space History Garage, where historic cars from around the world are exhibited, conversations with him will be exciting. From the recollections of I was in love with this car when I was a child, I might jump into the future talk of I want to ride such a retro car with you in the future. After taking a test ride, you can take a photo at the photo spot in front of the fountain or enjoy a drink service at CAFE & BAR Grease, which was renewed in December 2016. With the power of the event, try to accelerate the relationship between the two people.</p>	15	15-19
<p>What's up with this In a space full of mystery Dokkidoiki Tokyo Trick Art Labyrinth, Trick art labyrinth hall which is composed of three concepts other than Edo-likeness. Recommended for couples who want to chat with him, Tokyo Trick Art Labyrinth, You can enjoy mysterious trick art in the hotel divided into three themes masterpiece, Edo, and a haunted house. Look, laugh, take a photo, and enjoy the exciting trick art will further enhance the atmosphere of dating, He hates photography, so while enjoying the trick art, I could take a two-shot shot with Norinori naturally, If you close your cheeks and take a photo, the degree of adhesion between the two is also improved. Even men who are not good at photos are likely to leave lots of photos of memories, A trick picture is something that is completed only when we become part of the picture. It is easy to create a sense of unity and to reduce the distance between the minds easily as you work together as you pose and take photos. While enjoying the optical illusion and tricks, each other may fall in love with the trap, Check his tenderness at Obaiba's secret spots. The Bridge of Dreams, Dream Ohashi, which links the Ariake area and the Odaiba area, is famous as a tourist attraction that also serves as a stage for drama.</p>	15	15-19
<p>If you think you're a little tired, take a break at the Dream Bridge. The Yume no Ohashi, which links the Ariake area and the Odaiba area, is a leisurely walk for Pedestrians only. As the road is wide and the benches are set along the way, you can taste the feeling of Odaiba dating slowly at the pace of two people. During casual walking, pay attention to his kindness and degree of care. Is your walking speed to suit you, or is it smart enough to look for a bench by asking. Don't you get tired Your love for you may be felt like a simple date spot, Because there is little extra light, the night view of Odaiba will be even more beautiful. We can overlook Tokyo Bay and have a nice romantic atmosphere, Not only during the daytime, but also in the evening, when the sun goes down, the sun goes down and the people settle down, turning into a great dating spot. Both Odaiba and Ariake can enjoy the night view if sitting on the benches installed on both sides of the road. If you look at him with a shoulder, it is certain that a relaxing date will swell.</p>	15	15-19
<p>Tokyo Waterfront City, A Base for Business and a Source of World Appeal in the 21st Century, One of the largest projects in the world. A business town that taps the potential of the Tokyo Waterfront City to the utmost.</p>	16	15-19
<p>Waterfront City, located at the center of the Tokyo Bay waterfront, is being developed by the Tokyo Metropolitan Government under one of the world's largest projects. It is near to Haneda airport and linked by an expressway with Narita airport. It is a junction point of international and widely-spanning trafficways, The Yurikamome and Rinkai Lines, two rail lines that pass through the Waterfront City. and trunk roads have been expanded, making access from downtown Tokyo even more convenient, and backing up active business operations in the Waterfront City. The City is equipped with leading-edge urban infrastructure and is highly resistant to disasters, Watersides and greenery tap the lure of the waterfront to the utmost, creating an urban landscape that has comfort and serenity.</p>	16	15-19
<p>A town of multiple amenities combining occupational, residential, academic and leisure functions is being developed here. We aim to develop a business center with 90,000 residents and 47,000 workers in order to support exchanges of humans, goods and information over a wide area. Waterfront City will be a place relaying information about the economy, culture, and science and technology to Asia and the world as well as a venue for information exchange, It will perform an important role in the Tokyo Metropolis of the 21st century. Area for the development of the Waterfront City 442ha, Daiba district A seaside commercial and business complex zone, A residential zone that utilizes the waterside landscape and commands a fine prospect. Aomi district An industrial zone of a new international urban type, based on information and telecommunication infrastructure, A new complex residential zone.</p>	16	15-19
<p>A town that can meet the diverse needs of life's different stages, Workers, residents, scholars and students, people engaged in leisure Activities. The Waterfront City is studded with many buildings, such as modern office buildings, elaborate commercial facilities, high-rise condominiums and schools, 55,000 people are operating in office buildings and commercial facilities, and 14,000 people live in housing adjacent to the waterside and green spaces. About 55.4 million people visit the Waterfront City annually. The number is increasing year by year. The Waterfront City is steadily growing as an attractive town that has a tremendous ability to gather people. The Waterfront City is inhabited and visited by people of diverse purposes: working people, residents, scholars and people who seek leisure pursuits. Because it is a town with diverse faces it gives rise to new business opportunities Daiba District, Aomi district. Daiba District, Searea Odaiba Area No.1, Minato Municipal Koyo Elementary School Junior High School, Nijinohashi Kindergarten, Searea Odaiba Area No.3, Searea Odaiba Area No.5. Decks Tokyo , Aqua City Odaiba, Hilton Tokyo Odaiba, Daiba Frontier Building, Tradepia Odaiba Building, Suntory Building, DAIBA GARDEN CITY BUILDING, NOMURA HEADQUARTER, THE TOWERS DAIBA, Tokyo Metropolitan Industrial Technology Research Institute, Aomi district, Aomi Frontier Building, AIST, Bio-IT Research Building, Telecom Center Building, Japan Coast Guard Building, Time24 Building, Oedo Onsen Monogatari, Tokyo Harbor Government Office Building, the SOHO, Tokyo Wangan Police Station. Tokyo Academic Park, National Museum of Emerging Science and Innovation (Miraikan), Tokyo Academic Park, AIST, Fuji Television Wangan Studio, Tokyo Academic Park, Diver City Tokyo, Palette Town, Aomi Section ST Project.</p>	16	15-19
<p>The Waterfront City as a base of traffic, A base for a wide-area network covering cities in Japan and overseas. The Waterfront City forms a Tokyo Bay coastal city axis area together with Yokohama, Kawasaki, Chiba, and others, and is located in the center of this region. It is within a mere six kilometers from downtown Tokyo. Moreover, connected with both Narita and Haneda airport by expressways, it is growing as a base for a wide-area network covering domestic and overseas cities. In addition, the construction and expansion of railways and roads that connect the Waterfront City with downtown Tokyo are progressing, promising even better accessibility, Rinkai Line carries you from Shinjuku to the Waterfront City in about 23 minutes and from Haneda airport to the Waterfront City in about 20 minutes, Yurikamome carries you from Shimbashi to the Waterfront City in 13 minutes.</p>	16	15-19
<p>New urban landscape becoming more and more attractive. A good environment comfortable for everyone. In order that the Waterfront City may best display the lure of the waterfront, 27% of its area has been developed for parks and green zones. The beautiful landscape along the coastline as well as open space rich in verdure gives solace and serenity to people and forms an entirely new urban scenic beauty. The night view of downtown Tokyo and the Rainbow Bridge lit up against the backdrop of darkness seen from the Waterfront City are new attractions of Tokyo for those people who visit there, The urban space that heeds scenic beauty and gives comfort and repose is indispensable to a business city of the future, The Waterfront City will grow as an attractive town for the 21st century.</p>	16	15-19
<p>Waterfront City surrounded by water and greens, Landscape untarnished by utility poles as power lines have been buried under the ground, Odaiba X'mas Tree, Downtown Tokyo seen from West Promenade. A water bus connects the Waterfront City with downtown Tokyo, A view from West Park Bridge, The Statue of Liberty stands in Odaiba Kaihin Park, Flame of Freedom a symbol of the Center Promenade, Daiba district in the evening. A night view of downtown Tokyo and Rainbow Bridge lit up.</p>	16	15-19
<p>Security using leading-edge technologies, Safe and stable lifelines ensured, Underneath the Waterfront City. there runs a high-spec multi-purpose underground duct measuring 16 kilometers in overall length, utilizing the underground space beneath roads and parks. This underground multi-purpose duct, which can withstand an earthquake of magnitude 8 the same as that of the Great Kanto Earthquake in 1923 houses all necessary features of urban infrastructure, such as waterworks and sewerage, electric power cables, gas pipes, and telecommunications and information cables. The underground multi-purpose duct, which is the largest of its kind in the world, is managed around the clock to ensure reliable lifelines for Tokyo's citizenry. In the Waterfront City. all lifelines, including electricity, are based on a two-line system, so the backup setup in the event of emergency is perfect, The Waterfront City, which has safe, stable lifelines, meets the conditions of a business base of the future.</p>	16	15-19
<p>Gas pipe, Garbage collection pipe, Waste water pipe, The Control Center monitors the safety of the underground multi-purpose ducts round the clock, Tap water pipe, Cables for electric power, telecommunications and information, Heat pipe for district heating and cooling, Underground Multi-Purpose Ducts Control Center, Developing a town highly resistant to disasters. The optimum disaster prevention measures conceivable are being taken at Waterfront City, Such structures as bridge girders for Yurikamome and other public facilities can withstand an earthquake comparable to the Great Kanto Earthquake in 1923. Moreover, there is no need to fear liquefaction of the ground, often feared about reclaimed ground, because ground improvement measures have been taken. Parks and open spaces, which are built as areas of repose, are barrier-free so that they can offer shelters to all citizens in the event of a disaster. Sufficient measures have also been taken to protect the area from a high tide by constructing a breakwater, taking precautions against a typhoon like the Ise Bay Typhoon Typhoon No. 15 of 1959. Spacious open space without difference in level, Deck that links Daiba District and Aomi District with a reinforced construction, Park with a facility against a high tide.</p>	16	15-19

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<p>As a global player of Asia, The Waterfront City is a new industrial space that befits companies aiming at the world market, The Waterfront City is favorably located. It is close to downtown Tokyo and a junction point of land, sea and air traffic. Diverse institutions are starting operations here, including such high-tech enterprises as telecom companies, image media and general trading companies. Tokyo Academic Park for international exchanges in research and personnel, National Institute of Tokyo Metropolitan Industrial Technology Research Institute, Advanced Industrial Science and Technology. Tokyo Waterfront City, where diverse functions are accumulating and information is exchanged, abounds in new business chances. The Time24 Building and the Incubator Office of Tokyo Fashion Town support entrepreneurs who want to leap into the global scene. A new industry that leads the world will be born here if the results of the most advanced research and the sophisticated technologies of small and medium-sized enterprises are tied together. The Waterfront City makes its highly secured underground multi-purpose duct available to telecom companies in order to expand the scene for activity of the fast-growing IT industry. The Rinkai Line, which is linked to the Tokyo Monorail at Tennozu Isle Station, further improves access to Haneda airport, and supports the Activities of globally-oriented companies.</p>	16	15-19
<p>The Waterfront City, visited by 55.4 million people every year, abounds in urban scenic beauty with its water and greenery and is a bustling and charming place. It dispatches diverse information about the economy, culture, and science and technology to the whole world and is growing as a global player of Asia. Tokyo Academic Park, a new base for international exchange and research in science and technology TIEC, Haneda airport expanding international connections, Business town in Daiba.</p>	16	15-19
<p>Sightseeing, Marine Parks, The Port of Tokyo is promoting the restoration and preservation of the natural environment and is moving forward with the development of parks throughout the entire port area where the local residents can become familiar with the harbor scenery, waterways and lush greenery. There are 38 parks (as of April 2013) that are already providing opportunities to engage in sports, fishing, bird watching and other recreational Activities, Tokyo Waterfront City Running Course, Symbol Promenade Park Running Course. Odaiba Running Course, Symbol Promenade Park Running Course. This course was established in line with the development of the Symbol Promenade Park linking the seaside subcenters east and west. The course starts and finishes the well-known Ariake area in the Tokyo marathon, and wraps around Odaiba, the central area of the seaside subcenter. The course is set up with the cooperation of General Incorporated Association Langall, and distance markings and a course map are also set up on the course. In addition, the Tokyo Marathon Foundation's first running base facility will be opened adjacent to the starting point, and facilities will be provided along the course to provide plans for runners. Do you not run in seaside center. in the back with the sea and green, stylish cityscape. established a distance indication (per 1km) on the course, Odaiba Running Course, Starting with the Odaiba Marine park, the Odaiba Running Course can be run while looking at the sea almost all the way. and there is also a place passing through the trees and you can enjoy a cross-country feeling It is a course that does not get tired of runners. In addition, hotels in the Daiba area have sports facilities and spa facilities, and can be used as a running station. In the seaside subcenter. why not enjoy the sea breeze while enjoying various views such as the sea where the ships come and go, the lush greenery, the Tokyo port with the opposite view, and the Rainbow Bridge.</p>	16	15-19
<p>Odaiba Rainbow Fireworks 2018.</p>	17	15-19
<p>A Fireworks display that takes place every Saturday in December. During the short display about 10 minutes long as many as 1,800 Fireworks are launched from the sea next to the Statue of Liberty in Odaiba Marine park, Odaiba Marine Park from the Statue of Liberty open.</p>	17	15-19
<p>What is Odaiba Rainbow Fireworks 2018, The spectacular Odaiba Rainbow Fireworks display will be held again in 2018.</p>	17	15-19
<p>The crisp winter air creates a beautiful night view the perfect backdrop for Fireworks.</p>	17	15-19
<p>The Fireworks flowers explode in the pristine winter night sky, and beautiful lights reminiscent of Christmas turn Odaiba into a fantasy wonderland.</p>	17	15-19
<p>Visitors on Saturday December 22 will have the added pleasure of enjoying Fireworks accompanied by music, Night Spots, Fujii Tv, Grand Nikko Tokyo Daiba, Aquacity Odaiba, Divercity Tokyo Plaza, Decks Tokyo , VenusFort, Gaint Sky Wheel, MEGA WEB, Yurikamome, Rinkai Line. Shuttle Bus The free shuttle bus that does a tour around all the popular sights of Odaiba. The bus operates every 20 minutes from 11:30 in the morning until 7:30 at night. What is the Shuttle bus, It is a shuttle bus that you can get on board free of charge with the support of a local company. We travel around the main tourist spots and stations in the Daiba area and Aomi area, Please feel free to use it as a foot of shopping, sightseeing, or business, Video Gallery, A video gallery introducing the Rinkai Area, including its iconic landmarks, The gallery includes footage captured by drones and 360° panoramas that let you see these landmarks from an all-new perspective, SHINTOKYO MARU, Free Research Survey Vessel, SHINTOKYO MARU is an research survey vessel that anyone can use by applying in advance. Take a marine field trip and make new discoveries about the Port of Tokyo and see some curious sights from the vantage point of the sea, Photogenic Tokyo Rinkai, Find out where to go to capture beautiful views of the Tokyo Odaiba area, and get some advice from a professional photographer.</p>	17	15-19
<p>AMUSEMENT, Introduction to parks, accommodation, Daiba Park An extraordinary spot where you can see Rainbow Bridge closest to you. Aomi greenway Place of rest of people working in the vicinity, Daiba rainbow park Adjacent to Koyo Elementary School, Junior High School, Niji no Hashi Kindergarten, there is a large lawn open space, wooden compound playground equipment surrounded by trees, etc, Aomi-Chuuo Port Park Location where there is a baseball plaza surrounded by green, Higashi Yashio Greenway Adjacent to the Science Museum of the Ship, where the entrance to the Antarctic observation vessel Soya, Aomi-Kita Port Park Adjacent to the Aomi Passenger Terminal. Aomi-Minami Port Park A calm park in a Japanese-style garden with corridors, streams with natural stones, and a pond, Mizu-no-Hiroba Port Park Spring is a spot of cherry blossoms. A park where the view of the waterside is beautiful, Akatsuki port park You can also enjoy a barbecue in the open space in the sea, LEGOLAND Discovery Center Tokyo. LEGOLAND Discovery Center Tokyo it's like you've just jumped into the biggest box of LEGO bricks ever, over 3 million LEGO bricks under one roof Kingdom Quest an interactive LEGO laser ride, 4D Cinema feel part of the story. Master Model Builder learn LEGO secrets. Miniland see iconic landmarks, plus party rooms, school workshops and a huge LEGO shop, Come share our LEGO world of color, creativity and family entertainment. It's the ultimate place for LEGO fans young and old.</p>	17	15-19
<p>Madame Tussaud Tokyo, Madame Tussaud Tokyo is a hands-on attraction facility that provides celebrity experiences through interaction with over 60 certified life-size figures. With over 250 years of history, popular attractions around the world, including London, have been opened in Decks Tokyo in Odaiba in March 2013. The exhibition also includes figures of overseas celebrities such as Michael Jackson and Johnny Depp, athletes such as Tomoyoshi Miura and Mao Asada, popular talent and celebrities. There are no dividers such as ropes, and you can shoulder straight, take pictures freely, and enjoy the best celebrity experience. There is also an experience corner and a sports game corner where you can make bills with wax, Tokyo Trick Art Labyrinth. A mysterious trick art museum that enjoys fun using three dimensional paintings and optical illusion. The Tokyo Trickart Labyrinth, which appeared in Odaiba, offers the world's first Edo area, a fun ninja and ghost area, and a gallery with trick art masterpieces, Let's go out with the camera. Play Entertainment, Tokyo Joypolis, The new facility concept is Digital Real An extraordinary experience that can be achieved by fusing digital and real The largest indoor amusement theme park in the country Decks Tokyo. Decks Tokyo is home to the exotic Daiba Little Hong Kong and the nostalgic Showa-era styled, Shopping Fun and Entertainment eat Venus Fort, The first hybrid shopping mall in Japan.</p>	17	15-19
<p>VenusFort Odaiba Area is always enjoying constant limelight with support of a wide range of age groups as a downtown amusement area. Venus Fort was opened in August 1999 as a theme park type enclosed dome (indoor mold) in Odaiba in August 1999. Among the three-story facilities, on the second and third floors of the two-story stairwells are there are shops such as fashion, jewelry, accessories, sundry goods, and restaurants in the fascinating townscape of like southern France and northern Italy in the 17th and 18th centuries. Also on the third floor there are outlet shops featuring domestic and overseas brands. On the first floor area, you can enjoy shopping and dining at various category shops through the facility with a variety of rich shops and restaurants such as a comprehensive pet store enjoyment with pets, indoor types of accommodation facilities Dwelling And. And Shops For Fashionable Kids And Babies Lined Side By Side, Besides Shopping. You Can Also Enjoy Decorations And Events That Change Every Season Throughout The Facility, Rainbow Bridge The symbolic presence of the seaside subcenter. The free promenade is a hidden recommended spot. Museum of Maritime science Maritime University Museum was the culture of the sea and the ship theme, Fuji Television Headquarters Building Fuji Television is a leading Japanese broadcasting station. More than 5,000 staff members send information to the world 24 hours a day, using terrestrial broadcasting, satellite satellite broadcasting, and the Internet. In addition, buildings with a unique appearance, such as the spherical observatory Hachitama have become a symbol of Odaiba. From Hachitama, you can see the views of Tokyo such as Tokyo Tower, Tokyo Sky Tree, as well as Rainbow Bridge over the sea. You can enjoy the seaside panorama from 100 meters on the ground every season, such as when Mount Fuji can be seen on a fine day in winter. As an open broadcasting station, there are a lot of general open areas such as Fuji Television Gallery besides the spherical observation room Hachitama, and there are also many good goods shops that are ideal for souvenirs. It is a popular spot visited by many tourists.</p>	17	15-19

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<p>Giant Sky Wheel in palette town Ferris wheel of diameter 100m, ground 115m is symbol of Odaiba, Overlooking Tokyo Tower and Sky Tree, two towers of Rainbow Bridge and Tokyo Gate Bridge, and two bridges, it is an excellent location with a night view of Tokyo at night. There are 4 see-through gondola, all of which are transparent on both the floor and the wall. Please enjoy a walk for about 16 minutes. palette town A shopping mall Venus Fort based on the beautiful cityscape of 18th century Europe. a theme park WEGA WEB for experience based cars, a completely new digital art museum unique in the world MORI Building DIGITAL ART MUSEUM: EPSON teamLab Borderless It is a complex commercial facility consisting of various facilities such as the Grand Ferris wheel, the landmark of Odaiba, and Zepp Tokyo, the live hall with the largest capacity in the world. Zepp DiverCity, Gundam base Tokyo THE GUNDAM BASE TOKYO in the diversity Tokyo plaza is an official gunpla general facility for gunpla fans around the world The facility consists of four zones that you can buy, make, see, learn and enjoy, and you will be able to fully enjoy the Gunpla from children to adults in addition. you can see the light-up of the life size unicorn Gundam statue in the place that went to the symbol promenade park side of Divercity Tokyo Plaza, Shell Museum Shell Museum is a stylish cafe space that features a shell and Collectibles Shop of Ferrari. In the café is also on display and diorama items of antique shell. Please relax your moments of Odaiba in open space, Kawasaki Robostage This is the Kawasaki Heavy Industries Robot Showroom, where we are proposing the coexistence of people and robots. From robots that use both arms freely to complete tasks, to large, powerful, welding robots, this is an extensive collection of Kawasaki's latest robots, Have your portrait drawn, try your hand at programming, and enjoy learning about robots at this exciting facility. See, feel, and experience Kawasaki Heavy Industries' cutting-edge technology, engineering, and knowhow.</p>	17	15-19
<p>OOEDO ONSEN MONOGATARI. Ooedo Onsen Monogatari, located in the popular Daiba area, opened in 2003 as Tokyo's first and only onsen (hot springs) theme park. Inside the building, constructed in traditional Japanese style, there are baths fed by natural hot springs pumped from 1,400 meters underground, open-air baths perfect for enjoying fine weather or starry night skies, a foot bath set in a large Japanese-style garden, and plenty of other bathing facilities. There is also a re-creation of a traditional street from the days when Tokyo was called Edo to offer visitors an authentic onsen experience that is sure to be one of the highlights of their trip to Japan, United Cinema AquaCity Odaiba In Odaiba, a cinema with up to 13 screens in Tokyo appears, The amazing 3-D cinema system, an amazing visual system that can only be experienced in movie theaters, is introduced to the third screen (321 seats) and fourth screen (156 seats) of United Cinema Aqua City Odaiba. It is not an experience of watching a movie, but an experience of being yourself in a movie.</p>	17	15-19
<p>Make sure for yourself, Sony Explora Science You can enjoy the game in the sense that technology has been applied to the latest electronics products and video in 3D, Science Museum of Sony that concept to encourage interest in science, Center Promenade Symbol Promenade Park is a park that links various areas in the seaside subcenter, linking the areas of Aomi, Ariake, and Daiba. It consists of promenades in three areas: West, Center and East, Center Promenade is connected to each area by a total of four bridges: three bridges connecting Aomi (pallet town side) and Ariake (big site side) and one bridge connecting Odaiba Marine park. The Yume no Ohashi located in the center is a pedestrian bridge with a maximum width of about 60 meters, and is built on the concept of festival turnout, and the unique form of lighting is in the Edo fire extinguishers' garden and gardens It is designed with the image of a lamp that illuminates the sky, Located between Tokyo Teleport Station and Venus Fort. Dream Plaza is a bustling area with a variety of events taking place at any time. In addition, in the seaside area where many competition venues are located, in order to welcome customers with flowers and greenery, research on flowers suitable for summer in Tokyo is carried out in collaboration with landscaping, seeding, horticulture related corporate groups, and urban people, etc. It is also the main venue for the Hospitality Garden, which is conducted while creating a summer garden.</p>	17	15-19
<p>West Promenade Symbol Promenade Park is a park that links various areas in the seaside subcenter, linking the areas of Aomi area, Ariake, and Daiba area. It consists of promenades in three areas: West, Center and East, From the open space of the west promenade's open straight view towards the sea towards Daiba, you can see the Statue of Liberty, the flame of freedom, Rainbow Bridge, Tokyo Tower. There are Fuji TV and a hotel in the outskirts, and it passes from the Yurikamome Daiba Station to the Japan Science Museum, and connects to the Telecom Center. Located in the middle of the promenade, the Central Square is a bustling area with a variety of events taking place at any time. The flame statue set in the square was created by the French sculptor Marc Couherie as a symbol of Napon Leon III's victory, It was given by France in commemoration of France in Japan and has a height of approximately 27m including the pedestal Sea Breeze Park. Sea Breeze Park is a seaside park adjacent to Odaiba Marine Park Divided into south and north areas, the largest expansive round square Sun Plaza in the north area is widely used for events and picnics.</p>	17	15-19
<p>There is also a barbecue area in the north area where you can enjoy a barbecue in nature surrounded by greenery, In the south area, the main promenade Water and Green Promenade, which connects the South Central Exit to the Fountain Square, creates an exotic atmosphere that puts Washington Palm in front of a refreshing stream of water. The landscape that stretches in a straight line has a great sense of scale and is often used as a location for drama Odaiba Marine Park. Odaiba Marine park is a park where you can enjoy sandy beach play and windsurfing, with sandy beaches and azure surrounding the cove. You can have fun in all seasons, especially the sunset and the night view from Odaiba Marine Park, which is very elegant and beautiful, and heal everyone's heart The boats that go to the harbor, the opposite cityscape seen over the Rainbow Bridge. and the sun's sunbathing beauty are exceptional A Statue of Liberty, a tourist attraction in Odaiba, set in the park, is a bronze replica of the France in Japan, It was built from the Statue of Liberty in Paris, which had been in Odaiba Marine Park for about a year since April 1998, The height of the statue was about 11 m excluding the pedestal, and the weight was about 9t. It was installed in December 2000.</p>	17	15-19
<p>MEGA WEB Mega Web is a theme park that you see, ride, and feel. There are three facilities that have been created for each theme here. In Toyota City Showcase, you can not only see many Toyota's new models, but also test drive actually. In addition, you can learn enjoying the Para-sports and Motor sports supported by Toyota from the technical introduction of safety and environment. In history garage, Toyota and other world-wide historic cars are exhibited on the streets of Tokyo in the 1960s. There is also an area where you can learn about the car revival workshop rest appet and the history of motor sports. Ride Studio provides experience of learning the traffic rules and pleasure of driving, including children who do not have a license, We have cars that meet a wide range of ages. Please enjoy the Toyota theme park with families, couples, and friends, DiverCity Tokyo Plaza With its theme of Theatrical City Space, the facilities provides not just shopping opportunities but a full range of Many leading edge fashion brands, both domestic and imported, including some casual and some more unique and creative, will be present. Also at the Plaza are large scale amusement facilities where you are willing The food court is where you can find a collection of well-established Tokyo restaurants and the restaurant floor is designed to stimulate all your five senses. For everyone, the DiverCity Tokyo Plaza offers a wide variety of opportunities and surprises, Miraikan is a place where we understand what is going on in the world right now from the perspective of science, and think and talk together about what kind of future we are going to create, Through a variety of menus, including exhibitions, such as talk sessions and workshops, you can experience present progressing science and technology of now on various scales from daily simple questions to latest technology, global environment, exploration of the universe, and wonders of life.</p>	17	15-19
<p>AquaCity Odaiba. Aqua City Odaiba is a large complex shopping center adjacent to Odaiba Marine Park, with a great location facing the city center from the Statue of Liberty and Rainbow Bridge. A shopping zone with about 60 stores, centered on casual fashion with a refreshing sea breeze. One of the largest gourmet zones in the seaside area, lined with a variety of restaurants, including Japanese, Western, Chinese, and Italian. Furthermore, on the upper floor, there is also the AquaCity Odaiba Shrine which is said to have Tokyo Ramen Kokugikan Mai and 7 wishes, regardless of nationality, gender or age, you can spend all day happily & pleasantly It is a space. Telecom Center Building, An uninterrupted building with excellent quake resistance, with the addition of the Telecom Center Observatory, which has also been selected as a Japan night scene heritage site. TOKYO PORT MUSEUM The Port of Tokyo, once known as the Port of Edo, developed as a strategic water transportation hub for supplying goods and materials to the former capital Edo, It became a gateway for international trade in 1941. Since then, it has been the vital waterway facilitating production and consumption for 40 million people in the Tokyo Metropolitan Area. Actively introducing new technologies into its container transport services, the Port of Tokyo strives to achieve its mission as the Japan's central port dedicated to international trade, During the Edo Period, landfill operations began in preparation for the construction of residential dwellings, Today, a futuristic city, the Waterfront Subcenter, is emerging at the center of the landfill sites in the Port of Tokyo. March 1996 marked the end of the initial phase of the Waterfront Subcenter Development Plan to create the urban infrastructure necessary to start city Activities, Recently, Odaiba and other areas have been attracting new businesses and visitors to form a vital community. The Bureau of Port and Harbor of the Tokyo Metropolitan Government and the Tokyo Port Promotion Association have opened Tokyo Minato-Kan Tokyo Port Museum to give visitors a glimpse of the history of the Port of Tokyo, as well as the current conditions and plans of the Waterfront Subcenter It is hoped that visitors to the Tokyo Port Museum will come away with an increased understanding of the Port of Tokyo.</p>	17	15-19
<p>MORI Building DIGITAL ART MUSEUM: EPSON teamLab Borderless In a world without boundaries, wandering, exploring, discovering borderless art moves out of a room, moves with other works, communicates with, receives influence, has no boundaries with other works Sometimes it mixes up. One world Team Lab Borderless connected without boundaries by such works, We will immerse every body in art without boundaries, explore a complex three dimensional world of 10,000 m2 with a wandering, willing body, and create and discover new worlds with others, Metropolitan Industrial Technology Research Institute. The Metropolitan Industrial Technology Research Institute is an experimental research institute established by the Tokyo Metropolitan Government with the role of contributing to the improvement of Tokyo residents' lives by promoting industrial development in Tokyo with technical support for SMEs in Tokyo, As technical support, technical consultation, request test, equipment utilization, research and development, human resources development, etc., in addition to basic technologies such as machinery, electricity electronics, materials and information, environment energy saving, mechatronics, system design and bio We support a wide range of fields to support commercialization of companies, such as applications, In October 2010. we established a headquarters in the seaside subcenter centering on Odaiba, and we are developing business in five locations in Tokyo. A few times a year, we enter laboratories that can not normally be entered, observe equipment, and hold events where you can experience science and technology. Customs Info Plaza Trade shall be done at designated ports and airports, There are many ports and airports in our island country. Among these, the ports and airports through which ships and airplanes can freely come and go for the purpose of international trade are designated by ordinance and referred to as either an open port or customs airport. Today, there are 118 open ports and 21 customs airports with each having a customs office such as a branch customs or sub-branch customs. In addition, the post office, which handles international mail, is called a customs clearance post office in each of which there is also a sub-branch customs office.</p>	17	15-19

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<p>Tokyo International Exchange Center. The location of Tokyo International Exchange Center gives it commanding views of the Odaiba district. It is a center for intellectual exchange equipped with facilities to provide information on studying abroad and in Japan, and also has conference facilities such as International Conference Hall in Plaza Heisei. TIEC is a place that can be used for intellectual exchange: International conferences, lectures, academic meetings, movie screenings, concerts, and much more. Also, as a part of Tokyo Academic Park, where graduate students and researchers from Japan and abroad gather to meet and discuss, TIEC conducts various international exchange Activities such as international symposiums and festivals. AIST The seaside newly developed city center center promotes the research and development that put an important point on post genomics, a bioinformatics study, bio including the digital modeling of the action of the person and the both sides of the IT a product research institute display corner science square marine area. for the purpose of having deepen more progress of the industry-university co-operation official cooperation activity of the product research institute and the understanding to the product research institute, introduce a part of the results of research of the product research institute led by the seaside newly developed city center. Fuji TV Wangan Studio, Fuji TV Wangan Studio is a studio that produces popular Fuji TV programs. There is no general opening for tours and other Activities. The appearance and design are eco-friendly and people-friendly and environmentally friendly. At Wangan Studios, we are implementing a vocational experience type educational program Work at Fuji TV This program, which has been experienced by over 80,000 people, mainly in junior high school and high school students, is a university course program that produces more full-fledged video, as well as business and social gatherings for businesses and groups, recreation and workshops. Developed for continues to evolve.</p>	17	15-19
<p>Grand Nikko Tokyo Daiba the hotel is located in the waterfront of Tokyo with a wonderful view of the Bay Area. And the access from Tokyo International Airport Haneda and the access to various spots in Tokyo is extremely good so that the hotel can be your hub for sightseeing, business and sport Activities. As the top-class brand of Nikko Hotels International Grand Nikko, you can experience the comfort of unleashing your five senses in a fine space where you can encounter the unique charm of the area. HILTON TOKYO ODAIBA Feel the ocean breeze and see a special view of Tokyo from Tokyo Balcony. Time24 Building Time24 Building is a building in the Aomi area where a number of industry academia government facilities are concentrated and various technologies and information are gathered. We have a reasonable restaurant for all types of training, meeting rooms and office employees. Tokyo GLOBAL GATEWAY (English Village) was opened in September 2018.</p>	17	15-19
<p>Tokyo resort island Odaiba, Ferris Wheel Odaiba, Edo Oedo Onsen, Madame Tussaud Tokyo Display the life-sized figures more than 60 including an overseas celebrities and the Japanese popular talent. Round1 Stadium Gundam front It is the facilities which you still experience the Gundam world which continues evolving and can sense body through 30 years or more from Gundam front desk Tokyo Mobile Suit Gundam broadcast, skate park. Miraikan, Water bus, Tokyo Joypolis, Sony Explora Science, LEGOLAND Discovery Center Tokyo, Odaiba windsurfing lessons, MEGA WEB, Water bus, Tokyo Leisure Land, CINEMA MEDIAGE.</p>	18	15-19
<p>Tokyo Olympics, Tokyo Olympics Emblem, Because Tokyo Olympics Organizing Committee chooses an emblem supported widely by all of you in the early form. Tokyo Olympics Tokyo emblem committees are installed; the application total number There was 14,599 much application. Tokyo Olympics announce Tokyo Olympics tournament emblems. Tokyo International terminal, About the new passenger ship wharf terminal building I push forward the maintenance of the new passenger ship wharf by Olympics Paralympics meet in Tokyo Olympics to support one of the world's largest cruise passengers boats.</p>	18	15-19
<p>Cherry trees of Odaiba flowers in Odaiba Kaihinkoen this year.</p>	18	15-19
<p>HLNA SKYGARDEN Rental Space, The HLNA SKYGARDEN (Skate Park) located at Divercity Tokyo Plaza 7F can be used as a rental space. It is a venue with a sense of freedom such as various parties such as music festivals, VenusFort Palette Town In the church square, basic sound, lighting and video equipment are always installed, and we can handle various event scenes. And because it is an indoor facility, events can be held regardless of the weather. Decks Tokyo event space The seaside deck event space will accommodate approximately 100 people, but it is also possible to open a booth Aqua City Odaiba. Various events will be held at Aqua City Odaiba, which will be attended by about 20,000 people at the weekend.</p>	18	15-19
<p>Odaiba Waterfront, Tokyo's Modern Marine Marvel, Odaiba.</p>	19	15-19
<p>The story of Tokyo's Odaiba district is extraordinary. Originating as a series of man-made forts over 200 years ago, it's now home to a number of world-class event facilities, giant shopping centres, impressive company buildings and all of it sits within a setting that gives delegates the feeling of a resort. The Waterfront's popularity has risen quickly over the last decade, helping to drive growth and increase the area's capabilities. As a result, it has seen a greater number of business events arriving from all around the world. While Asia has brought a particularly large influx of MICE business, its modern and welcoming venues accommodate all. Planners looking for somewhere new to take delegates in Tokyo can be confident that Odaiba has everything to make their event a success. When it comes to accessing the area, international delegates can get there easily from both Haneda and Narita airport. Rainbow Bridge is the district's main connection to central Tokyo, entering at the heart of the City. Getting around Odaiba is stress-free on the sleek Yurikamome a fully automated monorail-style system that services the area. Its routes provide panoramic views of the bay.</p>	19	15-19
<p>Rainbow Bridge and Yurikamome, The area is home to several major MICE venues including Japan's largest exhibition centre, Tokyo Big Sight, which already hosts over 300 events each year, seeing over 1.5 million people visit the venue. There are numerous hotels to accommodate its high number of visitors and they are available to fit every budget, so planners can be flexible when picking what best suits their own and their guest's needs. The high capacity makes the area a perfect choice for those looking to host large meetings or major industry conventions, conferences and expos. Plus, the area is so new that most facilities are less than 20 years old making them incredibly contemporary and at the forefront of what MICE organisers need in terms of facilities and infrastructure. Additionally, much of Odaiba is built on foundations that date back centuries to the Edo Period. This stark contrast of new and old adds a new dimension to visitor experiences as they learn and have the chance to appreciate its legacy. Tokyo Big Sight, Odaiba also works perfectly for team-building trips and small gatherings, which can make use in particular of two unique cruise offerings. Either the Yakatabune Cruises, which are reminiscent of traditional Japanese houses floating on the water or the far more contemporary Hotaluna Cruises. Ultimately both offer a truly unique and inspiring view of the city and are therefore considered the ultimate dining option as guest take in the Tokyo Skyline, Rainow Bridge and of course much of Odaiba Island, whilst eating. In fact, the waterfront offers another unique opportunity which is the launching of high-end firework displays from platforms moored in the water visible from a host of viewing points these end an event in true style.</p>	19	15-19
<p>Yakatabune and Fireworks, Another option for delegates is to be transported to the past via Oedo Onsen Monogatari an oasis in the heart of Japan's Capital City. Guests are able to take a gentle foot bath at natural hot springs and walk around wearing Yukata (traditional light robes). There is also ample opportunity to shop, play carnival games, have your fortune told and taste-test street-foods. Alternatively, an Onsen party can let delegates feel like they are slipping back in time to Japan's Edo era as they enjoy an ambient, sit-down meal together sat in the lantern-lit Hinomi Yagura, Oedo Onsen Monogatari. Ultimately, when holding an event in Odaiba, organisers are spoilt for choice, having both internal and external options for special events, meaning they can choose what works best for each individual group. Appealing to the more eco-conscious. Odaiba is Tokyo's leading example in the way it approaches sustainability their culture is very environmentally conscious and 100% of its metal, food and construction waste get recycled. It is no surprise the Waterfront area has seen its popularity surge in all sectors over the last two decades. The surrounding oceans give this compact area a wide-open feel while extensive leisure facilities and green space lets delegates unwind and enjoy their free time. Innovative venues are constantly being created, bringing new opportunities and inspiration to event planners. Its serene, easy-going atmosphere provides a contrast against the rest of bustling central Tokyo, making it a real hidden treasure for the MICE industry. So for those looking for somewhere fresh in Tokyo but without sacrificing convenience, capacity or quality Odaiba is the perfect solution, Landscape of Odaiba.</p>	19	15-19
<p>Waterfront, Affluent City, Tokyo Waterfront Area is the ideal place to hold business events in a compact manner. A great location with excellent access from both Haneda and Narita airports, this area also has a high concentration of various facilities, including hotels, commercial facilities, and even the biggest exhibition center in Japan Tokyo Big Sight. The Waterfront Area attracts many visitors from both within Japan and throughout the world. The surrounding ocean gives an open feel, and the splendid view commanding the Tokyo Gate Bridge or Tokyo Sky Tree makes this location a leading base for business events and international tourism. Furthermore, disaster-resistant urban infrastructure was designed to ensure that this area is safe and secure. Convention Facilities The convention facilities in the area include one of the largest convention centers in Japan. It hosts trade fairs and related business meetings, etc. throughout the year, attracting a large number of visitors from around the world. Organizers have access to a wide range of accommodations, from high-end hotels to business hotels, according to their needs or budget. These accommodations allow guests to enjoy a relaxing atmosphere (or a space where they can forget daily stresses), as if they were in a resort area, while staying in the center of Tokyo. The large number of accommodation options is one of the most appealing points of this area. With open space surrounded by the sea, this area commands exquisite views, including a night view of Tokyo that was selected as one of the 100 best urban landscapes in Japan. This location allows visitors to experience special moments at gala dinners and many other events. Commercial facilities in the area offer shopping as well as parties at large restaurants intended for groups.</p>	19	15-19
<p>Tokyo Big Sight, Grand Nikko Tokyo Daiba, Hilton Tokyo Odaiba, Ooedo onsen Monogatari, Madame Tussauds Tokyo.</p>	19	15-19
<p>Explore Odaiba, A futuristic city of entertainment, Built on reclaimed land at the site of one of Tokyo's original fortifications, Odaiba (also Daiba area) revels in its newness. With an artificial beach, bold, modern architecture, shopping malls and cutting-edge entertainments, it's a popular weekend escape, Take a water bus ferry from Asakusa to get the full sense of transitioning from old Tokyo to new Ride the Ferris wheel-one of the world's largest-for expansive views Oedo Onsen Monogatari offers a traditional Japanese bath experience, complete with cotton yukata robes and a reproduction of an old town, Straight out of a sci-fi movie Daiba Station The best way to arrive in Odaiba is by the Yurikamome monorail to Daiba Station. The high platform offers sweeping views of the area, including the amazing Fuji TV Headquarters building with its giant metallic sphere, A little New York in Tokyo Statue of Liberty Your eyes are not deceiving you; that is a scaled down version of the Statue of Liberty. Originally erected to celebrate France and Japan's enduring friendship, she has been an Odaiba attraction since 2000. You can get up close for striking photos, An anime comes to life Unicorn Gundam Statue. The Statue of Liberty isn't the only giant figure in the area the life-size character from the popular Mobile Suit Gundam animation series is over 19 meters tall. It is animated four times a day with realistic light and sound for dramatic effect, Be transported to another world Palette Town The atmosphere at this shopping and entertainment zone is surreal. Go shopping in VenusFort, an indoors Italianate town complete with artificial sky and full-sized fountains. Then try out the latest Toyota cars at Toyota Mega Web, ride the Ferris wheel or catch live music at Zepp Tokyo.</p>	20	20-22

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<p>Odaiba, Tokyo's entertainment isle high-tech, modern and colorful, An ultramodern area on Tokyo Bay, the Odaiba district is your go-to place for pleasure cruising, shopping and general seaside fun. The island built in Tokyo Bay was originally created by the Edo shogunate (1603-1867) to protect Tokyo from the threat of marine attacks. Today it serves a very different purpose as a breezy entertainment hub with attractions for the entire family. Set aside a full day for maximum enjoyment, Finding out what's in store at the National Museum of Emerging Science and Innovation Views of Rainbow Bridge lit up at night Relaxing in a colorful cotton yukata at one of Tokyo's most popular hot spring centers, Oceanside entertainment, shopping and hot springs With all its technology centers, shopping malls and array of entertainment options, Odaiba may sound much like Shinjuku, Shibuya or any of Tokyo's other neon-lit core districts, but its singular seaside location gives it a much more relaxed holiday vibe. If you're in need of some hot spring revitalization, for example, head for Oedo Onsen Monogatari, home to a wide range of baths and spas all housed within traditional Japanese-style buildings. For shopping, choose from AQUA CITY, DiverCity, VenusFort or Decks. The indoor amusement parks Tokyo Joypolis and Legoland Discovery Center Tokyo, are great options if you get caught in the rain or even if the sun is shining and the National Museum of Emerging Science and Innovation, known as Miraikan, is a big lens on the future, Tokyo's most iconic bridge, The Rainbow Bridge arches over Tokyo Bay, linking Odaiba with the rest of Tokyo. At night, the multicolored lights of the Rainbow bridge set against the glowing Tokyo skyline look like something from the movie Blade Runner.</p>	20	20-22
<p>View the Rainbow bridge over a cocktail from a trendy bar or take a mini-cruise and dine on the water. You can also walk the bridge, but expect it to take a good 30 minutes. For a less strenuous perspective of the bridge, hop on the Yurikamome sky train.</p>	20	20-22
<p>On and around the waterfront Tokyo's canals Get a different panorama of the capital's many sites from the water. Head to the pier at Odaiba Marine Park and board one of the slick, glass-paned water buses that will ferry you over to Hinode Pier or to retro-chic Asakusa. From the water, you can take in Odaiba's architecturally intrepid statement of creative modernity; particularly impressive are the Telecom Center, the Fuji TV Building, and the Tokyo Big Sight event space, Waterfront, Water Scenery Discover a different Tokyo on the water bus, See Tokyo from the water. Feel the breeze and the spray as you travel around the Sumidagawa river and Tokyo Bay, a cheer rising from the passengers as you pass each famous spot. Watch as the city flows past your eyes on your journey between Asakusa and Odaiba. Traveling through the city on water gives you a chance to see Tokyo like never before: watch the city and the crowds going about their daily worries as you float by. Enjoy the beautiful views of Odaiba and explore the area's shops and gourmet restaurants. See the magnificent azure expanse of Tokyo bay from the water, Make stops at harbors in popular areas like Asakusa or the Hamarikyū Gardens. Highlights between Odaiba and Asakusa The waterways that connect the Sumidagawa to Tokyo Bay pass by numerous popular tourist sites and historic landmarks. Stopping at Odaiba, Asakusa, Hamarikyū Gardens, Kasai Rinkai Park and others, the waterbus is perfect for touring these areas.</p>	20	20-22
<p>Spots like Rainbow Bridge and Tokyo Gateway become even more breathtaking when seen from the sea. The Rainbow Bridge from a boat, The Ferris wheel in Odaiba Palette Town, While cruising through the water. enjoy the special thrill of seeing Rainbow Bridge, a symbol of Tokyo Bay, from directly underneath. Rainbow Bridge provides access to Odaiba, with its shopping and gourmet dining at locations like Venus Fort and Palette Town. From Odaiba Marine Park watch the sun set, and then enjoy a sweeping view of the nighttime sky over Tokyo Bay, Tall container cranes stand tall like giant giraffes waiting for ships to dock at the port, Planes coming and going from Haneda Airport, Tokyo Gate Bridge, where the freighters and cruise liners enter and exit the bay. Take in the massive scale of Rainbow Bridge, and watch the jumbo jets as they take off and land right overhead relishing the many impressive sights around Tokyo Bay is one of the joys of riding a water bus.</p>	20	20-22
<p>Enjoy the underside view of Tokyo Gate Bridge, which at 2,618 meters long is also called Dinosaur Bridge for the pair of metal dinosaurs converging at its center. Have fun with the whole family at Kasai Rinkai Park with its large Ferris Wheel and aquarium, Dinner and drinks on the water As dusk falls, dinner cruises set sail along the Sumida River and out to Tokyo Bay for views of the glittering skyline. There are a variety of cruises and operators, but dinner cruises tend to be popular and need reserving in advance. During summer, traditional pleasure barges, or yakatabune, are very popular with Locals, Yakatabune Boat Cruises, Rainbow Bridge and the bay area at night, Waterfront Tokyo Bay Beaches Escape the summer heat at one of Tokyo's oceanside parks Located within a well-protected bay. Tokyo and the neighboring city of Yokohama are major shipping destinations. While much of the waterfront has been developed for industrial use, numerous parks offer you convenient seaside recreation. Enjoy a hassle-free barbecue at Kasai Rinkai Park Relax at Daiba Park, which is surrounded by convenient shopping and attractions View ships coming into Tokyo Bay from Jonanjima Seaside Park, Though many of the region's most pristine beaches are an hour or two away in Chiba and Kamakura. Tokyo Bay also offers several recreational beach areas, including Kasai Rinkai Park, Shiohaze Park, Odaiba Marine Park, and Jonanjima Seaside Park. Take a day off and journey to any of these destinations to enjoy barbecuing, birdwatching, swimming, and other recreational Activities. During the hot and humid summer months, these parks abound with local residents looking to enjoy the cool sea breeze and pleasant views, Odaiba Marine Park is conveniently located adjacent to the numerous restaurants, shops, and attractions of Odaiba, so you can enjoy all the metropolitan amenities of Tokyo along with outdoor recreation. From Odaiba or Asakusa, you can also depart on several different pleasure cruises taking you through the channels of Tokyo Bay.</p>	20	20-22
<p>The Top 10 Things to Do in Odaiba (Daiba area), Tokyo, Odaiba, also called Daiba for short, has become increasingly popular with foreign tourists. Originally built from reclaimed land in defense of Tokyo (then called Edo) in 1853, it has become a hotspot for both young people and those young at heart. There is shopping, a Ferris wheel, otaku meccas, onsen and beautiful views something for everyone to enjoy, In this article, we will take you through the top 10 things to do in Odaiba to help you make the most out of your visit. From a visit to the symbolic Fuji TV station and character spots to a relaxing bay tokyo cruise, experience the best of Odaiba in one day or more, whichever suits your fancy, See a Panoramic View of the Port of Tokyo from the Observatory Sphere. One of Japan's most popular TV stations is Fuji Television and its headquarters is undoubtedly a symbol of Odaiba. A part of the building is open to the public for a small entrance fee, including the Odaiba Tourist Center at its core, where you can find more information about things to do in Odaiba. After getting a ticket on the ground level, ride the elevator to the 25th floor to the observatory sphere called Hachitama. From there, you overlook the entire Odaiba area and other symbols of Tokyo in the background, such as the Tokyo Tower. On a clear day, you can even see Mount Fuji in the distance, Hachitama Spherical Observation Room, Ride the Palette Town Ferris Wheel. Climb in the Palette Town Ferris wheel which is one of Japan's highest, towering about 115 meters in the sky. On a sunny day, you can marvel at Tokyo's cityscape sprawling out in front of you, including the famous Tokyo Tower, A special recommendation is riding a see through gondola there are only four out of 64 Ferris wheel gondolas in total. Choose your favorite gondola and hop in. At night, the giant ride is lit up in different colors according to the current season, making for a mesmerizing and beautiful night view, Palette Town.</p>	21	20-22
<p>Make Your Hot Spring Debut at Oedo Onsen Monogatari, ravel back in time to Edo's downtown area at this indoor hot spring amusement facility. Men as well as women can borrow yukata for free and enjoy the relaxing hot springs in a day trip or while staying overnight. Oedo Onsen Monogatari boasts hot spring water that is pumped up from 1,400 meters below the ground and 13 different types of baths, including natural springs. The facility also features a foot bath that men and women can enjoy together, as well as the biggest Japanese garden in the whole Tokyo metropolitan area, spanning 50 meters long with around 2,300 square meters in total. It is covered in small pebbles to stimulate the soles and to get rid of tiredness and exhaustion. This is just one more thing you can add on your list of amazing, and relaxing, things to do in Odaiba, Oedo Onsen Monogatari, Try Out Futuristic Technology at the Miraikan, The director of the Miraikan, is the astronaut Mamoru Mori himself. In various exhibitions and events within the museum, you can learn about and experience state-of-the-art technology from a scientific point of view. In April, the museum's permanent exhibition is renewed, The Forming the Future exhibition on the third floor showcases therapy robots such as Paro and offers many opportunities to actually touch and try the various exhibits. Children as well as grown-ups can get a deeper impression and understand of our planet, the universe, and what a future society might look like. Experience science and technology firsthand, starting with Japan's famous robots. The museum's permanent exhibition will be renewed in April, National Museum of Emerging Science and Innovation.</p>	21	20-22
<p>Shop Till You Drop at Venus Fort, One thing to do in Odaiba is this surreal indoor-style shopping mall that recreates the old pompous streets of Medieval Europe. Shop to your heart's desire and experience the full beauty of a clear sunny day regardless of the weather, One of Venus Fort's most popular photography spots is the fountain in the center that is supported by the figures of several goddesses. Another must-see is a spectacle called Sky Feature Program. Within one hour, a beautiful projection paints the ceiling in the colors of the sky, starting from a beautiful blue sky over a glorious sunset to a mystical starlit sky, VenusFort, Dine at TARLUM BIANCO, TARLUM BIANCO is located on the white sandy beach of Odaiba Kaihin Park and when entering, you'll find yourself stepping into a restaurant reminiscent of Sicily in Italy. It is particularly known for its seafood cuisine as the chef purchases the ingredients at the Tsukiji fish market every day. While looking out over the amazing scenery of Daiba's Tokyo Bay, enjoy a delicious fish or meat lunch that is served with soup, salad, and a drink TARLUM BIANCO.</p>	21	20-22

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<p>Experience The MEGA WEB Toyota, one of Japan’s most famous car manufacturers has its own showroom in Palette Town. The theme park where you can See, Ride, and Feel Cars offers an exciting experience for both young and old. From safety to environmental topics, learn everything there is to know about Toyota’s cars here all of that without an entry fee. There are things to do in Odaiba for literally everyone, Mega Web, Take a Mini Tokyo Cruise. and Enjoy Odaiba’s Scenery by Sea Bus. If you want to get a glimpse of Daiba from the sea, we highly recommend the Sea Bus to you, boardable both from the Odaiba Marine Park and Palette Town. One possible course to take is the one from the Odaiba Marine Park to Hamamatsucho’s Hinode Pier, for 480 per one-way ticket. This isn’t only a unique way to get from one place to another but also offers a wonderful opportunity to enjoy both Daiba and the Tokyo skyline from the sea, Tokyo Kankoukisen, Lose Yourself to the Nighttime Beauty of the Lit-up Bridge of Dreams A beautiful pedestrian bridge of about 60 meters in width connects the areas of Aomi area and Ariake. This bridge is called Yume no Hashi. literally translating to Dream Bridge or bridge of Dreams, and as the name suggests, it is lit up by beautiful illuminations. Not only has it appeared in numerous TV shows and movies but it is also a very popular photo spot. When facing the center promenade while on the bridge, it is possible to have Palette Town’s Ferris wheel in the background of your perfect shot. While the view from the bridge is stunning by daylight, visiting the Bridge of Dreams during and after dusk is completely different when the beautiful illuminations are turned on. Finally, whether you’re around for just one day or several, there are plenty of things to do, see, and explore at this Tokyo hotspot. Be sure to add Odaiba to your list of things to see in Tokyo Yumenohashi.</p>	21	20-22
<p>Check out the teamLab Borderless Exhibition TeamLab is a creative art group that represents Cool Japan. It combines technology with art to produce amazing interactive art that it exhibits all over the world gaining for itself an international reputation and selection by the world famous design culture web magazine designboom as one of the top ten art exhibitions in the world. Now has established a permanent exhibition in the 10,000 square meter digital art museum of the Mori Building located in Odaiba, Tokyo. This large-scale exhibition creates a fantastic world using 520 computers and 470 projectors with the assistance of engineers, architects, and artists. This interactive creation allows visitors to experience it with their five senses and let their imaginations run free as they discover a new form of digital art, Mori Building Digital Art Museum: Epson teamLab Borderless.</p>	21	20-22
<p>Tokyo’s Spectacular Night Views: The 5 Very Best Photo Spots in Odaiba, Boasting excellent access from central Tokyo (just half an hour from Tokyo Station), the artificial island of Odaiba offers a variety of exciting spots such as a theme park, museums, shopping malls, and hot springs. Especially famous is Odaiba’s stunning night view of Tokyo Bay, with the illuminated Rainbow Bridge and both Tokyo Skytree and Tokyo Tower twinkling in the distance. It’s a breathtaking panorama of city lights. best enjoyed after spending a fun day of sightseeing on Odaiba. We’ll take you to the island’s very best night view spots to make the most out of your Tokyo evening, Daiba Park: Rainbow Bridge and the Heart of the City, the Most Popular Night View, Sunset dyes both the sky and the city in a soft orange. The iconic scenery of Rainbow Bridge with central Tokyo in the background, Odaiba sparkles at night, seen from the south side of Daiba Park, Daiba Park is Odaiba’s most historic spot and one of the island fortresses that the Edo Shogunate built to protect Edo (old Tokyo) from invaders. It’s a 10-minute walk away from DECKS Tokyo, an amusement spot especially popular for its barbecue. Daiba Park boasts a beautiful view that is thoroughly unique to the island, featuring the sparkling city lights and Rainbow Bridge on its north side while Tokyo Bay and Odaiba sprawl in front of you on the south side. No matter what time of day, the park and its iconic view are always a sight to behold and one of Tokyo’s most representative, Daiba Park.</p>	21	20-22
<p>AquaCity Odaiba Shrine: Gazing Down from a Shrine on Top of a Shopping Center, Rainbow Bridge dominates the panorama majestically. The Shinto shrine on top of the massive shopping mall Aqua City is somewhat of a secret tip. It can be found on the seventh floor of the mall, right on the rooftop, and is one of Tokyo’s ten major shrines dedicated to a branch deity of the Ise Shrine, with the main one being Shiba Daikoku Shrine in Minato. From there, look down on Rainbow Bridge in front of the sprawling lights of central Tokyo and find yourself getting lost in the mesmerizing view. The shrine is also said to grant seven wishes, such as prosperity in business, good health, and so on, so why not buy a omikuri (a fortune) for 100 yen and get a glimpse of what the future holds. With its romantic atmosphere and beautiful view, Aqua City Odaiba Shrine is also one of Odaiba’s most popular date spots, Aqua City Odaiba Shrine.</p>	21	20-22
<p>Odaiba Statue of Liberty: Iconic, Famous, and Breathtaking, Lit-up after sunset, the statue looks quite different at night. Just below the observation deck of the Symbol Promenade Park stands a replica of the Statue of Liberty, 11 meters tall and weighing about 9 tons. To commemorate the French Year in Japan in 1998, France’s own Lady Liberty from the Île aux Cygnes came to Japan until 1999. Once the French one had returned home, Tokyo set up a replication of it with France’s blessing because Tokyoites had grown so fond of the statue. It was unveiled in 2000 and has become one of Odaiba’s most recognizable symbols where you’ll always spot people taking commemorative pictures. Statue of Liberty, The Center Promenade: Colorful Illuminations Light up the Night, Palette Town’s Big Ferris Wheel brings color to the night sky, Even the modern art pieces on Center Promenade look different during the night. The lit-up Gundam Statue, a highlight not only for anime fans, The Center Promenade connects Aomi area and its Palette Town to Ariake and Tokyo Big Sight, leading you right across Odaiba. It’s surrounded by greenery, seasonal flowers, and plenty of water, with a variety of shopping malls and other entertainment spots to be found on either side. It’s also often the venue for food festivals, sports events, and flea markets. On sunny days, you might even be able to see Mount Fuji in the distance from Deai Bridge and Yumenoo Bridge. Every spot on Central Promenade is lit up after sunset, creating a wonderland of colorful illuminations and a dreamlike atmosphere. The many twinkling, colorful lights are one of Odaiba’s most popular night views, Center Promenade, Odaiba Marine Park (Odaiba Kaihin Park): One of Tokyo’s Most Iconic Night Views. Odaiba Marine Park sprawls right in front of DECKS Tokyo and Aqua City Odaiba, offering an oasis of calm on the modern island. Next to various fun Activities such as shell gathering and windsurfing, the park also offers what is possibly the most iconic view of Rainbow Bridge and the Odaiba Statue of Liberty. Especially stunning is the transition from sunset to night and the park is the place to go for events such as the Odaiba Rainbow Fireworks and the Tokyo Fireworks Festival. The plethora of colorful cruise ships sailing peacefully right in front of Rainbow Bridge is a symbol of Tokyo, so do not miss out on this amazing panorama, Odaiba Marine Park.</p>	21	20-22
<p>Tokyo Travel Tips: The Best Times to Visit Odaiba, Tokyo’s Popular Island, Though originally built as a defensive structure, Odaiba has evolved since the early 90’s to become one of the top destinations in Tokyo for both tourists and Locals alike. Now home to a variety of shops and restaurants, one of the tallest Ferris wheels in the world, and even a replica of the Statue of Liberty, Odaiba is a unique Tokyo locale that undoubtedly warrants a visit. People often ask when the best time to come to Odaiba is. Here, we’ll discuss our suggestions on when to go and what to see. When is the Best Season to Visit Odaiba, Tokyo While some Tokyo experiences are arguably better at certain times of the year, Odaiba has something special to offer for every season. With so much to see and do, it’s impossible to go wrong. That being said, we’ve put together some of the seasonal highlights to ensure you have the best visit possible. Odaiba in Spring is one of the busiest tourism seasons in Japan, as visitors flock from all over the world to view the cherry blossoms. Rather than shuffle shoulder to shoulder with the crowds of fellow onlookers in Tokyo’s many parks, take to the water for a cherry blossom river cruise out of Odaiba Marine Park. It’s a great way to avoid the crowds and enjoy the views from a unique perspective. Odaiba in Summer Summer in Japan is festival season. Called “matsuri” in Japanese, these celebrations are home to colorful yukata, traditional street foods, and most famously, jaw-dropping fireworks displays. One of the biggest Fireworks displays in the world, named Edomode, is held every August in Odaiba. Four of Japan’s biggest pyrotechnic companies come together illuminate the night sky with over 12,000 Fireworks. Even on regular days, hanging out by the waters of Tokyo Bay is a great way to beat the summer heat. However, the occasionally hazy skies may limit the typically beautiful skyline views. Odaiba in Autumn Once the oppressive humidity of summer finally passes and the temperature starts to drop, Odaiba is the perfect place to spend an autumn afternoon. After all, who doesn’t love sweater weather? Much like in spring, climb aboard a river cruise boat to enjoy the seasonal displays; this time in the form of fall foliage along the river banks.</p>	21	20-22
<p>Odaiba in Winter Though the cold winds blowing in off of Tokyo Bay may not seem all that inviting, winter is still a fantastic time to visit Odaiba. With the impressive variety of restaurants nearby, you can sample many traditional Japanese winter dishes such as oden and nabe. Additionally, the air is very clear this time of year, meaning you’ll have unhindered views of the distant landscapes. If you’re lucky, you may even catch a glimpse of Mount Fuji in the distance. Best Time of Day to Visit Odaiba, Odaiba is a fantastic place to visit at any time of the day, but if you had to pick one, early evening would typically be your best bet. As the sun starts to set, you will be treated to gorgeous, golden hour panoramic views. of the Tokyo skyline Once the sky goes dark, the city is awash in a sea of twinkling lights. Nearby Rainbow Bridge also lives up to its name in the evening, as it becomes illuminated by a cascade of colorful lights. If you’d like to leave yourself a bit of daylight to walk around before watching the sunset, take a look at the chart below for the approximate sunset time by season. Spring Between 5:30 PM and 6:30 PM Summer Between 6:30 PM and 7:00 PM Autumn Between 4:30 PM and 6:00 PM Winter Between 4:30 PM and 5:30 PM What to See in Odaiba and Where to See Tokyo’s Rainbow Bridge. Though already mentioned earlier in this article, Rainbow Bridge is an experience that bears repeating. The view of the bridge is gorgeous from a distance, but the best views are found by walking across the bridge itself. Take the Yurikamome Line to Shiba-ura-Futo Station and walk towards Rainbow Bridge to find the elevator that will take you up to the pedestrian walkway. From up here, you’ll see some of the best views to be found in Tokyo. Rainbow Bridge, Mini Statue of Liberty It may seem like a towering figure from the distance, but at 40 feet (12.2 meters) tall, this 1/7th scale replica of New York’s Statue of Liberty is actually a clever trick of perspective. Miniature or not, the statue still makes for some memorable vacation photos, Statue of Liberty, Tokyo.</p>	21	20-22
<p>Gundam Unicorn Statue Whether you consider yourself an anime fan or not, the sight of a giant warrior robot is bound to leave an impression on you. Standing guard at the DiverCity Tokyo Plaza, this 65 foot (19.7 meters) tall Gundam statue transforms from Unicorn mode to Destroyer mode roughly every two hours throughout the day starting at 1:00 PM. The statue is even more impressive when lit up at night with nearby speakers playing the Gundam theme song, DiverCity Tokyo Plaza Odaiba Marine Park. If you’re looking to escape central Tokyo’s endless crowds, you would be hard-pressed to find a better spot to do so than at Odaiba Marine Park. Here, you’ll find numerous bars and restaurants near the water, a boardwalk stretching along Tokyo Bay, and even a beach area to lay out and take in the sun or enjoy the city lights at night. It’s the perfect place for a romantic date or to simply enjoy a little me time Odaiba Marine Park. No matter when you decide to come to Odaiba, you are guaranteed to find something here you will love, but by planning your visit carefully with our guide, you can be sure to have the perfect day.</p>	21	20-22
<p>Odaiba Facility List, Museum of Maritime Science, Rainbow Bridge, AQUA CITY ODAIBA, GRAND NIKKO TOKYO DAIBA, Hilton Tokyo Odaiba, Mega Web, Statue of Liberty, Tokyo, Palette Town, Amikou, Oedo onsen, Daiba Park, Yumenohashi, Venus Terrace, Odaiba Marine Park, National Museum of Emerging Science and Innovation, Hachitama Spherical Observation Room, Fuji Television, Telecom Center Observatory, Divercity Tokyo Plaza General Information Center, Symbol Promenade Park Central Square, ODAIBA SKY tourist information.</p>	21	20-22
<p>Odaiba: Then and Now, Today, Odaiba is one of Tokyo’s most prominent sightseeing spots but its development actually started decades ago. Let’s explore Odaiba’s history, from the past to the present Shinagawaoki: Odaiba’s Maritime Past, Odaiba is a manmade place: hundreds of years ago, it was part of the ocean called Shinagawaoki, or the Shinagawa offing. Japan used ships for cargo transportation and in Shinagawaoki, big freighters anchored to transfer their cargo to smaller vessels, which then brought the goods to Edo. Apart from that, it was also known for its seaweed production an indispensable raw ingredient for sushi. This famous Ukiyo-e depicts a scene of shellfish collecting and when looking at the image, it is immediately clear what a bustling port town the area was. The incident that shook Japan between 1639 and 1854, there was a law in place that forbade foreigners from entering Japan, with the only exception being Dejima (part of today’s Nagasaki Prefecture), which was kept open as a window for trade. In this time, in 1853 to be precise, four warships arrived off the coast of Uruga in Kanagawa Prefecture, carrying a personal letter from the President of the United States and demanding the opening of the country.</p>	21	20-22

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<p>This delegation, which had imposed its power from Kanagawa's Uraga to Edo, gave Japan an ultimatum of one year before they would return. Within this year, turrets and fortresses were constructed to prevent a foreign invasion, The origin of the place called Odaiba, To protect Edo Castle from the gunfire of warships, the government of the time decided to erect fortresses. Shinagawaoki became a construction site and a massive amount of sediment was heaped up to hinder naval movement. Around 5,000 people were mobilized to the 11 fortresses that were built on this man-made island. The name "Odaiba" is derived from this historical background, as the Japanese term for fortress is "daiba", fortress island without combat experience The construction process of Odaiba's fortresses took a long time during which the government changed its policy and ultimately signed the Convention of Kanagawa. Thus, Odaiba has never seen a single day of combat. Before long, the island of Odaiba was used as a shipyard, different from its original purpose, and a lighthouse was built. After the Second World War, it became the home of a camp for war orphans.</p>	21	20-22
<p>Traces of the past, still visible today, While there were eleven fortresses on Odaiba during the time of their construction, almost all of them have been lost. However, the third and sixth fortress remain intact to this very day. Daibakoen is a metropolitan park that has been built on the ruins of the third fortress. It is located on top of the 5 to 7 meter high stone walls of the former fortress, which's foundation of its barracks still remain. According to documentary records, a 36 pound mortar was located there, Daiba Park. Becoming one of Tokyo's Top Tourist Spots, In the 1990s, a redevelopment project for the city's maritime sub-city centers was brought into life to ease the ever-growing population and traffic difficulties that the congested Tokyo faced. Television companies were moved to Odaiba and the Rainbow Bridge, a big amusement park, and shopping centers were constructed one after another. In 1995, a Monorail between Shinbashi and Ariake was completed. Even from now on, preparing for the opening of the Tokyo Olympics in Tokyo Olympics, the construction of massive hotels and large-scale complexes is being planned on Odaiba, Understanding Odaiba's History in the Tokyo Minato-kan The Tokyo Minato-kan, or Tokyo Port Museum, is a museum that introduces and showcases the history and development projects of the Tokyo harbor. Visit the 20th floor to indulge in the view of the Port of Tokyo and the coastal Fukutoshin spreading out below. Apart from giant container ships anchoring in the bay, the Tokyo Skytree, Mount Fuji, and the Haneda Airport make for a breathtaking scenery as they can all be looked out over from the amazing 360 degree view. While the Tokyo Minato-kan will be closed from the 30th of June 2016, it will reopen with new and reinvented facilities in April of 2017, Tokyo Port Museum.</p>	21	20-22
<p>Visiting Odaiba's Best Ocean View Spots in 1 Hour, Located in the bay area, Odaiba lets people enjoy beautiful scenery not only from the beachside, but also provides desirable sightseeing views from different facilities and tall buildings. Experience the futuristic look of the city Odaiba brings to you with the great skyscrapers of the metropolis and the iconic Rainbow Bridge all displayed in front of your eyes. Enjoy some BBQ at DECKS Tokyo. Enjoy a unique perspective alongside the terrace of the open deck area at the great shopping complex DECKS Tokyo Get a good look of Odaiba from the panoramic roof on the 6th floor of the Seaside Mall. from the gorgeous ocean view of the bay area during the day, to the spectacular sight of the lit up Rainbow Bridge at night, all while savoring a delicious barbecue meal from this impeccable location, You are even allowed to bring in your own food and drinks to enjoy from this spot. Starting from April 29th you can reserve barbecue grills and food in advance, letting you come with both hands free, ready to eat. Reservations can be made online or by phone, digiq BBQ CAFE DECKS Tokyo, Photos you want to take at AquaCity Odaiba, The Fuji TV building, Rainbow Bridge, Tokyo Bay, and several other attractive spots of Odaiba. sit in front of the AquaCity Odaiba shopping mall The restaurants on the 3rd to 6th floors let you dine with a fantastic ocean view.</p>	21	20-22
<p>Before dusk, head to the deck space of the 6th floor to view an amazing sunset. Watch as the glowing sun sinks into the ocean with the vibrant rays reflecting off the surface of the bay, and once night falls enjoy the display of neon lights dazzling off the coast. AQUA CITY ODAIBA, View Tokyo from the Telecom Center's Observatory, Telecom Center Building's highest floor is the 21st floor which houses an observatory that opens from 3:00 p.m. with an admission price of 500 yen for adults. This is a spot where you can get a perfect panoramic view of the entirety of Odaiba. For being an amazing spot it is actually not known to many, making it a perfect secret spot to visit. This observatory provides a luxurious 260 degree view of the Tokyo cityscape, which can be enjoyed until 9:00 p.m. Last entry for the observatory is at 8:30 p.m. Telecom Center Observatory Take a Selfie with Odaiba's Statue of Liberty Outside the 3rd floor of Aqua City Odaiba near the Lady Liberty Gate is an open space to take some great scenic photos. Make use of this nice spot to take some pictures of the Rainbow Bridge with the Odaiba Statue of Liberty both in the same scene. Don't hesitate to take that selfie when you visit Venus Terrace.</p>	21	20-22
<p>The Top Two Photo Spots in Odaiba, Odaiba is a prominent tourist area with several unique sightseeing spots that belong to Tokyo's most famous. With sea, sky, and skyscrapers all coexisting in this area, you'll get an interesting shot no matter where you are. Let's take a look at a few select spots where you can easily get some fabulous photos on your visit. Snap Fuji TV Building's Unique Architecture. Fuji TV is one of Japan's popular commercial TV broadcasting stations. The sight of the unique spherical observatory on the 25th floor is unlike any other, looking like it's floating in mid-air. Try taking the sea bus from Odaiba Kaihinkoen (Odaiba Marine Park) for another look at the towering TV station from the ocean, a scenery you'll definitely want to capture. Fuji Television, A Magical Night Scene from, the Big Bridge of Dreams. The Big Bridge of Dreams connects Tokyo Teletop Station to Mizu no Hiroba Koen (Water Plaza Park) and is a bridge just for Pedestrians. On clear days, you can photograph Mount Fuji in the distance but the real photo recommendation is during the evening when the sun goes down and the street lights are being lit up. If you point your camera towards Ariake Station, you can have Palette Town iconic giant Ferris wheel towering in the background of your photo, colorfully lit up in different colors and making for an enigmatic, dreamlike night scene, Yumenohashi.</p>	21	20-22
<p>Exploring Odaiba for the First Time, This course will take you from Daiba Station to Aomi Station on the Yurikamome Line, and will introduce must see, popular spots in Odaiba. The area offers so many ways and spots to entertain yourself that you can easily spend a whole day there. Hachitama Fuji TV's Spherical Observation Room. Looking like a round silver ball floating between two buildings, the Hachitama spherical observation room is located on the 25th floor of the Fuji TV headquarters. While being a TV station, part of the building can be accessed for 550 yen. Enjoy a large panoramic 270-degree view of the attractions of Tokyo, such as the Tokyo Tower and Roppongi Hills, Hachitama Spherical Observation Room. Lunch at TARLUM BIANCO How about lunch while enjoying a view of the Rainbow Bridge and Tokyo Bay scenery. Standing in the Odaiba Marine Park, TARLUM BIANCO is proud of its seafood that the chef gets straight from Tsukiji Fish Market every day. Lunch consists of a main meat or fish course, comes with salad and soup, and is reasonably priced around 1,000 yen. TARLUM BIANCO, Shopping in Venus Fort, Located in the Palette Town complex, this indoor shopping mall replicates the style of European streets from the 17th and 18th centuries. There are about 180 stores offering everything from household goods, clothing, jewelry, pet supplies, and more. Dining options are plentiful and include cafes, Japanese, Chinese, and Western food, VenusFort, A Superb View from Palette Town's Ferris Wheel, This huge and iconic Ferris wheel of Odaiba is 115 meters tall. If the weather is nice, it is one of the best locations to view attractions such as the Tokyo Tower, the TOKYO SKYTREE (R), and the Rainbow Bridge. You can have up to 6 people in one gondola, 920 yen per adult, for a 16 minute ride. Tickets for the same day can be purchased at the boarding platform. The Ferris wheel is lit up at night, making it a highly very romantic spot, Palette Town.</p>	21	20-22
<p>Odaiba is Full of Entertainment. Don't miss a thing, Odaiba gathers a number of large amusement facilities and museums. There are many leisure Activities available and you can spend a full day with your significant other or family without ever getting bored. The Fuji TV headquarters and the Ferris wheel are only 15 minutes away on foot. But to get around more efficiently, you can also use the convenient monorail, Travel Back in Time at Oedo Onsen Monogatari This indoor hot spring amusement facility is based on the concept of an old Edo Town. You can borrow and wear a yukata free of charge, and can enjoy the spa during the day or spend a night at the spa. The pride of the establishment is its 13 kinds of baths that come from a natural source 1,400 meters underground. In addition, men and women can wear yukata and enjoy Tokyo's longest and widest foot bath together. Paid games and Activities such as throwing shuriken (ninja stars) are also held every day, Oedo-Onsen Monogatari, Superb View from Fuji TV's Spherical Observation Room. The Fuji TV building is a well-known symbol of Odaiba. The portion of the building with the round silver ball has a diameter of 32 meters. Inside of the spherical observation room provides you with a 270-degree panoramic view. From the 25th floor, on a clear day, you can view many of Tokyo's landmarks such as Tokyo Tower and Roppongi Hills in the same view, Hachitama Spherical Observation Room.</p>	21	20-22
<p>Venus Fort: A Sky You Must See, Located in the Palette Town complex, this indoor shopping mall replicates the look of medieval European streets. It also features outlets and, since dining options are abundant, enjoy shopping without having to worry about the weather and the time. The ceiling that changes color every hour or so is a must-see. A sky is projected above you and changes from a clear blue daytime sky to a beautiful sunset orange, VenusFort, An Amazing View of Tokyo from the Ferris wheel. The Ferris wheel in Palette Town, with its height of 150 meters, is one of Japan's tallest Ferris wheels. It takes about 16 minutes to go all the way around. If the weather is nice, it is one of the best locations to see attractions such as the Tokyo Tower, the TOKYO SKYTREE (R), and the Rainbow Bridge. At night, enjoy the neon illuminations that are attached to the rotating wheel. Come enjoy a romantic night sky during any season, from the cherry blossoms in the spring to a snowy white scene in the winter.</p>	21	20-22
<p>Rainbow Bridge. One of the most famous sights in Odaiba, you will have unrivaled views of the Rainbow Bridge as you prepare to dock in Odaiba Marine Park. Rainbow Bridge, Odaiba, Located on a man-made island in Tokyo Bay, Odaiba is one of Tokyo's newer and more popular areas. With so much to see and do, fitting it all into one day can be difficult. Luckily, we've handpicked some of the best Activities to round out your afternoon. What to do in Odaiba Fuji Television Building Observation Deck While most observation decks in Tokyo are located in central parts of the city, the Fuji Television Building observation deck has the advantage of being located outside the city skyline; offering a unique perspective of Tokyo that is not often seen. While here, be sure to check out the interactive exhibit that compares the Tokyo skyline of today to the view from several hundred years ago. Fuji Television, Ferris Wheel, Palette Town, Trick Art Museum. If you're visiting with a friend, the Trick Art Museum is the perfect place to snap some unforgettable photos. Here, 3D drawings and careful perspectives come together to make you part of the artwork. The museum is located in the DECKS Tokyo building. A staple of Japanese street cuisine, takoyaki is diced octopus that is battered, fried to crispy perfection, and often topped with a variety of condiments. It's popularity is exceeded only by its variety, and the Takoyaki Museum in Odaiba is the best place to find many different styles of takoyaki all gathered in one area. Be sure to stop by Aidu-ya, the Odaiba sister store of the Osaka shop credited for creating the first takoyaki, to experience where it all began. Takoyaki is perfect for sharing, so grab a few different types and have a taste test with friends. The Takoyaki Museum is located on the 5th floor of the DECKS Tokyo building, Tokyo Ramen Kokugikan Mai, For something a bit more filling, head to Tokyo Ramen Kokugikan Mai. Much like the Takoyaki Museum, you'll be able to choose from different types of ramen representative of styles from all over Japan.</p>	21	20-22
<p>In addition to traditional ramen, you can also find tsukemen here; a version of ramen where the noodles are served on the side and dipped into the hot broth before eating in order to preserve their chewy texture, The Ramen Kokugikan Mai is located on the 5th floor of AQUACITY Odaiba, Oedo Onsen Monogatari. As the theme for the day is the merging of classic and modern Japan, enjoy the best of both worlds at Oedo Onsen Monogatari. A self described onsen theme park, the spa was designed to capture the charm and antiquity of Edo period Japan. Relax in a hot bath while taking in the skyline views over Tokyo Bay, AQUA CITY ODAIBA, Oedo Onsen Monogatari, Rainbow Bridge Though you will have already seen it on your trip into Odaiba, Rainbow Bridge truly lives up to its name once the sun goes down. At night, the bridge is illuminated with colorful lights, making for a memorable photo opportunity, Trying to experience old and new Japan in just one day may seem overwhelming on the surface, but by following our itinerary, you truly can have the best of both worlds.</p>	21	20-22

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<p>Park, Nature, Odaiba Marine Park, An oasis of calm in a bustling area of Tokyo, See the Tokyo skyline from across the water. Odaiba Marine Park is on the edge of Tokyo Bay and provides excellent views of the metropolis from the manmade beach. Spot Tokyo Tower and the Rainbow Bridge, both particularly impressive after dark. The park is also a hotspot for Marine sports such as paddle boarding and windsurfing, and the sand and shore are great places to relax after visiting the shopping malls nearby. A great view of Rainbow Bridge Annual events and Marine sports See a miniature replica of the Statue of Liberty and a full-scale re-creation of a Gundam robot, Water buses from other parts of Tokyo dock here. The islet was once part of a series of forts guarding Tokyo, How to Get There Accessible via train or water bus, Odaiba Marine Park is a three-minute walk from Odaiba Kaihin Koen Station or Daiba Station on the Shinkotsu Yurikamome Line. You can also get to the park directly via water bus from Asakusa and elsewhere, Top views in Odaiba This manmade Marine park is a popular attraction for both Locals and tourists. While swimming is not allowed, visitors can take part in other Activities such as windsurfing and paddle boarding. In addition to beautiful views of the Tokyo Bay waterfront, visitors can enjoy walks on the sandy beach and grassy lawns, and check out the view from the observation deck. Fun events The futuristic Rainbow Bridge dominates the horizon, as does the Fuji Television building and several swanky hotels. On the 800- meter-long beach, visitors can also take part in sports such as volleyball and events such as the Odaiba Marathon. An annual event which takes place in July is the lantern festival, where the sand is spectacularly lit up. Shopping and restaurants nearby Other notable features of the park include an 11-meter-tall, nine-ton replica of the Statue of Liberty, and a life-sized Gundam robot. Enjoy a marine excursion by hopping on one of the water buses that stop at the park. Several shopping complexes are right nearby, including AquaCity Odaiba, DECKS Tokyo, Palette Town and DiverCity Tokyo Plaza.</p>	22	20-22
<p>Tokyo, Odaiba, A Haven of shopping and entertainment on Tokyo Bay. The man-made island of Odaiba is a popular destination for Tokyo Locals and international tourists alike, known for its shopping malls, dining, futuristic attractions, museums, all easily accessible by foot. A seaside escape without leaving Tokyo, Odaiba's beach and its surrounding attractions make for a fun, full day just outside the concrete jungle. AquaCity, DiverCity, and VenusFort malls Futuristic museums and indoor theme parks, Odaiba Marine Park, central Tokyo's only beach. Odaiba is easily accessible from central Tokyo by train on the Yurikamome Line and the Rinkai line. Daiba Station on the Yurikamome Line, Tokyo Teleport Station. From capital defense to weekend leisure, The name Odaiba means fort, referring to the cannon batteries which were constructed to defend the city after the arrival of the American black ships in the 19th century. These batteries were eventually converted into parks and landfills. but in the 1990s the mayor of Tokyo decided to redevelop the Odaiba area as a spot for future innovation and modern living, Nowadays, Odaiba is an up-and-coming area popular with young people and families on a budget looking for a holiday without leaving the city. In Tokyo Olympics, Odaiba will host beach volleyball and triathlon swimming during the Olympics, Rainbow Bridge, Connecting the Odaiba waterfront to Shibaura Pier on the other side of Tokyo Bay, the 800-meter-long bridge is Odaiba's main symbol. and has brought life and development to the area since its completion in 1993, From the Rainbow bridge, which takes around 30 minutes to cross on foot, you can get panoramic views of the Odaiba area. At night, it lights up with its namesake colors and is visible throughout Tokyo. Some of Tokyo's best shopping all in one place, At the center of Odaiba is the sprawling Aqua City Odaiba shopping mall complex. The boutique building runs for 300 meters along the waterside and offers everything from high-end fashion to quirky bargain buys.</p>	22	20-22
<p>A Futuristic multiplex cinema is the hub of entertainment in the area, which also features a Legoland Discovery Center and a virtual Sega theme park, Joyopolis. The shopping mall has a gourmet zone stretching over 15,000 square meters. On the other side of the Fuji TV building and its iconic suspended globe is DiverCity Tokyo Plaza. another large shopping mall best known as the location of the giant Gundam robot installation. The mall itself has stores for tons of Japanese and international brands, as well as a Round One entertainment and sports center. Venus Fort For a truly unique shopping experience in Odaiba, visit Palette Town, often referred to as Venus Fort after the mall inside. It might look normal as you walk up, but the interior of Venus Fort is extravagantly decorated in a 17th-century European style, complete with fountain plazas, a Renaissance church, and overhanging artificial sky. In addition to shops, you will find restaurants, karaoke, and even a simulation of a casino. Just below Venus Fort is Sun Walk, an area of shops wholly dedicated to pets, and next door is Toyota Mega Web, showcasing the car company's automobile innovations. Palette Town is massive, and easily spotted thanks to its towering Ferris wheel.</p>	22	20-22
<p>The Odaiba Marine Park, Visible from Rainbow Bridge. the Odaiba Marine Park is one of Tokyo's only open white-sand beach areas. While you are not permitted to swim or fish in the water, other marine Activities are available such as volleyball, paddle boarding, surfing, and windsurfing. Walk along the beach as you look at the Tokyo skyline and consider renting some gear. At one end of the park is an interesting, if somewhat perplexing, feature: a replica of the Statue of Liberty, The Tokyo Water Bus stops here. It will take you back towards downtown Tokyo, and stops at Hama Rikyu Gardens, Ryogoku Sumo Stadium, and Asakusa near Skytree, Top tourist spots, Odaiba has an incredibly high concentration of fun attractions, and you could easily spend several full days exploring its many offerings. These include Sony Explora Science, Tokyo Madame Tussauds Wax Museum, Shiohaze Park, the Miralkan, Maritime Museum, Oedo Onsen Monogatari Hot Springs, Trick Art Museum, Tokyo Sewerage Museum, Fuji TV Station, the Panasonic Center, the Big Sight Convention Center, and the Odaiba Ghost House. For a great free event, check out the lantern festival in Odaiba Park held on Marine Day, on the third Monday in July.</p>	22	20-22
<p>Scenic Night view, Rainbow Bridge, attraction.</p>	22	20-22
<p>Rainbow Bridge, Linking Odaiba and Shibaura Pier. the colorful Rainbow Bridge and its light displays have become a major tourist attraction Sometimes a bridge isn't just for getting you from one place to another. The Rainbow Bridge, which links the mainland to the artificial islet of Odaiba, is also a tourist attraction in its own right at night. Built in the 1990s, the structure has enabled this part of Tokyo Bay to flourish, and is surrounded by top tourist attractions. Don't Miss Panoramic views of the Odaiba waterfront Dazzling solar-powered illumination every night Having a picnic on the bridge's benches or at nearby Odaiba Marine Park The bridge is accessible on foot from Odaiba-Kaihinkoen and Shibaura-Futo stations, or by taxi. Tokyo's most colorful crossing The supporting towers of the bridge have been painted white, but they are lit up at night in rainbow colors in December, giving the bridge its nickname It is officially known as the Tokyo Bay Connector Bridge. The lights charge up during the day by solar panels. The bridge and its views are quite beautiful even when illuminated in regular lights during the rest of the year. Savor the view Crossing northern Tokyo Bay from the Odaiba waterfront entertainment district to Shibaura Pier, Rainbow Bridge accommodates both vehicles and Pedestrians. You can't cross the walkway after 9 p.m. in the summer or 6 p.m. in the winter, however, and while you can push your bicycle across, you can't ride it over the bridge. It takes around 20 to 30 minutes to cross the Rainbow bridge on foot, although most visitors linger at the benches in the middle and enjoy the view. There are pedestrian walkways on either side of the bridge, so pick the side with the view you most want to see. The view of Odaiba Marine Park is the most popular. Things to do in Odaiba While the Rainbow Bridge is an attraction in its own right, there is a ton to enjoy on the Odaiba side. Check out the shopping and entertainment complexes Aquacity and DiverCity, the headquarters of Fuji TV, the over-the-top hot spring center Oedo Onsen Monogatari, and the Toyota Mega Web showroom.</p>	22	20-22
<p>Shopping, Palette Town, Peak shopping, dining, entertainment, plus Japan's biggest Ferris wheel Palette Town is a shopper's paradise located on the islet of Odaiba in Tokyo Bay, with restaurants and entertainment areas as well as fashionable stores. Dog lovers will enjoy the pet salons and dog cafes in the mall. Don't Miss Taking a water bus to Odaiba for an unusual perspective on Tokyo Mega Web, featuring technology, Toyota vehicles and much more, A ride on the Ferris wheel for a soaring view of Tokyo, Quick Facts The Sun Walk shopping area features shops catering to pet lovers, Leisure Land offers a full-sized bowling alley, arcades and games, How to Get There You can reach Palette Town by train and water bus, Rinkai Line and ride to Tokyo Teleport Station, or take the Yurikamome Line from Shimbashi Station to Aomi Station. Water buses service Odaiba from Asakusa, Hinode Pier and elsewhere. Not just a shopping center Shopaholics in Tokyo make a beeline for Palette Town, a shopping complex with a theme park, restaurants and more. Palette Town also boasts one of the biggest Ferris wheels in the world. The main shopping area is called Venus Fort, which is designed to look like 17th-century Europe and bears a resemblance to Caesar's Palace in Las Vegas. Shops and more Other shopping attractions include the Toyota Mega Web store, which showcases the latest technology, a number of pet-related stores (including a dog salon and cafe), and Zepp Tokyo, a live entertainment venue. Tokyo Leisure Land is a popular place for karaoke and pool halls.</p>	22	20-22
<p>Relaxation, Oedo Onsen Monogatari, A hot springs getaway without leaving Tokyo, Central Tokyo is not known for its hot springs, which are more likely to be found in Japan's mountainous, volcanic areas. Most public baths in Tokyo have artificially heated water, and for a long time, those seeking a traditional onsen experience had to venture outside the city. However, one Tokyo onsen has found fame with its natural hot spring water, and retro atmosphere: Odaiba's Oedo-Onsen Monogatari. Part theme park and part bathhouse, the resort offers plenty of other attractions in addition to a soothing soak. Don't Miss Trying all 13 different hot spring baths Enjoying traditional carnival games at the Edo-style plaza Eating classic Japanese street foods and sweets, Yurikamome Line. You can go directly to Telecom Center Station, or stop at Odaiba-Kaihinkoen to enjoy Odaiba's main attractions first. A free shuttle is available from Tokyo Teleport Station as well. A buffet of hot springs The main reason for visiting Oedo Onsen Monogatari is for the hot springs, and there are plenty to choose from. A large bath for general soaking, outdoor rotenburo baths, old-style barrel tubs, and mist saunas are all available in the extensive bathing rooms. One of the most popular baths is Kinu-No-Yu (Bath of Silk), which has micro-bubbles in the water to leave your skin feeling smooth and silky after your dip. You can also pay extra to experience the Himalayan rock salt sauna, which is great for stress relief.</p>	22	20-22
<p>Rest your travel-weary feet Unique to Oedo Onsen is the foot bath (ashi-yu), which you can enjoy in a yukata (light cotton kimono). The foot bath is actually a long walking path submerged in warm water with surroundings themed after a Japanese garden, so you can have a relaxing stroll while feeling the therapeutic effects of the stones under your feet. Nine different patterns of yukata are available, so you can get into the spirit of historical Tokyo while enjoying the attractions. Treat yourself to the spa Indulge yourself in a spa treatment after taking a soak. At Oedo Onsen Monogatari there are a variety of massages on offer, including a full body massage and a head spa. Give your feet some special attention with foot reflexology or fish therapy, in which tiny Doctor fish nibble the dead skin from your feet. Another popular indulgence is the skin exfoliation course. Oedo Onsen etiquette, Please note that visitors with tattoos will not be permitted to enter the hot springs. This is the typical rule in Japan for many public baths, as tattoos have been traditionally associated with yakuza (the Japanese mafia). While many modern hot spring facilities are changing their policies in light of increasing overseas tourism and changing social perceptions, Tokyo's Oedo Onsen Monogatari is sticking with tradition and does not allow guests with tattoos to enter.</p>	22	20-22
<p>If a visit to Oedo Onsen Monogatari is your first Japanese hot spring experience, be sure to take note of the abundant English signage explaining the customs and procedures, the most important being that you wash your body thoroughly before entering the baths, and that your hair never enters the water. The streets of old Tokyo, In addition to the hot springs, you can also experience a downtown festival atmosphere to recreate scenes of old Edo, Tokyo's former name. Don your yukata and stroll around the historically inspired streets strung with atmospheric lanterns. Try your hand at traditional Japanese carnival games and ninja star throwing, or visit the fortune teller (Japanese language only) and an old-fashioned candy store where you can buy traditional sweets. Street food and seasonal dining For a bite to eat, the food hall has an array of Japanese foods that have been eaten in Tokyo for generations. Here, you can sample sushi, ramen, yakitori skewers, and udon noodles. Alternatively, if you'd like fancier fare, seasonal kaiseki banquet courses in private tatami rooms are also available. Leave your bags and wallet in the locker and pay for all your purchases conveniently with the Tsuko Tegata pass, which features an old-fashioned design and lets you pay for everything at the end of your visit. Gifts and treats Oedo Onsen Monogatari is a great place to buy souvenirs, with gifts such as original T-shirts and authentic bath salts that replicate the bathing experience at home. Edible gifts include mochi and barley shochu. Visit the souvenir shop for a memento of your trip, or to pick the perfect gift for a friend back home. For a bit of relaxation before you leave, unwind in the free reclining chairs or the tatami mat room.</p>	22	20-22

Chapter 5 – Odaiba’s Public Media Projected Images tendencies

<p>Attraction, Museum of Maritime Science, A boat-shaped museum sure to thrill marine enthusiasts. The Museum of Maritime Science is a large museum showcasing everything and anything to do with boats. With outdoor and indoor exhibits, this museum is a great day out for boat lovers. How to Get There Adjacent to Fune-no-Kagakukan Station on the Yurikamome Line. A ship-shaped museum Shaped like a full-size ocean liner modeled after the British Queen Elizabeth 2. the Museum of Maritime Science in Tokyo spans six floors and has five different area to visit. The museum opened in the 1970s and provides a comprehensive history of ships, including many exhibits of Japanese boats. The science of boats Find out more about how boats work, how ships are designed and built, information about the shipping industry, fishing, sailing, and the environment. Other exhibits include a lighthouse and a submarine. In the marine theater, find out more by watching the film The Ocean, Ships and People, and don't miss the popular ship steering simulation. Outdoor exhibits In addition to the exhibits within the museum, there are also outdoor exhibits in the museum garden. Historical maritime artifacts are dotted around the garden for visitors to enjoy. There are also canoes and rubber boats at the museum of hands-on learning, popular with school groups. Closed on Mondays and during the New Year's period. Open on Mondays falling on national holidays, closed the following weekday.</p>	22	20-22
<p>National Museum of Emerging Science and Innovation, A showcase of the world's latest technologies and discoveries. The National Museum of Emerging Science and Innovation is a top destination for science enthusiasts and futurists. With fascinating exhibits and events, this museum is a great place to discover how the world is changing. Quick Facts The museum opened in 2001, Celebrity visitors have included George Takei, the King and Queen of Spain, Prime Minister Shinzo Abe and former NASA astronaut Jon A. McBride. How to Get There, You can reach Odaiba, where the museum is located, by train and water bus, The nearest subway station, Telecom Center, is just a few minutes walk away on the Yurikamome Line. Fune-no Kagakukan Station on the same line is also close by. It is a 15-minute walk from Tokyo Teleport Station on the Rinkai Line. Water buses also stop at Odaiba, Keeping abreast of our changing world Known as Miraikan.</p>	22	20-22
<p>The National Museum of Emerging Science and Innovation looks at the world from a scientific point of view and asks questions about what the future holds. You can attend talks and experience-based classes to learn more about our changing world. In addition to guest speakers from Japan, the museum also hosts many foreign speakers every year. Three zones to choose from The museum has three different zones to investigate. The Frontiers Zone tells you about space and the solar system, as well as life on Earth. In the Create your Future Zone, you can find out more about sustainability and what the future has in store for life on the planet, as well as exploring the role robots will play in society. The Discover Your Earth Zone explains the link between life and Earth's environment. Hands-on experience and Activities, From robot demonstrations to explorations of the solar system, there are plenty of Activities available at the museum. Head over to Curiosity Field if you're visiting with children, who will love the hands-on games they can play there. The Science Workshop is another great place to visit to get stuck into something hands-on. The Dome Theater GAIA, In addition to the permanent exhibition, the Miraikan also holds events and temporary exhibitions throughout the year. Popular events sell out in advance, so make sure to book your ticket ahead of time. In the Dome Theater GAIA, you can enjoy a 3D cinematic experience; reservations recommended.</p>	22	20-22
<p>Action & Adventure, Tokyo Water Buses. Explore Tokyo's waterways in vessels that range from James Bond-esque to bright and colorful Water buses are the most scenic way of getting from Asakusa to the serene Hamarikyu Gardens or the very modern Odaiba shopping area. Cruise the Sumida River on the futuristic Hotaluna. Himiko ships, or opt for colorful yet more traditional vessels, Don't Miss Views of some of the city's most iconic structures The scaled-down replica of the Statue of Liberty. near Odaiba Hamarikyu, a beautiful Japanese landscape garden in the heart of Tokyo. Asakusa-Odaiba Direct LinenHop on the strikingly modern Hotaluna boat, and enjoy the view from the water as you make your way between Asakusa and the shopping mecca of Odaiba. The cruise departs every two hours, connecting Asakusa to Hinode Pier and Odaiba Marine Park. A one-way journey takes about 60 minutes. The Himiko follows a similar course and offers good views of the skyline from the ship's panoramic windows. In addition to stopping at Odaiba Marine Park, the route extends all the way to Toyosu. Odaiba Line This line connects Hinode Pier and Odaiba Marine Park, with departures every 45 minutes. Tokyo Mizube Line Sit back and watch Tokyo's skyline and bridges pass by on this leisurely sightseeing cruise. A full roundtrip takes two and a half hours, but you can decide to disembark at any of the stops, such as Ryogoku or Odaiba Marine Park. Check the Tokyo Mizube Cruising Line website for exact departure times.</p>	22	20-22
<p>Grand Nikko Tokyo Daiba, A breezy bayside retreat Towering above Tokyo Bay, overlooking the Metropolitan Shiohaze Park. The Grand Nikko Tokyo Daiba is an elegant, family-friendly resort. A convenient stroll from many of the area's major attractions, the hotel strikes a balance between relaxed resort and sophisticated city hotel. In summer, guests are invited to take advantage of the outdoor Terraced Pool Grand Blue on the fourth floor offering views of Tokyo Tower and the Rainbow Bridge. The 30th floor, known as Another Dimension, Another Tokyo, is home to experiential dining, with a neoclassical teppanyaki restaurant, modern grill restaurant, and a plush bar, all offering excellent boat-watching by day and panoramic views of the glittering city by night.</p>	22	20-22
<p>Hilton Tokyo Odaiba, Experience elegance by the bay. The Hilton Tokyo Odaiba is located on an island connected to the mainland by the iconic Rainbow Bridge and is one of Tokyo's three Hilton properties. The exterior of the building resembles a cruise liner with soft curves. The Italian-inspired white columns and spiral staircase in the lobby continue along the nautical theme, which is completed by the floor to ceiling windows overlooking the bay. Rooms are designed with comfort as a priority. Light filled and spacious, they make the perfect environment in which to unwind after a day exploring the city. The hotel's restaurants offer Chinese, Western, and local cuisine, and drinks are best enjoyed in the plush Captain's Bar, recreated in the image of an ocean liner cabin.</p>	22	20-22

Appendix: Writing the rules for coding as a protocol file

*Rainbow Bridge
Rainbow+bridge | The+Rainbow+bridge

*Gundam
Gundam | Gundam+statue | Gundam+robot | Robot | The+Gundam+base+Tokyo | unicorn+Gundam | Gundam+Front+Tokyo

*Statue of Liberty
Statue+of+Liberty | Replica | Liberty

*Fuji TV
Fuji+TV | Fuji+TV+building | Fuji+TV+headquarters | Fuji+TV+landmark | Fuji+TV+head+office+building | head+office+building | Fuji+Television

*Fuji TV Hachitama Observatory
Hachitama+Spherical+Observation+room | Globe+shape+observatory | observatory | Fuji+Tv+observatory | Spherical+Observation+room+Hachitama

*Flame of Liberty
Flame

*Odaiba Oedo Onsen
Odaiba+Oedo+onsen+monogatari | Odaiba+Oedo+onsen | Oedo+onsen | Onsen | Oedo+onsen+monogatari | Hot+spring+theme+park | hot+spring | hot+springs | Tokyo+Odaiba+Oedo+Onsen+Monogatari | Ooedo+Onsen | Onsen

*Edo Era
Edo+era | Edo+period | Edo

*Beach
Odaiba+Beach | seaside | Sea | the+sea | Beach | beach+side | Tokyo's+sea | shore | beaches | Coast | waterside | watersides | oceanside

*Tokyo_Bay
Bay | harbor | Bay+area | Tokyo+Bay

*Mount Fuji
Mount+Fuji | Mt.+Fuji

*Tokyo Tower
Tokyo+Tower

*Illumination
Illumination | Illuminations | Night+Illumination | Night+Illuminations

*Cherry blossoms
cherry+blossoms | cherry+blossom | cherry+trees+blossom | blossom | cherry+trees | blossoms | sakura | Hanami | flowers | flower

*Tokyo waterfront city
Tokyo+waterfront | Tokyo+waterfront+city | waterfront | Coastal+district | Oceanfront+district | Waterfront+Subcenter

*Divercity mall
Divercity+mall | Divercity+Tokyo+Plaza | Divercity | Diversity | Diversity+mall | Divercity+Shopping+mall

*Zepp Tokyo
Zepp+Tokyo | Zepp+Tokyo+Concert | Concert+Hall

*Round1
Round1 | Round+1 | Round+one | Roundone | Round1+Stadium

*Aquacity Mall

Aquacity+Odaiba | Aquacity+Odaiba+mall | Aquacity+mall | Aquacity | Aquacity+shopping+mall | Aqua+city+Odaiba | Aqua+city

*Decks Tokyo Beach Mall

Decks+Tokyo | Decks+Tokyo+mall | Decks+mall | Decks | Decks+shopping+mall

*Tokyo Joypolis

Tokyo+Joypolis | Joypolis

*Madame Tussauds Tokyo

Madame+Tussauds | Madame+Tussauds+Tokyo | Madame+Tussauds+Wax+Museum | Madam+Tussauds

*LEGOLAND Tokyo

LEGOLAND+Discovery+Center+Tokyo | LEGOLAND+Tokyo | LEGOLAND | LEGOLAND+center

*Sony Museum

Sony+museum | Science+museum | Sony+science+museum | Sony+ExploraScience | Sony+Explora+Science

*VenusFort mall

Venus+Fort | Venus+Fort+shopping+mall | Palette+Town | Venus+Fort+mall | Venusfort

*Toyota MEGA WEB

MEGA+WEB | Megaweb+Toyota+City+Showcase | Megaweb+Toyota+Showcase | Megaweb+Toyota | MEGA+WEB+Toyota | MEGA+WEB+Auto+Theme+Park | MEGA+WEB+Tokyo | MEGA+WEB+Odaiba | Toyota+MEGA+WEB | cars+showcase | Historic+cars | History+garage | Toyota+city+showcase

*Ferris Wheel

Ferris+Wheel | Gaint+Ferris+Wheel | Gaint+Wheel | Huge+Wheel | Wheel | Giant+Sky+Wheel

*TeamLab

TeamLab | Mori+building+digital+art+museum

*Scenery

Scenery | View | Night+view | Cityscape | sunset | city+view | view+of+the+city | Townscape | Townscapes | sunsets | panoramic+views | night+views | scenic+areas | Night+scene | views | Scenic+nighttime | scenic | Nighttime+view | view+spot | nighttime+beauty | Skyline | panorama

*Boats

Boats | Sightseeing+boats | passenger+boat | boat | passengers+boat | passengers+boats

*Fireworks

Fireworks | Hanabi

*Tokyo Cruise

Water+Taxi | water+bus | Sea+bus | Water+Bus+station | Tokyo+Cruise | water+bus+terminal | Cruising+boats | Ships | Ship | Cruise | water+buses | water+cruise | Hotaluna+boat | Hotaluna | Himiko

*Bay Shuttle Bus

Tour+bus | Shuttle | Shuttle+bus | free+shuttle+bus

*Miraikan Museum

National+Museum+of+Emerging+Science+and+Innovation+Miraikan | National+Museum+of+Emerging+Science+and+Innovation | Miraikan | Miraikan+Museum | 3D+Dome+Theatre+film | Museum+of+Emerging+Science+and+Innovation

*Museum of Maritime Science

Museum+of+Maritime+Science | Maritime+Museum | Museum+of+Maritime | Tokyo+water+Science+Museum | Maritime+science | Maritime

*BMW Group

BMW+Group | BMW

*Symbol Promenade Park

Symbol+promenade+park | symbol+promenade | Odaiba+symbol+promenade+park | promenade+park | central+promenade | center+promenade | centre+promenade | Western+promenade | pedestrian+promenade | promenades | Central+plaza | promenade

*Odaiba Marine Park

Odaiba+Marine+Park | Seaside+park | Seaside+parks | Odaiba+seaside+park | Marine+park | Odaiba+Kaihira+Park

*Mizu-no-hiroba port park

Mizu-no-hiroba+port+park

*Shiokaze_Park

Shiokaze+Park | Park+Shiokaze

*Daiba Park

Daiba+Park | Daiba+Park+Battery | Daiba+Park+Island | Daisan+Daiba | No.3_Battery | Dai-san+Daiba | No.3+battery | No.3+battery+Daiba+park

*Yumenoohashi Bridge

Yume-no-ohashi+Bridge | Yumenoohashi+Bridge | Dream+bridge | Bridge+of+dreams | Dream+Ohashi

*Historic remains

Historic+remains | remains | Batteries | cannon | cannons | fortresses | fortress

*Sky Walk

sky+walk | observation+deck

*Grand NIKKO

Grand+NIKKO | Grand+Nikko+Daiba | Grand+Nikko+Daiba+Hotel | Grand+Nikko+Hotel | Hotel+Grand+Nikko | Grand+Nikko+Tokyo+Daiba | Grand+Nikko+Daiba+Tokyo | Grand+Nikko+Tokyo+Odaiba

*Hilton Odaiba

Hilton+Tokyo+Odaiba | Hilton+Tokyo+Odaiba+hotel | Hilton+Hotel | Hotel+Hilton+Tokyo+Odaiba | Hotel+Hilton+Odaiba | Hilton+Odaiba

*Telecom Center

Telecom+Center | Telecom+Centre | Telecom+Centre+Bldg | Telecom+Centre+building

*Telecom Center

Telecom+Center | Telecom+Centre | Telecom+Centre+Bldg | Telecom+Centre+building

*TIEC

Tokyo+International+Exchange+Center | TIEC | Tokyo+International+Exchange+Centre

*AIST Tokyo Waterfront

AIST | National+Institute+of+Advanced+Industrial+Science+and+Technology

*Tokyo Bay Customs

Customs | Customs+Info+Plaza

*Metropolitan Industrial Technology Research Institute

Metropolitan+Industrial+Technology+Research+Institute

*Fuji Tv Wangan Studio

Fuji+Television+Wangan+Studio | Wangan+Studio

*Tokyo Wangan

Tokyo+Wangan | Tokyo+Wangan+police+station | Tokyo+Police+station

*The SOHO

The+SOHO | SOHO

*Daiba Frontier

Daiba+Frontier+Building | Frontier+Building | Daiba+Frontier | Daiba+Frontier+Bldg

*Time 24 Building

Time24+Building | Time+24+Building | Time+24 | Time24 | Time+24+Bldg

*Tradepia Odaiba

Tradepia+Odaiba

*Odaiba Kaihinkoen station

Odaiba+Kaihinkoen+station | Odaiba+Kaihinkoen | Odaiba+Kaihinkoen+sta. | Odaiba+Kaihin+Koen+Station

*Daiba station

Daiba+station | Daiba+sta.

*Funenokagakukan station

Funenokagakukan+station | Fune-no-kagakukan+station | Funenokagakukan | Fune-no-kagakukan | Funenokagakukan+sta.

*Telecom center station

Telecom+station | Telecom+sta.

*Tokyo teleport station

Tokyo+teleport+station | Tokyo+teleport+sta. | Tokyo+teleport

*Aomi station

Aomi+station | Aomi+Sta.

*Yurikamome

Yurikamome+line | Yurikamome

*Rinkai line

Rinkai+line

*Dating couples

Couples | Lovers | Dating | Dating+spot | Date | Date+plan | dating+spots | couple | first+date

*Tourists

Tourists | Foreigner+tourists | Chinese+tourists | Foreigners | Foreigners+visitors | tourist

*Locals

Japanese+people | Japanese+visitors | Locals

*Festivals

Festivals | Summer+festivals | winter+festivals | Spring+festivals | Autumn+festivals | Odaiba+Festivals | Events | Odaiba+Events | occasional+festivals | celebrations | Odaiba+festivals | Christmas+festivals | International+exchange+festival | International+festivals | Festival | Event

*Fashion

Fashion

*Leisure

Leisure | Entertainment

*Nature

nature | natural+environment

*Restaurants

restaurants | food+court | Gourmet | Cuisine

*Daiba area

Daiba+area | Daiba+district

*Aomi area

Aomi+area | Aomi+district

*Tokyo Metropolitan Government

Tokyo+Metropolitan+Government | TMG

Appendix: Chi-square values exported from KH KODER used for the Crosstab Analysis

Sources parts	*Rainbow Bridge	*Gundam	*Statue of Liberty	*Fuji TV	*Fuji TV Hachitama Spherical Observatory	*Flame of Liberty	*Odaiba Oedo Onsen
01-04	7 (17.50%)	2 (5.00%)	4 (10.00%)	4 (10.00%)	1 (2.50%)	0 (0.00%)	3 (7.50%)
05-14	28 (30.77%)	7 (7.69%)	19 (20.88%)	26 (28.57%)	3 (3.30%)	6 (6.59%)	7 (7.69%)
15-19	18 (30.00%)	2 (3.33%)	6 (10.00%)	8 (13.33%)	4 (6.67%)	2 (3.33%)	5 (8.33%)
20-22	23 (51.11%)	7 (15.56%)	9 (20.00%)	13 (28.89%)	6 (13.33%)	0 (0.00%)	13 (28.89%)
Total	76 (32.20%)	18 (7.63%)	38 (16.10%)	51 (21.61%)	14 (5.93%)	8 (3.39%)	28 (11.86%)
chi-square	11.549**	5.977	4.8	9.620*	6.452	5.835	15.432**

Sources parts	*Edo Era	*Beach	*TokyoBay	*Mount Fuji	*Tokyo Tower	*Illumination	*Cherry blossoms
01-04	2 (5.00%)	8 (20.00%)	8 (20.00%)	1 (2.50%)	1 (2.50%)	0 (0.00%)	0 (0.00%)
05-14	4 (4.40%)	29 (31.87%)	19 (20.88%)	0 (0.00%)	8 (8.79%)	4 (4.40%)	7 (7.69%)
15-19	9 (15.00%)	26 (43.33%)	17 (28.33%)	1 (1.67%)	5 (8.33%)	1 (1.67%)	8 (13.33%)
20-22	9 (20.00%)	15 (33.33%)	22 (48.89%)	5 (11.11%)	7 (15.56%)	4 (8.89%)	3 (6.67%)
Total	24 (10.17%)	78 (33.05%)	66 (27.97%)	7 (2.97%)	21 (8.90%)	9 (3.81%)	18 (7.63%)
chi-square	10.784*	6.005	13.312**	13.536**	4.505	5.584	6.135

Sources parts	*Tokyo waterfront city	*Divercity mall	*Zepp Tokyo Concert Hall	*Round1 Entertainment center	*Aquacity Mall	*Decks Tokyo Beach Mall	*Tokyo Joypolis Amusement Park
01-04	1 (2.50%)	4 (10.00%)	1 (2.50%)	0 (0.00%)	5 (12.50%)	6 (15.00%)	4 (10.00%)
05-14	15 (16.48%)	14 (15.38%)	4 (4.40%)	4 (4.40%)	12 (13.19%)	14 (15.38%)	6 (6.59%)
15-19	19 (31.67%)	5 (8.33%)	1 (1.67%)	1 (1.67%)	9 (15.00%)	3 (5.00%)	3 (5.00%)
20-22	5 (11.11%)	7 (15.56%)	2 (4.44%)	0 (0.00%)	10 (22.22%)	6 (13.33%)	2 (4.44%)
Total	40 (16.95%)	30 (12.71%)	8 (3.39%)	5 (2.12%)	36 (15.25%)	29 (12.29%)	15 (6.36%)
chi-square	16.269**	2.216	1.075	4.174	2.229	4.085	1.363

Sources parts	*Madame Tussauds Tokyo	*LEGOLAND Tokyo	*Sony Museum	*VenusFort mall	*Toyota MEGA WEB	*Ferris Wheel	*Mori Digital Art Museum TeamLab
01-04	3 (7.50%)	2 (5.00%)	2 (5.00%)	8 (20.00%)	7 (17.50%)	3 (7.50%)	0 (0.00%)
05-14	7 (7.69%)	2 (2.20%)	4 (4.40%)	19 (20.88%)	7 (7.69%)	11 (12.09%)	1 (1.10%)
15-19	1 (1.67%)	2 (3.33%)	4 (6.67%)	10 (16.67%)	4 (6.67%)	9 (15.00%)	4 (6.67%)
20-22	1 (2.22%)	2 (4.44%)	1 (2.22%)	16 (35.56%)	6 (13.33%)	14 (31.11%)	1 (2.22%)
Total	12 (5.08%)	8 (3.39%)	11 (4.66%)	53 (22.46%)	24 (10.17%)	37 (15.68%)	6 (2.54%)
chi-square	3.982	0.865	1.17	5.858	4.263	11.039*	5.946

Chapter 5 – Odaiba’s Public Media Projected Images tendencies

Sources parts	*Scenery	*Boats	*Fireworks	*Tokyo Cruise	*Bay Shuttle Bus	*Miraikan Museum	*Museum of Maritime Science
01-04	9 (22.50%)	2 (5.00%)	0 (0.00%)	11 (27.50%)	2 (5.00%)	2 (5.00%)	3 (7.50%)
05-14	38 (41.76%)	4 (4.40%)	0 (0.00%)	18 (19.78%)	4 (4.40%)	10 (10.99%)	11(12.09%)
15-19	32 (53.33%)	3 (5.00%)	7 (11.67%)	9 (15.00%)	1 (1.67%)	3 (5.00%)	1 (1.67%)
20-22	33 (73.33%)	5 (11.11%)	2 (4.44%)	20 (44.44%)	1 (2.22%)	5 (11.11%)	5(11.11%)
Total	112 (47.46%)	14 (5.93%)	9 (3.81%)	58 (24.58%)	8 (3.39%)	20 (8.47%)	20(8.47%)
chi-square	24.091**	2.704	15.330**	13.865**	1.329	2.702	5.569

Sources parts	*BMW Group	*Symbol Promenade Park	*Odaiba Marine Park	*Mizu-no-hiroba port park	*Shiokaze_Park	*Daiba Park	*Yumenoohashi Bridge
01-04	1 (2.50%)	7 (17.50%)	11 (27.50%)	0 (0.00%)	3 (7.50%)	2 (5.00%)	2 (5.00%)
05-14	6 (6.59%)	16 (17.58%)	25 (27.47%)	7 (7.69%)	12 (13.19%)	20 (21.98%)	2 (2.20%)
15-19	0 (0.00%)	7 (11.67%)	12 (20.00%)	1 (1.67%)	1 (1.67%)	2 (3.33%)	2 (3.33%)
20-22	0 (0.00%)	3 (6.67%)	17 (37.78%)	0 (0.00%)	3 (6.67%)	4 (8.89%)	1 (2.22%)
Total	7 (2.97%)	33 (13.98%)	65 (27.54%)	8 (3.39%)	19 (8.05%)	28 (11.86%)	7 (2.97%)
chi-square	7.4	3.662	4.073	8.670*	6.679	15.261**	0.876

Sources parts	*Historic remains	*Sky Walk	*Grand NIKKO	*Hilton Odaiba	*Telecom Center	*Tokyo International Exchange Center	*AIST Tokyo Waterfront Center
01-04	0 (0.00%)	0 (0.00%)	1 (2.50%)	1 (2.50%)	1 (2.50%)	1 (2.50%)	0 (0.00%)
05-14	16 (17.58%)	4 (4.40%)	11 (12.09%)	12 (13.19%)	10 (10.99%)	4 (4.40%)	4 (4.40%)
15-19	0 (0.00%)	1 (1.67%)	4 (6.67%)	3 (5.00%)	3 (5.00%)	2 (3.33%)	2 (3.33%)
20-22	4 (8.89%)	3 (6.67%)	2 (4.44%)	2 (4.44%)	5 (11.11%)	0 (0.00%)	0 (0.00%)
Total	20 (8.47%)	8 (3.39%)	18 (7.63%)	18 (7.63%)	19 (8.05%)	7 (2.97%)	6 (2.54%)
chi-square	19.001**	3.704	4.788	6.72	4.05	2.08	3.63

Sources parts	*Tokyo Bay Customs	*Metropolitan Industrial Technology Research Institute	*Fuji Tv Wangan Studio	*Tokyo Wangan	*The SOHO	*Daiba Frontier Building	*Time 24 Building
01-04	1 (2.50%)	0 (0.00%)	0 (0.00%)	1 (2.50%)	0 (0.00%)	1 (2.50%)	1 (2.50%)
05-14	3 (3.30%)	5 (5.49%)	9 (9.89%)	5 (5.49%)	5 (5.49%)	5 (5.49%)	3 (3.30%)
15-19	1 (1.67%)	3 (5.00%)	2 (3.33%)	1 (1.67%)	1 (1.67%)	1 (1.67%)	3 (5.00%)
20-22	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Total	5 (2.12%)	8 (3.39%)	11 (4.66%)	7 (2.97%)	6 (2.54%)	7 (2.97%)	7 (2.97%)
chi-square	1.67	4.688	9.993*	3.779	5.604	3.779	2.303

Chapter 5 – Odaiba’s Public Media Projected Images tendencies

Sources parts	*Tradepia Odaiba Building	*Odaiba Kaihinkoen station	*Daiba station	*Funenokagakukan station	*Telecom center station	*Tokyo teleport station	*Aomi station
01-04	0 (0.00%)	4 (10.00%)	7 (17.50%)	4 (10.00%)	3 (7.50%)	4 (10.00%)	7 (17.50%)
05-14	6 (6.59%)	12 (13.19%)	14 (15.38%)	10 (10.99%)	7 (7.69%)	14 (15.38%)	11 (12.09%)
15-19	1 (1.67%)	1 (1.67%)	1 (1.67%)	0 (0.00%)	0 (0.00%)	1 (1.67%)	1 (1.67%)
20-22	0 (0.00%)	2 (4.44%)	4 (8.89%)	1 (2.22%)	0 (0.00%)	5 (11.11%)	2 (4.44%)
Total	7 (2.97%)	19 (8.05%)	26 (11.02%)	15 (6.36%)	10 (4.24%)	24 (10.17%)	2 (8.90%)
chi-square	7.11	7.542	9.045*	9.539*	8.372*	7.503	9.765*
Sources parts	*Yurikamome	*Rinkai line	*Dating couples	*Tourists	*Locals	*Festivals	*Fashion
01-04	6 (15.00%)	1 (2.50%)	0 (0.00%)	1 (2.50%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
05-14	13 (14.29%)	10 (10.99%)	0 (0.00%)	2 (2.20%)	0 (0.00%)	9 (9.89%)	1 (1.10%)
15-19	9 (15.00%)	3 (5.00%)	19 (31.67%)	5 (8.33%)	0 (0.00%)	14 (23.33%)	5 (8.33%)
20-22	10 (22.22%)	3 (6.67%)	2 (4.44%)	10 (22.22%)	3 (6.67%)	9 (20.00%)	1 (2.22%)
Total	38 (16.10%)	17 (7.20%)	21 (8.90%)	18 (7.63%)	3 (1.27%)	32 (13.56%)	7 (2.97%)
chi-square	1.56	3.73	52.266**	18.948**	12.897**	13.803**	8.417*
Sources parts	*Leisure	*Nature	*Restaurants	*Daiba area	*Aomi area	*Tokyo Metropolitan Government	N of Documents
01-04	6 (15.00%)	3 (7.50%)	1 (2.50%)	1 (2.50%)	0 (0.00%)	0 (0.00%)	40
05-14	10 (10.99%)	4 (4.40%)	5 (5.49%)	7 (7.69%)	4 (4.40%)	0 (0.00%)	91
15-19	9 (15.00%)	3 (5.00%)	2 (3.33%)	8 (13.33%)	6 (10.00%)	3 (5.00%)	60
20-22	8 (17.78%)	1 (2.22%)	6 (13.33%)	2 (4.44%)	2 (4.44%)	0 (0.00%)	45
Total	33 (13.98%)	11 (4.66%)	14 (5.93%)	18 (7.63%)	12 (5.08%)	3 (1.27%)	236
chi-square	1.303	1.358	6.019	4.913	5.274	8.913*	

CHAPTER 6

A COMPARATIVE ANALYSIS OF RPIS AND MPIS

6.1 Introduction

6.1.1 Background

Focusing on the place's multiple images formation has been the main core of the previously studied chapters. As concluded previously, city images can be defined from both perspectives, a personal perspective that depends on involvement, perception, and meanings and in which this current study entitled it as the actual perceived image by the residents of the place. On the other hand, there is a public perspective that tends to deliver messages and inclinations about a certain place, according to their vision and aims through their media platforms. In which this current study introduced the construct "Media projected Images".

In order to understand more about the tendencies from both perspectives concerning the case of Odaiba's image. It becomes essential to hold a comparison between the images people hold regarding Odaiba and the projected images by the public media which are expected to vary. For a wider understanding, the author will suggest a framework for extracting a "Combined data set" resulted from the previously studied Residents' Perceived Images (RPIs) and the Media Projected Images (MPIs) resulted from the previous chapters. This process supposed to accordingly facilitate comparing their tendencies to assess the conflicts and similarities between them accurately. This present chapter - based on an article by the author¹⁾ - is not just to assess residents and public media perceived and projected images separately, but instead to compare and analyze in parallel both images since different stakeholders on the personal, and public scales can deal with the same place in different ways. Obtaining these viewpoints is important to illustrate the strengths, and weaknesses of a place for both urban planning and urban marketing²⁾.

6.1.2 Objectives of the chapter

This chapter will help in understanding and read the gap and conflict between the tendencies and interests of RPIs and MPIs. This comprehensive framework could be replicable and will help the authorities in the evaluation and managing the places and their images while developing the performance of these places according to the Actual Perceived Images by the residents through A) Introducing a common basis of evaluation to assess and compare the RPIs and MPIs tendencies towards it. B) Obtaining comparable image patterns. C) Understanding the most contributions from RPIs and MPIs and spotting the similarities and differences. D) Determining the effectiveness of the urban design physical elements to understand the imageability of the place.

6.2 Methodology

- 1- Proposing an equation to extract the “Combined Data Set” from RPIs and MPIs.
- 2- Preparing a combined coding file (protocol file) for elements coming from both sides.
- 3- Conducting Text Mining by KH CODER 3. Alpha.16 for combined data from RPIs and MPIs and exporting a [Code-Matrix] from KH CODER.
- 4- The “Combined Data Set” is analyzed through SPSS 25 by a Hierarchical Cluster Analysis (HCA) to reach a common evaluation basis to assess and compare the RPIs and MPIs using binary values of 1 or 0 of a [Code-Matrix] exported from KH CODER.
- 5- Generating a map for visualizing the physical elements of the built environment related to each pattern through its elements mentioned by the residents and the media sources.
- 6- Producing an imageability map for the physical elements of Odaiba through analyzing the built environment based on five types of urban design elements by Lynch³⁾¹ theory.
- 7- Examining the conditions and limitations of public media sources when projecting these images.

¹ Kevin Lynch studied the contents of the city images in relation with the physical forms of places and classified them into elements: Paths, Edges, Districts, Nodes, and Landmarks, Lynch, K.: *The image of the city, Vol. 11, MIT press, 1960*

6.3 Comparison between image tendencies of RPIs and MPIs

In this part of the study, the author wants to grasp the common factors and conflicts between RPIs² and MPIs tendencies. This process is conducted through extracting a “Combined data set” provided by the Elements from both RPIs and MPIs.

6.3.1 Methodology of extracting the “Combined data set”

This Combined data set patterns are conducted through SPSS by using a Hierarchical Cluster Analysis (HCA), to reach a common evaluation basis to evaluate and compare between the RPIs and MPIs. Using Ward’s method for binary values of 1 or 0 which indicates whether the Element is mentioned or not in terms of a [Code-Matrix] for the results from the RPIs and MPIs.

In Chapter 4, the RPIs (N=183) mentioned 33 Elements and six image patterns as shown in Figure 6.1, while the MPIs (N=22) with 77 Elements and nine image patterns. By adding the elements together, and afterward, the Duplicated and repeated elements were removed resulting in a total of 79 Elements by using the equation (Combined data set= $33E+77E-m^*$) as shown in Figure 6.2.

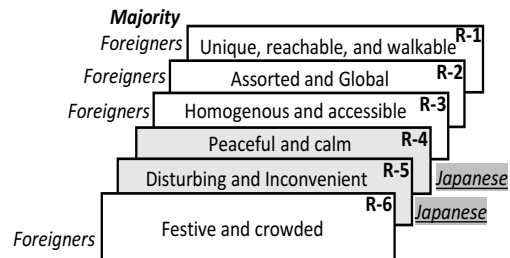


Fig. 6.1 RPIs extracted patterns
Source: The author

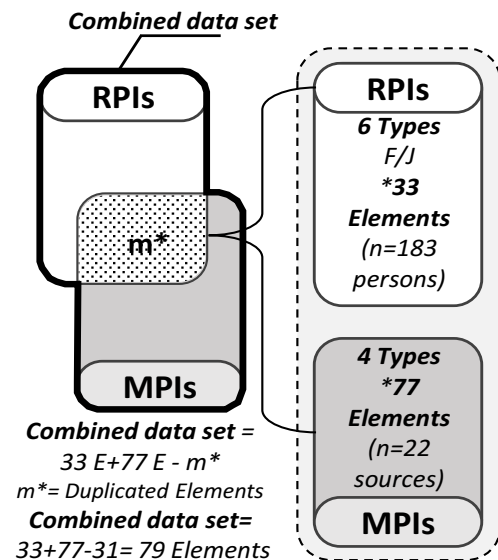


Fig. 6.2 Methodology of analysis
Source: The author

² Chapters 3 and 4 investigated the actual Residents Perceived Image (RPI) of Odaiba through a Foreigner - Japanese psychological Semantic Differential survey. Five image dimensions were discovered “Place Location, Milieu, Human Activities, Built environment, and Context”. While multiple images through extracting six RPI patterns; (Unique, Reachable, and Walkable), (Assorted and Global), (Homogenous and Accessible), (Peaceful and Calm), (Disturbing and Inconvenient), and (Festive and Crowded). Odaiba’s perceived elements were studied in relation to these patterns. Japanese residents tend to care more about the situation, livability, and place’s style, while Foreigners care about its location, accessibility, diversity, and performance.

6.3.2 Combined data set image patterns and RPIs/ MPIs comparison

This Hierarchical Cluster Analysis resulted in a dendrogram and by cutting at a distance of 9.6, seven main Combined data set patterns were extracted as shown in Figure 6.3 and were interpreted as; Cluster 1: *Administrative and public Facilities*, including most of the business and administrative buildings besides, public services as the main police station. Cluster 2: *Touristic hotels and Facilities*, containing all Hotels and Bay shuttle. Cluster 3: *Means of transportation*, covering all metro lines and stations, besides focusing on their functionality. Cluster 4: *Parks and related Landmarks*, including most of Odaiba’s parks and landmarks located in them as the Statue of Liberty and Flame of liberty. Cluster 5: *Permanent and Occasional attractions*, having most places of interest elements (e.g. Rainbow Bridge, Gundam, Beach, Fuji Tv, Couples, Hanami, Fireworks). Cluster 6: *Research and Innovation*, including all research, science and cutting-edge technology institutions and a museum. Cluster 7: *Commercial and recreational*, including most of the amusement and

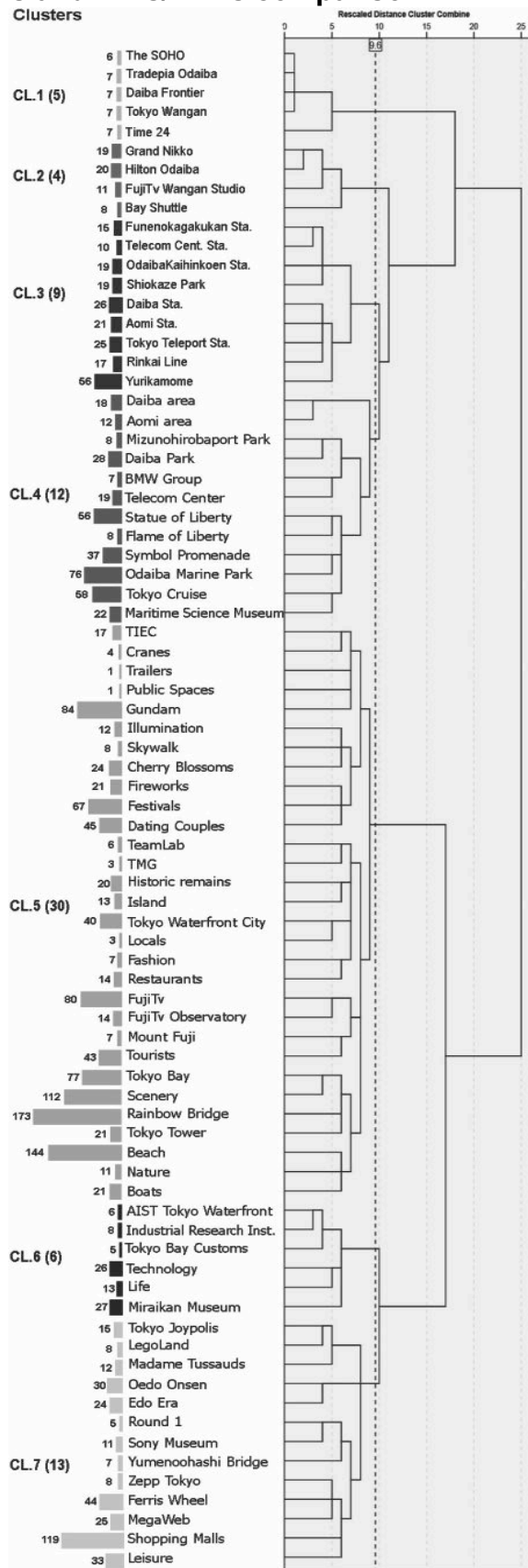


Fig. 6.3 HCA of Combined data set of all Elements by RPIs and MPIs

recreational facilities besides all shopping malls. Contributions in each Cluster from each source (appearance rate) were calculated according to the (N) sources' frequency of their contributing elements towards each cluster as follows: Total RPIs, Foreigners, Japanese, R-1, R-2, R-3, R-4, R-5, and R-6. Besides, on the other hand, Total MPIs, Guidebooks, Pamphlets/ Maps, Websites, and Online Guides as shown in Figures 6.4 and 6.5. Figure 6.4 shows a comparison between RPIs and MPIs tendencies towards the Combined data set which resulted in interesting findings as to the following: The Residents' tendencies towards the Combined data set patterns (Total RPIs) were conducted by the elements appearance rate in each pattern (cluster).

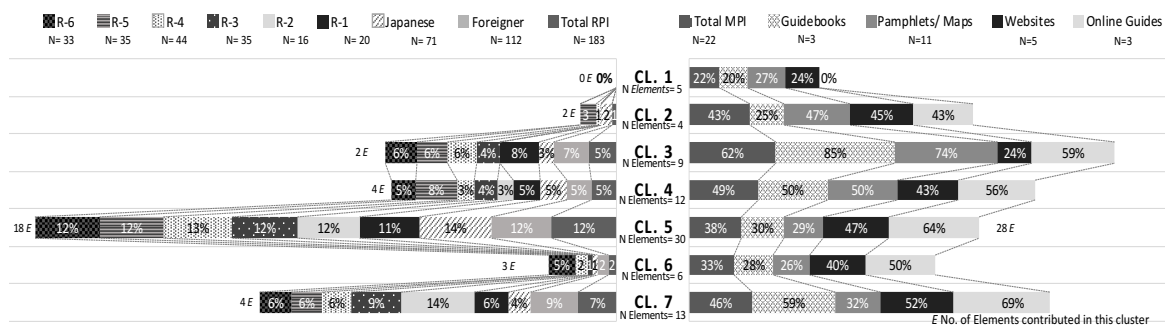


Fig. 6.4 Elements contribution from RPIs and MPIs towards the Combined data set patterns

Source: The author

6.3.2.1 Residents image tendencies and related influencing environment elements

It was found that the highest tendencies of total RPIs were towards; CL.5, CL.7, CL.4, and CL.3 respectively, Residents tend to describe the place mainly through its Permanent and Occasional attractions and elements for example; Rainbow Bridge, Gundam, Beach, Festivals, Dating couples, Hanami, Hanabi, and others. While the Commercial and Recreational image came in the second place which reflects the place's main function as a Leisure island. Moreover, the Parks and related landmarks as the main public spaces and the Means of transportation came in a subsequent order with less tendency, while the Administrative and public Facilities didn't show any interest from the RPIs side as they might not work nor interact with such facilities directly which mainly depends on outsiders.

6.3.2.2 Public media image tendencies and related influencing environment elements

Public advertising Media’s Projected Images tendencies towards the Combined data set patterns (Total MPIs): On the other side, it was found that the highest tendencies of MPIs which are having adjacent percentages were towards; CL.3, CL.4, CL.7, CL.2, and CL.5 respectively. Means of transportation are the main tendency, followed by Parks and related landmarks as the place gathers significant types of parks. While the Commercial and Recreational Image came in the third place with a slight difference in percentage with the previous Image pattern, this emphasizes and promotes the main role of the place as a destination and a platform of outlets and amusement facilities. Followed in the fourth place by Touristic hotels and Facilities and Permanent and occasional attractions.

6.3.3 Detailed Combined data set patterns’ analysis and discussion

As shown in Figure 6.5, Cluster 1: *Administrative and public Facilities*, this specific cluster has no contributions from the RPIs whether Japanese or Foreigner residents. This indicates that this image pattern doesn't reflect their perception and usage of the place. Pamphlets/Maps and Websites are found focusing on these types of elements that are not widely perceived by residents.

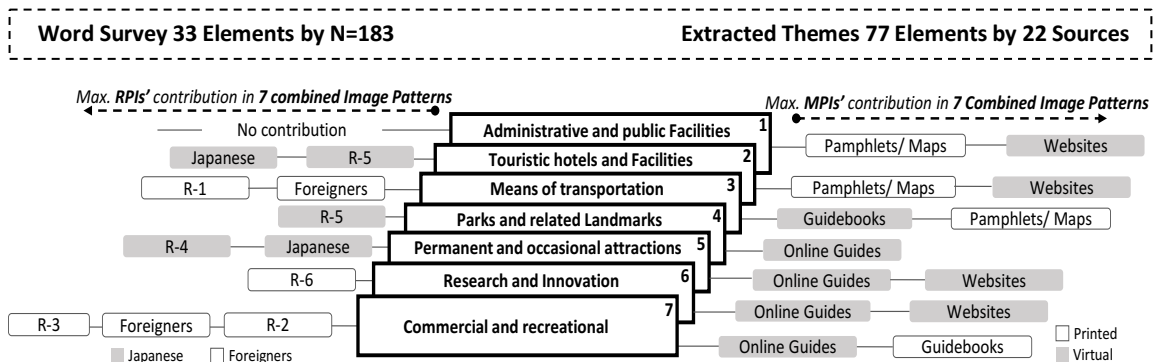


Fig. 6.5 Most contribution from RPIs and MPIs towards the Combined data set seven patterns

Source: The author

In Cluster 2: *Touristic hotels and Facilities*, this cluster’s elements were mainly chosen by the Japanese residents of Odaiba especially (R-5) who described the place previously as

Disturbing and inconvenient due to the large numbers of tourists and festivals as shown previously in Figure 6.1. It was also observed that foreigner residents didn't contribute nor mention any of this cluster's elements. These touristic facilities were promoted mostly by the Pamphlets/ Maps and Websites.

In Cluster 3: *Means of transportation*, elements in this cluster are mostly mentioned by Foreign residents (R-1) who previously considered positively the commuting, place location, accessibility, and the presence of different metro lines and stations as an essential aspect of the place. Besides, they mentioned the Yurikamome with the highest appearance rate in this specific residents' cluster. It was also grasped that the Guidebooks and Pamphlets/ Maps are the main promoters to the elements of this cluster as they have a high tendency to describe the place and how to access it.

In Cluster 4: *Parks and related Landmarks*, it was also grasped that the Japanese residents are the most contributors to this cluster and tend to see the place through its public spaces and its landmarks. The Online Guides also was the highest contributor towards this cluster within all the MPIs sources.

In Cluster 5: *Permanent and occasional attractions*, it was found that the Japanese care more about the famous landmarks and attraction elements in Odaiba, besides the permanent and occasional activities held throughout the year, specifically (R-4), which previously described the place as peaceful and calm due to the relation with the waterfront. On the other hand, it was found that the most contribution coming from the MPIs were basically from the virtual sources (Online Guides and Websites). They mainly focused on the places of interest throughout the year. We conclude that the Japanese residents and the virtual sources are having the same tendencies towards this cluster.

In Cluster 6: *Research and Innovation*, the elements within this cluster are mostly mentioned by Foreigners (R-6) which may reflect their interest in technology and research. However, it was found that most contributions coming from the MPIs were generally from the virtual sources (Online Guides and Websites).

In Cluster 7: *Commercial and recreational*, this cluster's elements were widely chosen by the Foreigner residents especially (R-2, R-3), seeing the place through its amusement and recreational facilities besides its all shopping malls. The Online Guides and Guidebooks as well were found mostly focusing on this cluster's elements and endorsing them. At the end, Figure 6.6 sums up and describes the location of each of the physical elements and their positioning in each cluster (pattern).

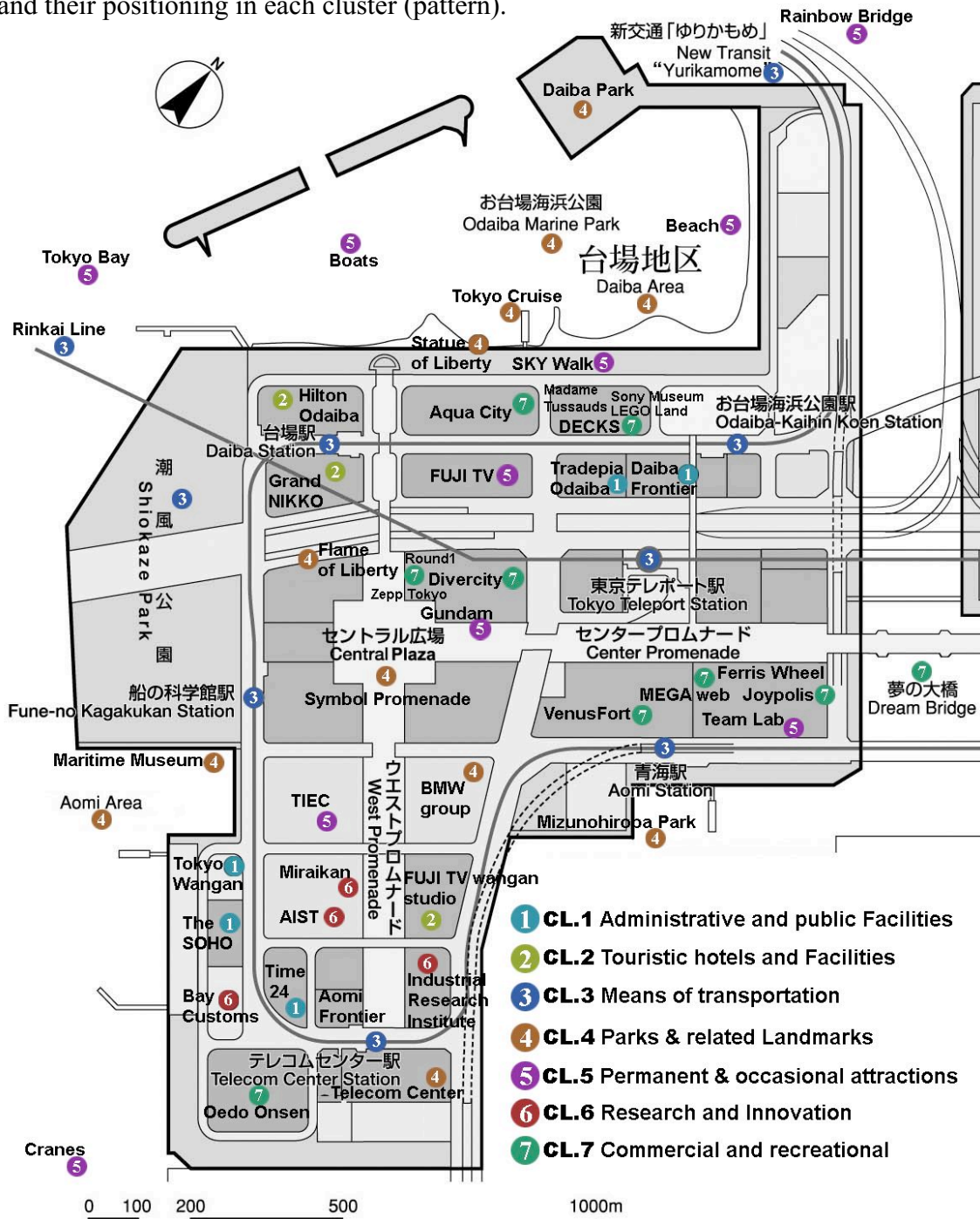


Fig. 6.6 Physical Elements and their positioning in each of the seven clusters
Source: The author

6.4 Imageability analysis of Odaiba's built environment

In this part of the study, this chapter aims to reach a solid-state of the physical attributes of the built environment. These elements are observed and mentioned by residents of Odaiba through their daily involvement with the place and they are the elements that are mentioned as place descriptors and promoted messages by the public media sources.

This part will provide through Figure 6.7 an imageability analysis through generating a map for the physical elements of Odaiba by analyzing its built environment based on Kevin Lynch's³⁾ theory who categorized the city image into five types of urban design elements; Paths, Edges, Districts, Nodes, and Landmarks.

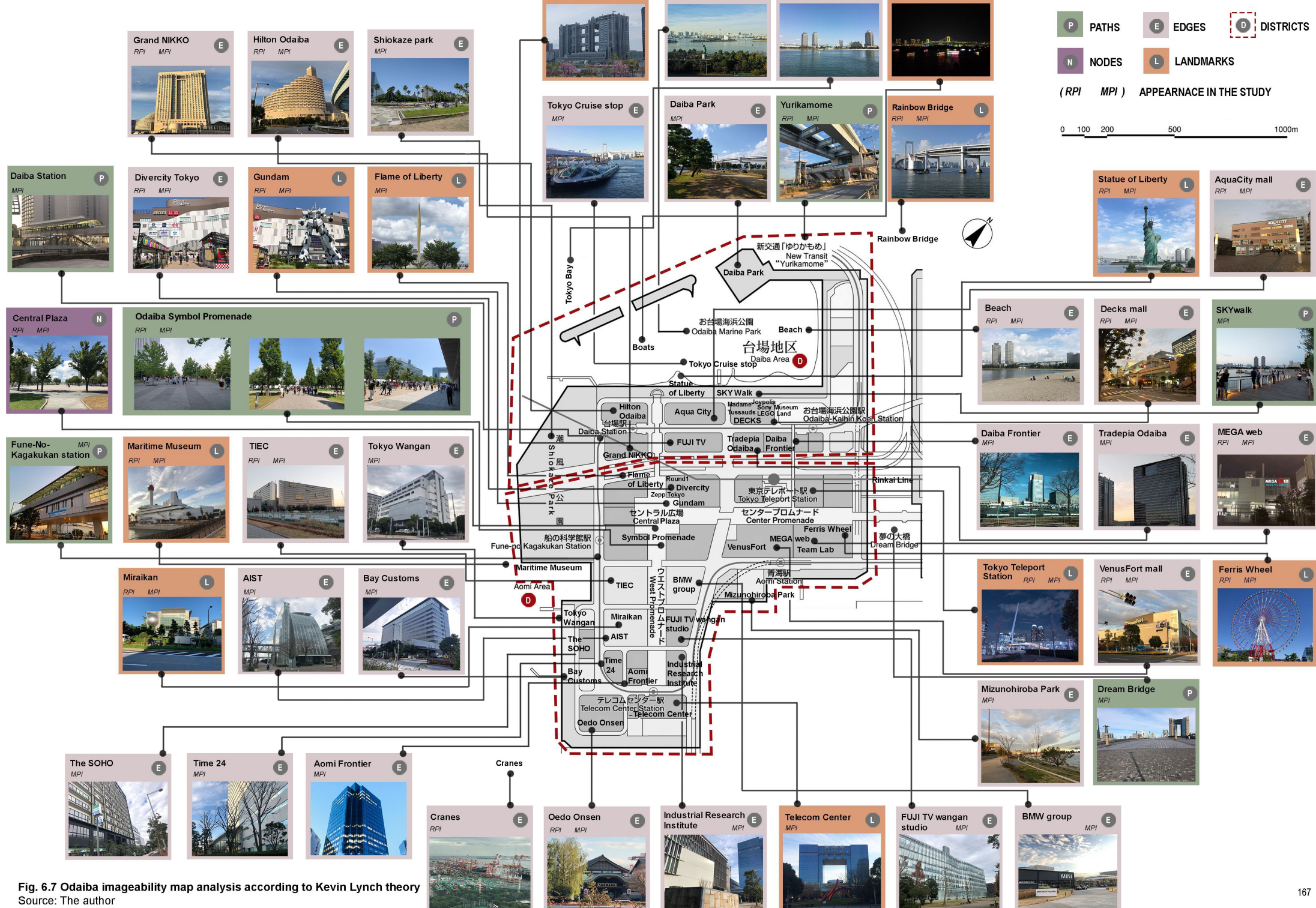
Lynch in 1960 has introduced these urban design elements from his research on Boston, Jersey City, and Los Angeles focusing on mental images that influence experiencing cities. These mental images are derived from cognitive psychology and understanding places. Lynch³⁾ also argued that if urban designers comprehend how people perceive these elements putting into consideration designing them clearly, in that case only, people can create more imageable and more mentally pleasing cities.

This current analysis criteria for generating the map of Odaiba's physical elements depends mainly on the principal definitions of the five types of urban design elements by Kevin Lynch³⁾. Applying these definitions to Odaiba's physical environment elements -that were spotted and photographed- helps in the categorization of each element under the five types theory. Each type of urban design elements categorization will be discussed in detail in the coming sections.

In Figure 6.7, the imageability map of Odaiba is analyzed according to these five elements, and the place physical elements are categorized and were highlighted with the corresponding category color. The physical elements' photos were provided through documentation of the parameters of the studied area. These allocated elements are categorized also whether they were mentioned by residents or media sources, or by both sides. According to Lynch's³⁾ five types of urban design image elements, the images

projected by the public media in terms of physical elements of Odaiba were categorized and examined as well. The media's images (informational space) are a result of their stakeholders' vision to produce images that influence experiencing cities' environments. These images (Physical elements) are projected for users to perceive and experience. The importance of categorizing them will ease the comparison of both perspectives. The contents of the place image were studied, and were classified as follows:

ODAIBA IMAGEABILITY MAP



6.4.1 Paths as vital elements of the environment image

Based on Lynch's imageability theory, a Path [P] is considered one of the most important elements forming the image of the place and in urban design. It is also considered one of the initial elements that urban planners' approach while planning a place. The path is defined as the passages, alleys, and channels that are experienced from the observers when they move regularly or occasionally. They include streets, walkways, transit lines, railroads, and canals. People as observers while moving through these places observe these kinds of elements that regularly are aligned by another category of elements. Paths also obtain their distinctiveness from the building facades that line up them, pavement materials and textures, plantings, dimensions, length, and lighting units. Paths with destinations and clear origin points tend to have a strong image³).

Through the imageability map of Odaiba (shown in Figure 6.7), we could conclude that the “*Symbol Promenade*” is the main path that stretches through Odaiba. It is considered the main assemblage link and pedestrian walkway that links all elements of the place together without needing to cross streets or highways. This path passes by Odaiba's main buildings like most of the shopping malls, plenty of landmarks, and the on the west promenade axis towards Tokyo bay, the Rainbow Bridge and Tokyo Tower are visible from a long distance. It is also used by cyclists in some points besides having some bicycle parking lots. The “*Symbol Promenade*” has also lots of softscape elements and different types of lighting units with different scales and intensity. This promenade was mentioned by Odaiba's residents to describe the place image and significantly referred to as well by the media sources to promote the place by focusing on the safety and convenience through walking all the way through it.

Another path through Odaiba is the “*Skywalk*” wooden pedestrian bridge which is an extension to the Symbol promenade at the higher level and leads to Odaiba Marine Park area on the lower level. It is adjacent to the beach, Aquacity mall, and DECKS mall. It is a famous spot for observing the Statue of Liberty, Tokyo Bay, Rainbow Bridge, the

illuminated boats, and Tokyo's skyline. It is considered a tourist attraction point for taking pictures and being a dating spot as well. The “*Sky Walk*” was only mentioned by the media sources by promoting the place.

The “*Dream Bridge*” is also considered one of the main paths that connects Odaiba with Ariake district, it is considered an extension for the Center Symbol Promenade. It is a spacious bridge and is 360 meters long and 60 meters wide, it is also the widest footbridge in Japan including resting points that are decorated with informative picture tiles describing scenes and from the Edo period⁴). It is also vast with few pedestrians walking and having lighting units in distinctive shapes, the previous characteristics make it a spot for private photography sessions. This element is promoted by the media sources to ensure the pedestrian-friendly context.

The other elements of Odaiba that are considered paths according to Lynch³) theory are the transit lines as paths in which people move through. This includes also visible metro stations as being a part of this element. The “*Yurikamome*” line which is a suspended metro line coming through the Rainbow Bridge and goes through Odaiba (Aomi and Daiba areas) with the blue colored elevated track and is adjacent to all streets, it even goes above the Symbol promenade in a specific point. It is mentioned by both residents and media sources, this indicates its importance as a visible element through the built environment of Odaiba and by highlighting its functionality and accessibility through the place by the media.

6.4.2 Edges as boundaries through the environment image

An Edge [E] is a linear element and is not considered as a path by observers but at the same time tangibly lining the paths, they also form a boundary between two phases which break the continuity such as shorelines, barriers, railroads cuts, edges of developments, huge walls, it might be formed from a sharp contrast in the density of the built environment³). Lynch also considered them as lateral references and visually prominent that are not easily penetrated to continue moving from paths. He added that edges could also include giant-

scale elements, huge buildings and facades, parks, beaches, and water edges which are accessible and highly visible their effect is also strengthened by the concentration of activities and paths along their length³).

In this study, this criterion of describing the Edges matches plenty of elements in Odaiba as an island as shown in Figure 6.7. First, the shoreline of the “*Beach*”, and “*Tokyo Bay*” are considered main edges of Odaiba. These elements were mentioned as influential elements on Odaiba’s image by residents and public media sources. “*Tokyo Cruise*” as an element was found to have an influence on the image by the media sources. On the other side, the “*Cranes*” that align the south area of the island at Aomi plays a role in the residents’ image as they are obvious in day and night.

Second, the huge parks that define the island and are considered the main elements forming the image are: “*Odaiba Marine Park*”, “*Daiba Park*”, “*Shiokaze park*”, and “*Mizunohiroba Park*”. These parks define the edges of Odaiba besides having a strong relationship with the waterfront. “*Odaiba Marine Park*” is the only park defining the image of Odaiba from the residents’ and media's perspective, it is strongly connected with the Beach and having a distinctive location on Tokyo Bay and a remarkable scenery for the Rainbow Bridge and Boats besides hosting some landmarks. While the later three parks were only mentioned and promoted by the media sources. “*Daiba Park*” is the historic origin of Odaiba and has been one of the defensive batteries (Battery No. 3) which is still containing plenty of historic remains. While “*Shiokaze Park*” is the largest park in Tokyo’s waterfront area and is on the west corner of the island. It also has a huge number of trees and softscape elements. “*Mizunohiroba Park*” on the east edge of Odaiba, where people gather for fishing as it is facing the ocean and huge passing ships.

Third, huge buildings that strongly define the main paths of Odaiba were found to have a significant influence on Odaiba’s image. Huge shopping malls like “*Divercity Tokyo Plaza*”, “*Aquacity mall*”, “*Venusfort*”, and “*Decks mall*” are from the main elements defining the Symbol promenade and adjacent streets. These four shopping malls were

strongly mentioned by residents and media sources. Buildings like “*MEGA web*” (mentioned by both sides) and “*BMW group*” are found being edges also, the “*BMW group*” was only mentioned from the media side. The “*Oedo Onsen*” is also considered an edge and was mentioned by both sides. Residential buildings like “*Tokyo International Exchange Center*” the huge complex as accommodation for researchers plays a role as a vital edge defining the West Symbol promenade and it was mentioned by residents and media sources as an important element forming the image of the place.

Huge buildings as “*Grand NIKKO*” and “*Hilton Odaiba*” are obvious elements influencing Odaiba’s image, they also define the main path with their enormous height. Both buildings are the main elements through residents and media images.

Public and administrative buildings also played a role being edges of main streets and the Symbol Promenade. Huge shiny and reflective glass facades with significant heights tended to be the key elements of fostering the place by the media side only. These buildings include “*Tokyo Wangan police station*”, the “*SOHO*”, “*Tokyo Bay Customs*”, “*National Institute of Advanced Industrial Science and Technology (AIST)*”, “*Time 24 Building*”, “*Aomi Frontier*”, “*Tokyo Metropolitan Industrial Technology Research Institute*”, and “*FUJI TV Wangan studio*” which are located in Aomi area. In Daiba area “*Tradepia Odaiba*” and “*Daiba Frontier*” are located as well.

6.4.3 Districts as recognizable areas having common characteristics

According to Lynch³⁾ theory of imageability of places, Districts [**D**] are the medium to large sections of the city which the observers mentally enters, they are considered as recognizable areas that are having common physical features. Lynch also argued that “These areas are always identifiable from the inside, and they are used for exterior reference if visible from outside”. Regularly observers go through or towards them.

According to the imageability of Odaiba in terms of Districts (Figure 6.7), the division of the districts of Odaiba is mainly based on their official belonging to certain wards, “*Aomi*”

district belongs to Koto-Ku (Ward) and its name was given "*Aomi*" to mean "symbolic future zone of the waterfront subcenter"⁵⁾. While "*Daiba*" district belongs to Minato-Ku and named after "battery", it is considered as the oceanside entertainment district. Both Districts are highlighted only by media sources.

The function of the land use also plays a role in distinguishing the two districts, "*Aomi*" area is an area of compound facilities of business, IT-related business, commercial and residential uses. The research facilities and the advanced science and technology highly influence the image of this district. "*Aomi*" district plans to determine itself as a center for MICE tourism (meetings, incentives, conferencing and exhibitions)⁶⁾. This district contains the Telecom Center, museums, Oedo Onsen, two shopping malls, entertainment facilities, and a giant Ferris Wheel as well.

While "*Daiba*" district is mainly a seaside commercial zone adjacent to Odaiba Marine Park, mainly hosting commercial and residential functions. It includes shopping malls, recreational facilities, Marine Parks, famous landmarks, and hotels. It is the main access of observers to the waterfront and the scenery through its Beach. The classification of districts in this analysis also includes the distribution of population density, the higher residential population is based in Daiba eastern part. Both districts are connected by the Symbol Promenade. Observers can recognize each district by its main functions, famous landmarks, and the relation with the waterfront.

6.4.4 Nodes as accessible strategic spots

The Nodes [N] according to Lynch³⁾ are the "points or strategic spots" in which the observer can easily enter and are considered as primarily intensive centers, junctions, and cores where people could rest and to shift from a direction to another. They could be street corners or an enclosed square³⁾. They are active gathering points and their locations define their function and use, they are usually located and related to the main paths and movement routes. Decisions are taken in such nodes and junctions to determine their orientation

through the place, from here, such nodes attract the observer's and make them perceive the adjacent important elements³).

In the case of Odaiba's image, these characteristics are fulfilled in the "*Symbol Promenade Central Plaza*" (shown in Figure 6.7), where people gather coming from the center Promenade and the west promenade. It has unique seating areas and public toilets as well. It is a spacious space where sometimes events are held. This Plaza is defined strongly by trees and softscape, and its paving materials. Many place landmarks are obviously seen from this point as well. This element was mentioned by both residents and media sources and this indicates its importance for the image of the place.

6.4.5 Landmarks as strong points of reference

Landmarks [L] are external points of reference being physical elements that vary in scale, a key characteristic of Landmarks is its singularity, being unique, and therefore identifiable easily³). They could include buildings, signs, statues, stores, or mountains³). Clear Landmarks tends to make the place image more memorable. They are elements that are easily visible due to distinctiveness or scale and can be seen from different angles as well. Additionally, huge Landmarks are key components that distinguish the skyline of a certain place. These elements are being promoted as official landmarks of the area and the city as a whole by the public media.

By looking at Figure 6.7, the Landmarks of Odaiba are distributed evenly through Aomi and Daiba areas. The "*Rainbow Bridge*" a Landmark that is categorized as a huge structure connecting Odaiba with the rest of the city, its height and illumination at night strongly distinguish it. It is not only considered Odaiba's Landmark but also, one of Tokyo's important landmarks. It was significantly mentioned by residents and media sources. "*Fuji Tv headquarters*" is also one of the important Landmarks of Odaiba due to its huge structure and distinct facades with the spherical observatory. It is considered a key element in Odaiba's skyline and for that reason, it was also significantly mentioned by residents and

all media sources as an image element. The “*Statue of Liberty*” which is a smaller-sized replica is an important Landmark overlooking the Rainbow Bridge and it is illuminated as well at different times of the year. It is strongly visible when moving through the main axis of the Symbol Promenade towards the Odaiba Marine Park.

“*Gundam*” or the “*Unicorn Gundam*” (RX-0 Unicorn Gundam full-sized replica from the Mobile Suit Gundam Unicorn series⁷⁾) located outside of DiverCity Tokyo Plaza and is the main Landmark and an attraction point for all Odaiba’s observers and a highly promoted element by the media sources as well.

The “*Telecom Center*” is a huge structure also considered one of the main Landmarks of the place that has an observatory for viewing Tokyo Bay and other Tokyo’s Landmarks beyond Odaiba’s island. Although it is an obvious Landmark in the urban waterfront, interestingly it was only mentioned by media sources.

Museums as the “*Museum of Maritime and Science*” and “*Miraikan Museum*” are also considered as main elements shaping Odaiba’s image as they have distinct forms, facades, and scale. The “*Museum of Maritime and Science*” is a ship-shaped museum designed like a full-size ocean liner model following the British Queen Elizabeth 2⁸⁾. It is identifiable from a distance as well due to its huge scale and its white and bright orange colors. While the “*Miraikan Museum*” is also the main landmark of Aomi district due to its design, and its unique facade with the spherical dome theatre which makes it distinct for the observers. These two museums were mentioned by both residents and media sources as influential elements of Odaiba’s image.

The “*Giant Ferris Wheel*” (Daikanransha) at Palette Town beside VenusFort mall is a unique landmark and can be seen from any place on the island and from outside Odaiba as well. It is famous for its illumination on different occasions which makes it extremely distinct at night. As it is one of the tallest Ferris wheels in Tokyo, it is visible from central Tokyo. This Landmark is significantly observed and affects the residents’ image of Odaiba,

as well as being an important element for promoting the image through different media sources.

The “*Flame of Liberty*” is a golden bright structure offered by France as a gift located through the Symbol Promenade Park. It is visible from different directions of the Central plaza. This element as a Landmark was only promoted by the media sources. This indicates that is not an important element through residents' perceived image of Odaiba.

“*Tokyo Teleport Station*” is one of the most distinct stations due to its main exceptional structure and scale through Odaiba. It is a reference point for different observers as well. This station as a Landmark was mentioned as an influential element in Odaiba's image by residents and media sources.

At last, the colorful illuminated “*Boats*” which are floating under the Rainbow Bridge are considered one of the Landmarks of the place. By illuminating the dark water in Odaiba Marine Park it is strongly observable by users of the place. Residents of Odaiba tend to see it as a visible Landmark of the waterfront area, and the various media sources as well.

6.5 Conclusion

This chapter of the study is responsible for gathering both results obtained from the previous chapters and hold a comparison between the different perspectives perceiving and projecting the image of Odaiba. First, as shown in Figure 6.8, if we intensely looked at the previously extracted five RPIs dimensions (*Place Location, Milieu, Human Activities, Built environment, and Context*) and the MPIs two extracted image dimensions (*Occasional/Permanent Facilities and Daily uses/Sightseeing focus*), while depending on our theoretical approach and hypothesis (the two-way process). The author found that the images generated are having multiple forms based on the image contributors coming from the RPIs dimensions that are depending on the psychological semantic differential assessment, besides the MPIs dimensions which rely on elements analysis and appearance rate in different public sources. The images coming from the “Personal scale” depend on

emotions, meanings, beliefs, and impressions, while the images coming from the “Public scale” depend on intensions to show elements, visions, and requirements. That is why this study’s framework for measuring the dimensions was assessed according to every image’s contributors.

These previous results confirm different related theories as Zukin’s⁹⁾ who suggests that the cities could have multiple images depending on different perspectives, while Maki et al.¹⁰⁾ assumed that understanding the city includes: the hidden intangible image or the psychological one which was included in our previous RPIs study and the visible image or the one caused by the physical built environment which are the physical Elements in the MPIs case. When investigating the similarities between the MPIs and RPIs dimensions, we found that the “*Occasional/Permanent Facilities*” dimension as projected one from Public sources and expresses the promotion of the implemented city visions may have reflected on the RPIs perceived Dimensions in terms of “*Built environment*”, and “*Context*”. While the 2nd Dimension of the MPIs as “*Daily uses/Sightseeing focus*” by some means is related to the “*Place Location*”, “*Milieu*”, and “*Human activities*”. It was also observed that the MPIs projected dimensions were found affecting the perceived RPIs patterns to some extent, in which the “*Occasional facilities*” side on the 1st dimension could have affected the RPIs patterns as the (*Disturbing and Inconvenient*), and (*Festive and Crowded*). While the “*Permanent Facilities*” side is related to (*Assorted and Global*), and (*Homogenous and Accessible*) RPIs patterns. While the 2nd dimension’s side “*Daily uses*” affects the (*Unique, Reachable, and Walkable*), while the side of “*Sightseeing focus*” affects the (*Peaceful and Calm*) RPIs pattern. These different MPIs dimensions impact and the RPIs dimensions and patterns could be supported by Kotler et al.¹¹⁾ theory who argued that a city’s image could be “negative or positive”, a “mixed image”, or “contradictory image”.

This current study is also contributing to understanding comprehensively the images of Odaiba through extracting a combined data set of Elements of seven patterns to provide a common evaluation basis for measuring and comparing the tendencies of the Residents’ perception of the place and the tendencies reflected from the Public Advertising Media

Projected Images by the city. The main inclinations were considered and the similarities in tendencies between them were spotted.

In conclusion, iconic buildings, landmarks, and different events throughout the year are the main elements describing the image perceived by the residents of Odaiba particularly the Japanese inhabitants. Odaiba’s main tangible features and its transformation according to temporary events tend to draw the residents’ attention by making the place’s image more distinct and iconic.

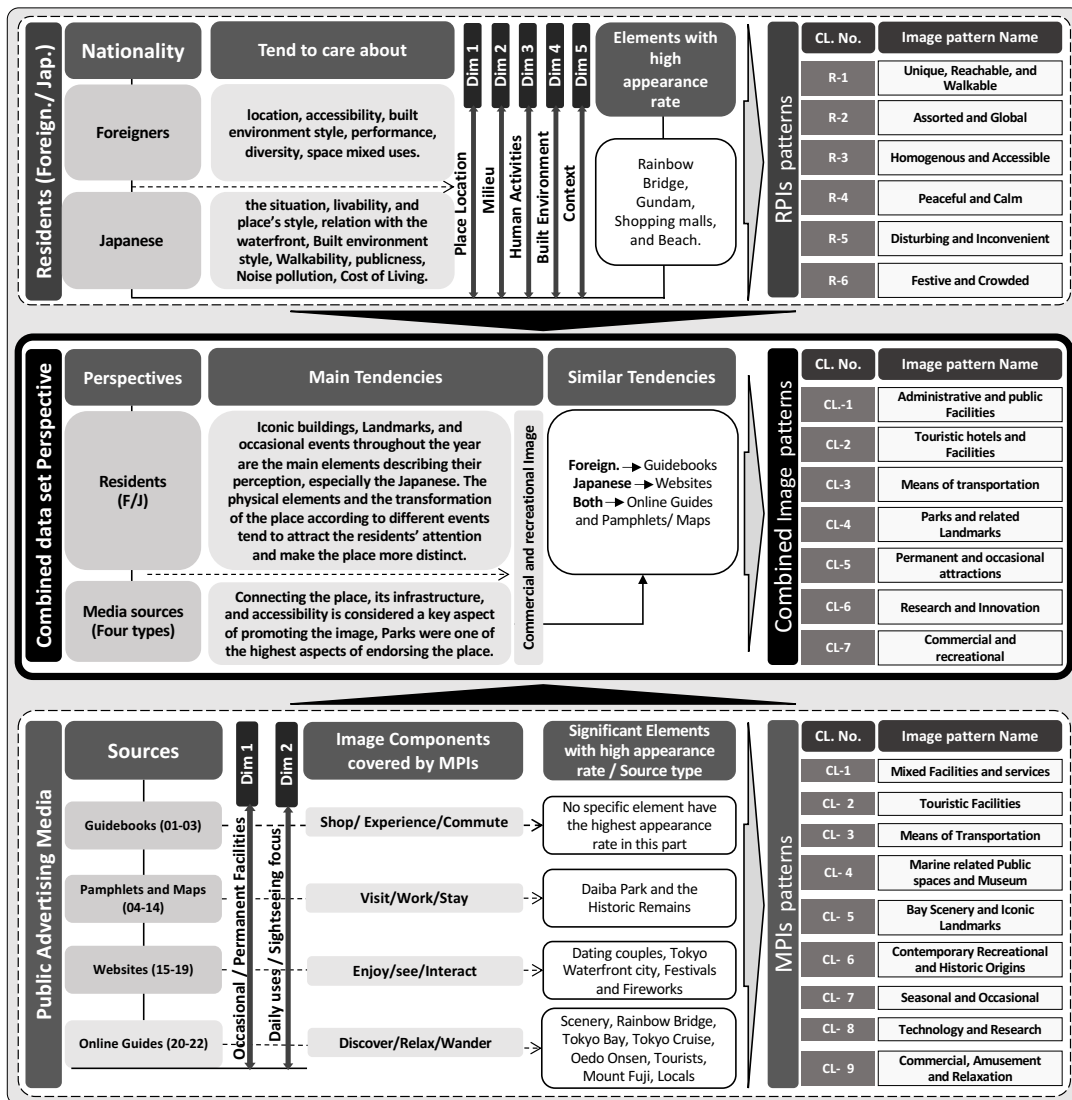


Fig. 6.8 General results obtained from RPIs personal scale, MPIs public scale, and the comparison between both perspectives (combined data set)

Source: The author

The “Commercial and recreational image” is the most obvious image having almost a similar significant interest from the residents and media sources sides, this image might overwhelm and affect the other aspects of life in Odaiba. On the other side, Odaiba’s related media sources mostly promoted its image according to the connection of the place with the other city parts, its accessibility, its infrastructure, and means of transportation. This could be interpreted as these media sources wanted to sustain the place’s livability through attracting more people, its performance, and the flow of users throughout the year. The media sources also focused on Odaiba’s Parks as one of the highest aspects of advocating the place and practically highlighting the position of Daiba park as one of the historic origins of Odaiba that contains plenty of historic remains. From the residents’ perspective, Parks were not considered as significant. In the event of hosting different events and occasions frequently (rather than locating them in parking lots) besides improving their settings, they may attract the attention of residents and play a vital role in their regular involvement.

It was also concluded that the *Guidebooks* are mostly having matching tendencies with the Foreigner residents. On the other side, the *Websites* are generally having the same image tendencies as Japanese residents. While *Online Guides* and *Pamphlets/Maps* are having common tendencies between Japanese residents and Foreigners. Generally, Japanese residents are having the same inclinations as virtual MPIs sources.

These similarities and correspondence in tendencies happen under certain “conditions” of the public media sources. In which the MPIs' impact on the residents’ “Perception of information space” could vary according to the information provided in these sources. Since these types of information were available to the users at a certain period, it is assumable that this impact could be changeable by time depending on the variation of the information provided and methods of delivery. The main tendencies, limitations, and methods of delivering the images (conditions) through the public media sources could be explained as the following:

- *Guidebooks*: the methods of delivering their image depend on offering a general map of the whole area with highlighting most elements of the place, then selecting a few elements by adding small sized pictures and descriptive text. The later selective process doesn't cover all dimensions of the place, instead, it adds limited information on certain elements as the commercial facilities and visual landmarks of the place. The *Guidebooks'* main tendencies are focused on offering a general look at the place and its uses. While the *Guidebooks'* limitations are the lack of presenting the temporary events, touristic facilities (hotels), administrative, and research facilities.
- *Pamphlets/Maps*: the methods of delivering their image depend mainly on visualizing the whole area on a map and sometimes some selected areas as points of focus to highlight their role and add more supplementary information in terms of single pictures and text. They tend to select certain points of interest in specific and expand their description of them and their surroundings. The *Pamphlets/Maps'* main tendencies are concentrating on parks, main pedestrian promenades, and public spaces. It highlights also their related commercial facilities and transportation stations. They also focused on the historical origins of Odaiba through promoting the historic remains. While the *Pamphlets/Maps* limitations are considered the selection of single elements depending on their promotional intentions which limits and minimizes the whole projected images on the users' perception.
- *Websites*: The methods of delivering their image depend on descriptive articles and offering plenty of knowledge about Odaiba in general and then offers an interactive interface for the place's categories and uses to select from. The projected image also depends on the users' selection of their required category. It offers more pictures of the place and its elements. The *Websites'* main tendencies besides offering general knowledge about the place are introducing the place through its main upcoming events and their related venues and surrounding facilities. While *Websites* lack the territorial sequence of the place elements by depending only on single shots and disregarding presenting clips and videos.

- *Online Guides*: The methods of delivering their image depend on offering high-resolution pictures including panoramic photos which provides a comprehensive sequenced image of Odaiba and helps in understanding the proportions and relations between the physical elements through delivering realistic images which expands the users' perception about the place. It offers also maps with walking tours by providing sequenced images through these routes. The *Online Guides*' main tendencies depend on more coverage of the scenery elements and their related landmarks. While the *Online Guides* limitations are lacking providing the administrative, and research facilities, besides the shortage in offering videos and short clips to enhance the imageability of the place.

When analyzing the imageability of Odaiba depending on the physical elements of the place based on Kevin Lynch theory of imageability, it was concluded that:

The residents of Odaiba who witness the place on a daily basis of involvement tend to perceive the place image according to some specific elements. Their imageability of the place is formed due to four types of urban design elements; Paths, Edges, Nodes, and Landmarks. The “Landmarks” of Odaiba is considered the most important type of elements that residents images refer to. These Landmarks are spread through Odaiba’s main districts. They are considered important as they tend to be reference points with distinct characters according to their type, function, location, scale, and illumination. While their second important type is the “Edges” including the waterfront edges from Marine park, Beach, Tokyo Bay, shopping malls defining the Symbol Promenade, main Hotels, the Oedo Onsen defining the south part of Odaiba, TIEC which defines the West Symbol Promenade, and even the Cranes that are strongly observed due to their scale and colors in Aomi part. The third type of elements is the “Paths” of Odaiba like the main pedestrian Symbol Promenade and the Yurikamome Transit line. Whilst the last type of image elements perceived by residents is the “Nodes” which includes the Central plaza at the Symbol Promenade.

From the media sources side, the five types of urban design elements were found revealing; Paths, Edges, Districts, Nodes, and Landmarks. These public media tend to project images

through their promotional images of the place elements via their various sources. The “Edges” and “Landmarks” were the major types of urban built environment elements describing the place image from their perspective. While the “Paths” including the promenade, walkways, pedestrian bridges, and transit lines were found describing the place image as well. “Districts” appears in the media sources by comprising Aomi and Daiba districts when presenting their features and functions. At last, “Nodes” were also found explaining the image of Odaiba by mentioning the Central plaza at the Symbol Promenade.

It was observed from the previous imageability analysis that some points of Odaiba were not perceived by the residents as the southern part and accordingly were not legible enough from their view. Most of the buildings on this side were not found influential and were not representing their image. While on the contrary, the northern and northwest parts were found the most representing parts of Odaiba’s images by residents and public media sources. This kind of analysis was found useful in terms of visualizing the strong and weak points of the environment images from different perspectives. Finally, this comprehensive image study confirmed the two-way process of image formation and the multiplicity of the images of Odaiba.

Since places are originally created for people’s sake, therefore it is always important to periodically measure and evaluate the current/recent situation of these places. This present chapter addresses a case of assessment and comparison of the current image of Odaiba from different perspectives as well as understanding the imageability of the place through its elements. The case of Odaiba is quite unusual as few residential complexes are inherited in the recreational, commercial, and sightseeing context. The main aspect that faces the residents of Odaiba is living as a minority in a place promoted as a place for leisure and recreation.

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Appendix: Writing the rules for coding as a protocol file

*Rainbow Bridge
Rainbow+bridge | The+Rainbow+bridge

*Gundam
Gundam | Gundam+statue | Gundam+robot | Robot | The+Gundam+base+Tokyo | unicorn+Gundam | Gundam+Front+Tokyo

*Statue of Liberty
Statue+of+Liberty | Replica | Liberty

*Fuji TV
Fuji+TV | Fuji+TV+building | Fuji+TV+headquarters | Fuji+TV+landmark | Fuji+TV+head+office+building | head+office+building
| Fuji+Television

*Fuji TV Hachitama Observatory
Hachitama+Spherical+Observation+room | Globe+shape+observatory | observatory | Fuji+Tv+observatory |
Spherical+Observation+room+Hachitama

*Flame of Liberty
Flame

*Odaiba Oedo Onsen
Odaiba+Oedo+onsen+monogatari | Odaiba+Oedo+onsen | Oedo+onsen | Onsen | Oedo+onsen+monogatari |
Hot+spring+theme+park | hot+spring | hot+springs | Tokyo+Odaiba+Oedo+Onsen+Monogatari | Ooedo+Onsen | Onsen

*Edo Era
Edo+era | Edo+period | Edo

*Beach
Odaiba+Beach | seaside | Sea | the+sea | Beach | beach+side | Tokyo's+sea | shore | beaches | Coast | waterside | watersides
| oceanside

*Tokyo_Bay
Bay | harbor | Bay+area | Tokyo+Bay

*Mount Fuji
Mount+Fuji | Mt.+Fuji

*Tokyo Tower
Tokyo+Tower

*Illumination
Illumination | Illuminations | Night+Illumination | Night+Illuminations | winter+Illuminations

*Cherry blossoms
cherry+blossoms | cherry+blossom | cherry+trees+blossom | blossom | cherry+trees | blossoms | sakura | Hanami | flowers |
flower

*Tokyo waterfront city
Tokyo+waterfront | Tokyo+waterfront+city | waterfront | Coastal+district | Oceanfront+district | Waterfront+Subcenter

*Divercity_mall
Divercity+mall | Divercity+Tokyo+Plaza | Divercity | Diversity | Diversity+mall

*Zepp Tokyo
Zepp+Tokyo | Zepp+Tokyo+Concert | Concert+Hall

*Round1
Round1 | Round+1 | Round+one | Roundone | Round1+Stadium

*Aquacity_Mall

Aquacity+Odaiba | Aquacity+Odaiba+mall | Aquacity+mall | Aquacity | Aqua+city+Odaiba | Aqua+city

*Decks_Tokyo_Beach_Mall

Decks+Tokyo | Decks+Tokyo+mall | Decks+mall | Decks

*Tokyo Joypolis

Tokyo+Joypolis | Joypolis

*Madame Tussauds Tokyo

Madame+Tussauds | Madame+Tussauds+Tokyo | Madame+Tussauds+Wax+Museum | Madam+Tussauds

*LEGOLAND Tokyo

LEGOLAND+Discovery+Center+Tokyo | LEGOLAND+Tokyo | LEGOLAND | LEGOLAND+center

*Sony Museum

Sony+museum | Science+museum | Sony+science+museum | Sony+ExploraScience | Sony+Explora+Science

*VenusFort_mall

Venus+Fort | Palette+Town | Venus+Fort+mall | Venusfort

*Toyota MEGA WEB

MEGA+WEB | Megaweb+Toyota+City+Showcase | Megaweb+Toyota+Showcase | Megaweb+Toyota | MEGA+WEB+Toyota | MEGA+WEB+Auto+Theme+Park | MEGA+WEB+Tokyo | MEGA+WEB+Odaiba | Toyota+MEGA+WEB | cars+showcase | Historic+cars | History+garage | Toyota+city+showcase

*Ferris Wheel

Ferris+Wheel | Gaint+Ferris+Wheel | Gaint+Wheel | Huge+Wheel | Wheel | Giant+Sky+Wheel

*TeamLab

TeamLab | Mori+building+digital+art+museum

*shopping_malls

<*VenusFort_mall> | <*Aquacity_Mall> | <*Divercity_mall> | <*Decks_Tokyo_Beach_Mall> | Shopping+mall

*Scenery

Scenery | View | Night+view | Cityscape | sunset | city+view | view+of+the+city | Townscape | Townscapes | sunsets | panoramic+views | night+views | scenic+areas | Night+scene | views | Scenic+nighttime | scenic | Nighttime+view | view+spot | nighttime+beauty | Skyline | panorama

*Boats

Boats | Sightseeing+boats | passenger+boat | boat | passengers+boat | passengers+boats

*Fireworks

Fireworks | Hanabi

*Tokyo Cruise

Water+Taxi | water+bus | Sea+bus | Water+Bus+station | Tokyo+Cruise | water+bus+terminal | Cruising+boats | Ships | Ship | Cruise | water+buses | water+cruise | Hotaluna+boat | Hotaluna | Himiko

*Bay Shuttle Bus

Tour+bus | Shuttle | Shuttle+bus | free+shuttle+bus

*Miraikan Museum

National+Museum+of+Emerging+Science+and+Innovation+Miraikan | National+Museum+of+Emerging+Science+and+Innovation | Miraikan | Miraikan+Museum | 3D+Dome+Theatre+film | Museum+of+Emerging+Science+and+Innovation

*Museum of Maritime Science

Museum+of+Maritime+Science | Maritime+Museum | Museum+of+Maritime | Tokyo+water+Science+Museum | Maritime+science | Maritime

*BMW Group

BMW+Group | BMW

*Symbol Promenade Park

Symbol+promenade+park | symbol+promenade | Odaiba+symbol+promenade+park | promenade+park | central+promenade | center+promenade | centre+promenade | Western+promenade | pedestrian+promenade | promenades | Central+plaza | promenade

*Odaiba Marine Park

Odaiba+Marine+Park | Seaside+park | Seaside+parks | Odaiba+seaside+park | Marine+park | Odaiba+Kaihin+Park

*Mizu-no-hiroba port park

Mizu-no-hiroba+port+park

*Shiokaze_Park

Shiokaze+Park | Park+Shiokaze

*Daiba Park

Daiba+Park | Daiba+Park+Battery | Daiba+Park+Island | Daisan+Daiba | No.3_Battery | Dai-san+Daiba | No.3+battery | No.3+battery+Daiba+park

*Yumenoohashi Bridge

Yume-no-ohashi+Bridge | Yumenoohashi+Bridge | Dream+bridge | Bridge+of+dreams | Dream+Ohashi

*Historic remains

Historic+remains | remains | Batteries | cannon | cannons | fortresses | fortress

*Sky Walk

sky+walk | observation+deck

*Grand NIKKO

Grand+NIKKO | Grand+Nikko+Daiba | Grand+Nikko+Daiba+Hotel | Grand+Nikko+Hotel | Hotel+Grand+Nikko | Grand+Nikko+Tokyo+Daiba | Grand+Nikko+Daiba+Tokyo | Grand+Nikko+Tokyo+Odaiba

*Hilton Odaiba

Hilton+Tokyo+Odaiba | Hilton+Tokyo+Odaiba+hotel | Hilton+Hotel | Hotel+Hilton+Tokyo+Odaiba | Hotel+Hilton+Odaiba | Hilton+Odaiba

*Telecom Center

Telecom+Center | Telecom+Centre | Telecom+Centre+Bldg | Telecom+Centre+building

*TIEC

Tokyo+International+Exchange+Center | TIEC | Tokyo+International+Exchange+Centre

*AIST Tokyo Waterfront

AIST | National+Institute+of+Advanced+Industrial+Science+and+Technology

*Tokyo Bay Customs

Customs | Customs+Info+Plaza

*Metropolitan Industrial Technology Research Institute

Metropolitan+Industrial+Technology+Research+Institute

*Fuji Tv Wangan Studio

Fuji+Television+Wangan+Studio | Wangan+Studio

*Tokyo Wangan

Tokyo+Wangan | Tokyo+Wangan+police+station | Tokyo+Police+station

*The SOHO

The+SOHO | SOHO

*Daiba Frontier

Daiba+Frontier+Building | Frontier+Building | Daiba+Frontier | Daiba+Frontier+Bldg

*Time 24 Building

Time24+Building | Time+24+Building | Time+24 | Time24 | Time+24+Bldg

*Tradepia Odaiba

Tradepia+Odaiba

*Odaiba Kaihinkoen station

Odaiba+Kaihinkoen+station | Odaiba+Kaihinkoen | Odaiba+Kaihinkoen+sta. | Odaiba+Kaihin+Koen+Station

*Daiba station

Daiba+station | Daiba+sta.

*Funenokagakukan station

Funenokagakukan+station | Fune-no-kagakukan+station | Funenokagakukan | Fune-no-kagakukan | Funenokagakukan+sta.

*Telecom center station

Telecom+station | Telecom+sta.

*Tokyo teleport station

Tokyo+teleport+station | Tokyo+teleport+sta. | Tokyo+teleport

*Aomi station

Aomi+station | Aomi+Sta.

*Yurikamome

Yurikamome+line | Yurikamome

*Rinkai line

Rinkai+line

*Dating couples

Couples | Lovers | Dating | Dating+spot | Date | Date+plan | dating+spots | couple | first+date

*Tourists

Tourists | Foreigner+tourists | Chinese+tourists | Foreigners | Foreigners+visitors | tourist

*Locals

Japanese+people | Japanese+visitors | Locals

*Festivals

Festivals | Summer+festivals | winter+festivals | Spring+festivals | Autumn+festivals | Odaiba+Festivals | Events | Odaiba+Events | occasional+festivals | celebrations | Odaiba+festivals | Christmas+festivals | International+exchange+festival | International+festivals | Festival | Event

*Fashion

Fashion

*Leisure

Leisure | Entertainment

*Nature

nature | natural+environment

*Restaurants

restaurants | food+court | Gourmet | Cuisine

*Daiba area

Daiba+area | Daiba+district

*Aomi area

Aomi+area | Aomi+district

*Tokyo Metropolitan Government

Tokyo+Metropolitan+Government | TMG

*Cranes

Cranes

*Technology

Technology

*Life

Life

*Trailers

Trailers

*Public spaces

Public+spaces

CHAPTER 7

THESIS CONCLUSIONS

7.1 Towards grasping urban images of a global environment

In this contemporary world, the "Global sense of place¹⁾" has several impacts on places and their images. On the physical built environment or the "Physical space" scale, this phenomenon results in the duplication of some worldwide physical elements which the author calls it as "The replication impact" or "Clone environments" and the reduction of the unique experience of place leading to the phenomenon of "Placelessness²⁾". Accordingly, homogeneous places around the globe emerge through the spread of "Common genes of global cities". Tokyo has responded to the globalization phenomenon and international competitiveness by constructing the "Waterfront Subcenter project", a relatively new project built on reclaimed land and an extended waterfront for Tokyo. The Waterfront Subcenter is the closest project to the concept of the "World City Project" and has been an obvious witness to the impact of globalization on the urban fabric of Tokyo. This study specifically chose "Odaiba" (Daiba and Aomi areas) a part of the project and a global environment including several clone elements while being a vital touristic spot with unusual demographic features as explained in detail in Chapter 2 (motives of selection).

Thus, this research is keen on examining such cases. Being a global, touristic place and serving at the same time as a living environment for its residents needs further assessment. These types of places also are being highly considered from the perspective of public media in order to highlight and sustain their existence, role, and global competition. Public media sources tend to promote the place through place branding strategies and techniques.

Since the influence of the advanced information platforms is increasing, the urban design and planning interventions are targeting both the "Physical space" and the "Informational space". From here, this research investigates the ways of looking to and the images produced from a certain global place by initially hypothesizing that these places are having different images. Therefore, this research is mainly targeting three main aspects, the "Physical space" with its clone elements, the "Perceptual space" through examining the Residents Perceived Images (RPIs) based on full involvement with the place, and the

“Informational space” through the public Media Projected Images (MPIs). This research proposed evaluating its two perspectives through a two-way image process. These perspectives are either "Personal" (residents) or "Public" by the city's media and stakeholders towards the “Physical space”.

This research aims to provide urban planners and designers with a suitable way (two-way image process) to evaluate and diagnose the global urban environment images from various perspectives. Accordingly, this contributes to finding clues to efficiently develop a more convenient and improved urban global environment. Besides, introducing methods and insights to properly comprehend and improve the image through improving the physical environment (will be further discussed in Chapter 8).

This research followed a proposed framework to fulfill its main objectives:

A) The “Perceptual space” was examined by the actual Residents’ Perceived Images (RPIs). B) The “Physical space” of Odaiba was evaluated by a survey of the actual urban environment influential elements. C) The “Informational space” was evaluated through the environmental elements projected by public media in terms of Media Projected Images (MPIs). D) The relations between physical and informational spaces and perceptual space was evaluated and they were examined from the viewpoint of legibility of urban spaces and will refer to and apply the five elements’ theory of Kevin Lynch³).

7.2 Multi-dimensional monitoring and interpretation of a global environment’s images

The main research conclusions are going to be discussed according to several approaches including the “Perceptual space” (RPIs), “Informational space” (MPIs), their relationship and the impact of the “Physical space” on them (Figure 7.1). Through this study and for understanding the urban image of a global space with several clone elements, an extensive examination of the perceptual space was conducted. Several interpretations of the perceptual space took place in the form of images’ dimensions, components, and patterns.

The impact of the physical space through its influential elements affecting the residents and media sources was evaluated through a survey, text mining, and the imageability analysis of the place elements and the extent of legibility. These image interpretations are discussed in the next sections. Afterward, the image enhancement through improving the Physical and Informational space performance was suggested through insights into the physical space design. While accordingly, approaches to transform the “space” into “place” were suggested to enhance the image, livability context and boost of the socio-communal relations through the place. At last, insights into enhancing the public informational strategies were added to assert the role of place branding and promotion.

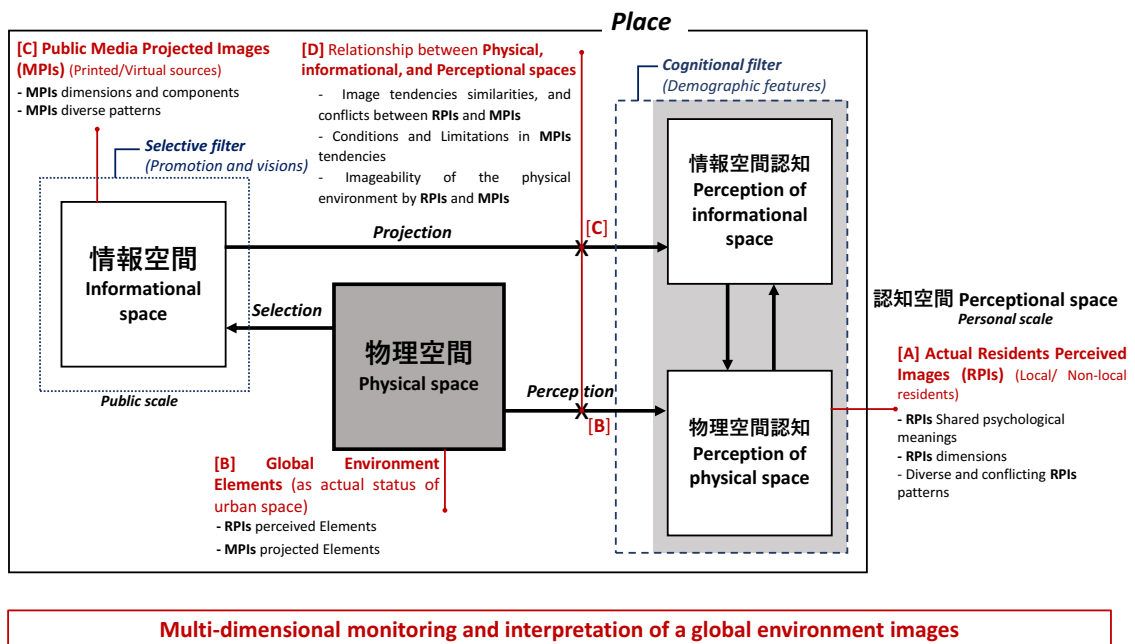


Fig. 7.1 Assessment methodology for interpretation of a global environment images
 Source: The Author

Remarkably, as shown in Figure 7.1, this research’s empirical findings show that the residents of Odaiba tend to perceive the place differently, generating multiple and conflicting image patterns according to a “Cognitional filter” based on their demographic features and preferences. While media sources reflected diverse image patterns through a “Selective filter” through their intentions, visions, and place branding resulting in different tendencies based on certain conditions and limitations. They had simultaneously some similar tendencies with some RPIs patterns. The image contributors were also examined as the dimensions and components behind the produced images.

The main findings concerning studying the two perspectives on the personal scale (RPIs) and the public scale (MPIs), are precisely presented in Figure 7.2, and they will be profoundly discussed.

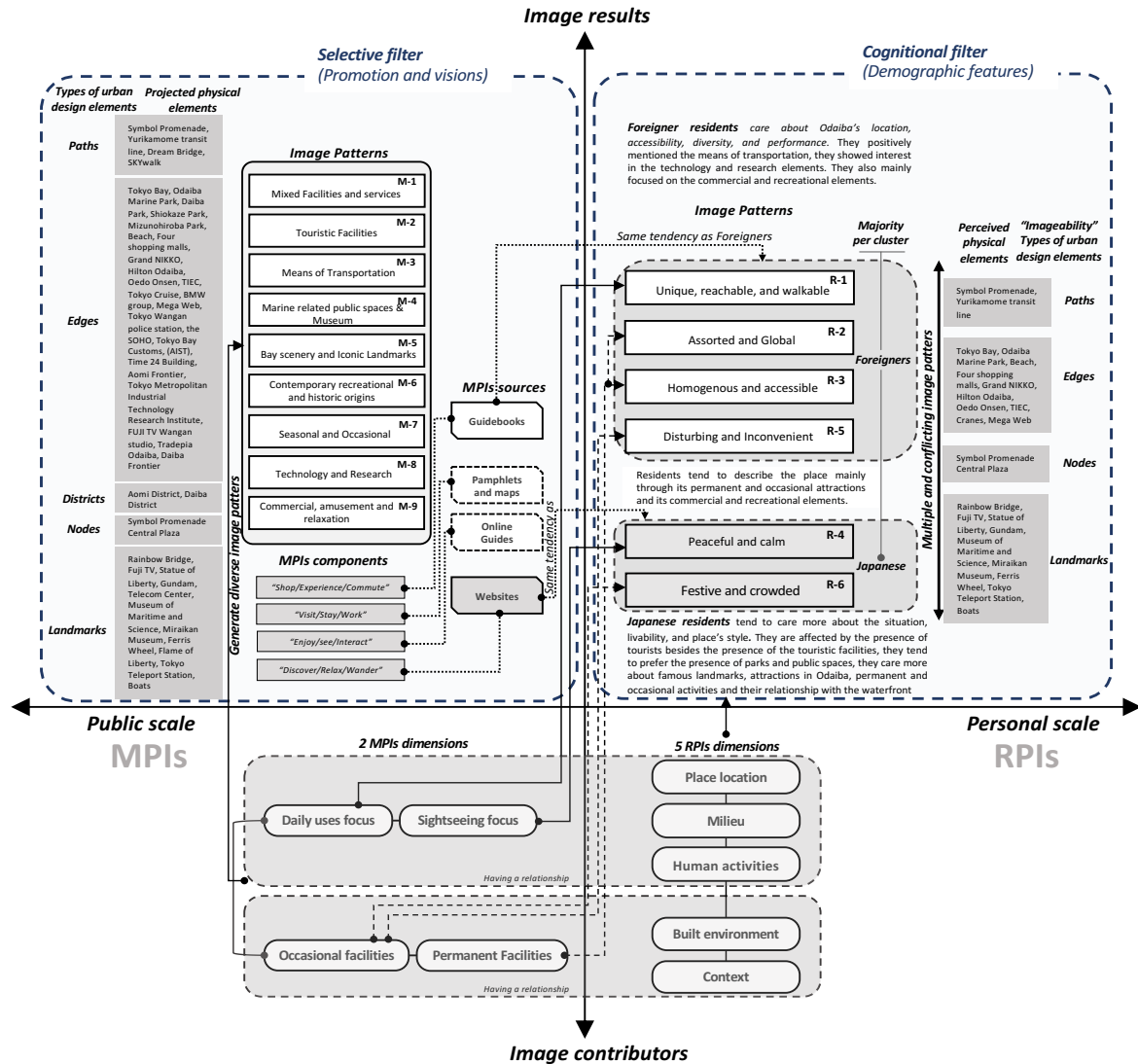


Fig. 7.2 Main research conclusions concerning RPIs and MPIs, and their relationships
Source: The author

7.2.1 Residents Perceived Images (RPIs)

First, the examination of the “Perceptual space” in terms of the actual Residents Perceived Images (RPIs) of Odaiba through a Foreign/Japanese psychological Semantic Differential survey showed significant differences in perception between Foreign and Japanese residents.

Foreigners living in Odaiba are affected by its location, accessibility, built environment style, diversity within the place, its performance, and Odaiba's spaces mixed uses. While the Japanese tend to care more about the situation of Odaiba, the attachment with the waterfront, built environment style, scale and proportions, livability, walkability, the place publicness, noise, and expenses of living. Japanese residents also feel that Odaiba is lacking some Japanese traditional built environment elements.

The place is having a diverse cultural context, as a result of numerous local and international events/festivals over the year, consequently, the livability aspects concerning the congestion and noise pollution in Odaiba were found directly being affected by these events. This has a disturbing effect on the majority of residents, particularly for those who live near the venues of these festivals and due to millions of visitors yearly to the place. Such temporary events affect the inhabitants of Odaiba when practicing their regular daily activities. Moreover, certain types of large-scale events appear to privatize Odaiba's public spaces and promenades. Because of the earlier findings, each of the related wards needs to rethink the livability factor of the place in terms of managing these activities and their venues for reducing noise pollution and congestion. One of the other negative images perceived by residents towards Odaiba is the high expenses of living.

Second, this study extracted five image dimensions including a mixture of tangible and intangible aspects that were extracted and interpreted as follows: *Place location, Milieu, Human activities, Built environment, and Context*. The dimensions derived are primarily psychological ones to explain the residents' emotions, attitudes and meaning of the place images and are based on their perception of the physical attributes of Odaiba.

Third, at a later stage of the evaluation, this analysis sought intersubjectivity concerning these individual experiences and meanings. The intersubjectivity evaluation tended to cluster sets of meanings and psychological definitions by the users to produce common psychological relations and experiences in the form of perceived image patterns. This common understanding and agreement within observers' groups increase the efficiency of this analysis⁴). Depending on the previous psychological analysis from the perspective of

diverse types of users living in Odaiba, six different and conflicting RPIs patterns are generated from Odaiba as a single place as follows: (CL.R-1 *Unique, Reachable, and Walkable*), (CL.R-2 *Assorted and Global*), (CL.R-3 *Homogenous and Accessible*), (CL.R-4 *Peaceful and Calm*), (CL.R-5 *Disturbing and Inconvenient*), and at last, (CL.R-6 *Festive and Crowded*).

Fourth, an interesting gap was found between the perception of foreigners and Japanese residents towards such a global place, some aspects related to the livability of place, human-scaled dimensions, walkability, and the easy connectivity with the city center were negatively evaluated by Japanese residents. This could be explained as Foreigners are used to these types of places as being places for everyone worldwide. While the Japanese residents find it different than the other parts of the city. A place like Odaiba has also its potentials which attracts its users such as the direct relation with the waterfront, its relatively new infrastructure, vast spaces for adopting various activities along the year, and its iconic buildings as points of reference and being landmarks of Tokyo's skyline.

The physical globalization impact that is witnessed and influences the RPIs were mainly imbedded in global replicated elements and found having a direct relation to the residents' cognition of the place as global and modern. Regarding the performance of Odaiba as a global leisure place, since it was established to accommodate a residential community, extra focus needs to be paid to the daily needs and requirements of the residents to achieve a balance in the living environment besides the place's other functions.

As a result of living in the place and daily involvement, the author described these RPIs as "Involvement-based images". These images patterns have multiple and conflicting forms based on a "Cognitive filter" depending on the residents' deep involvement with the place, their demographic features, backgrounds, preferences of the place, and the influential environment elements although the physical space elements are being clone ones. This conclusion act in accordance with Insch and Florek⁵⁾ vision who see the individual's experience that is responsible for people's attachment to places does not have specific characteristics as they have internal conflicts. This cognitive process by residents based on

their deep involvement when living in a place, their characteristics, backgrounds, and predilections of the place.

Fifth, the current study introduces the whole process as the “Image perception lifecycle” as initially begins by the impact and influence of the tangible elements and intangible factors from the present surrounding “Physical space” and accordingly, residents perceive this as sensory information. After that, the cognition through understanding the surrounding environment leads to forming impressions, beliefs, and meanings about the place as individual experiences.

Afterward, the psychological image patterns are produced in multiple forms and sometimes conflicting forms as a result of the variation in the demographic features of the place, residents’ preferences, and the place’s influential elements. Since the duration of stay in the place was found as an influencing factor of the perceived image patterns by residents of this study in terms of deeply understanding the place through its whole parameters rather than seemingly judging it. This study suggests that the produced image patterns may vary in the future due to individual reevaluation of the place, also the transformation through permanent and temporary aspects due to regeneration process from the city stakeholders’ side could have a futuristic impact. This research suggests that this process doesn’t happen once, instead, it is a continuous loop that initially begins by the individual users’ experiences.

7.2.2 Public Media Projected Images (MPIs)

In the second part of the study, some interesting findings were grasped after analyzing the content of text data (projected elements) through Text Mining of public printed and virtual media sources “Informational space” as main promoters for such a global, clone and touristic place like Odaiba.

First, the analysis indicated that the sightseeing elements overwhelm the overall Media projected images (MPIs) by intensively presenting all elements relevant to Tokyo Bay and Marine elements more than some other environmental elements that have different

functions such as residential, business and administrative facilities. It was also found that *Guidebooks* tend to cover Odaiba's various elements while giving a general idea about them. The *Pamphlets and maps* are having the tendency of promoting the parks and nature, in particular, the historic ones. The *Websites* focused on several elements associated with the Waterfront City's main potentials and elements. At last, the *Online Guides* focused on the scenery aspects, besides Odaiba as being a destination for relaxation and tended to publicize Odaiba as being a place for locals and tourists, however, it ignored the elements associated to research facilities and work environment.

Second, different approaches of media sources were found resulting in diverse image dimensions, components, and patterns. The main promoted and projected images were found mostly explained through two main dimensions. The research interpreted the dimensions as; Dimension 1 as "*Occasional/Permanent Facilities*" and Dimension 2 as "*Daily uses/Sightseeing focus*". The environment elements were found related to four main components. The "*Shop/Experience/Commute*" component is more associated with Guidebooks, "*Visit/Stay/Work*" is correlated to Pamphlet and maps. "*Enjoy/see/Interact*" component is related to Websites. At last, "*Discover/Relax/Wander*" was found clustering with the Online Guides. Also, the MPIs were found to have nine diverse image patterns covering Odaiba's elements as shown in Figure 7.2.

Third, these messages as projected image patterns undergo different stages according to this study "Projected image patterns path". First, a place with its present environment is the main object of promotion, "Individual Media Perspectives" tend to promote the place according to their "visions towards the place" in the form of information based on the place resources whether they are natural or man-made resources. Then the "Selective Projection" phase takes place to select exactly what elements to promote to reflect the image of the place and tendencies of each source resulting in common image tendencies of these media sources in the form of MPIs patterns.

7.2.3 Relationship between the Perceptual space, Informational space, and the physical environment

This study is not just about assessing residents and public media perceived and projected images independently, but rather comparing and analyzing correspondingly both images because different stakeholders on the personal and public scales can approach the same place in different ways and generate different images. These points are important to be obtained to highlight the positive and negative aspects regarding the place's image for the sake of urban marketing and urban planning redevelopment and improvement.

The current study further leads to an extensive interpretation of Odaiba's images by extracting a combined data set of elements leading to seven image patterns to provide a common basis for evaluation and comparison between RPIs and MPIs tendencies.

After the comparison between the perceived and projected image of Odaiba, this study confirmed that the image formation is based on various image contributors which result in multiple and contradictory images of Odaiba. It was found that there were direct positive and negative impacts of their projected image dimensions on the RPIs dimensions and image patterns. The MPIs dimensions are mainly depending on the promotion and description of the current situation which was initially implemented by the city authorities and accordingly affects the residents of the place.

First, iconic buildings, landmarks, and occasional events during the year are the key elements that characterize the perception of the residents of Odaiba especially the Japanese. The physical elements and the transformation of the place according to various events tend to attract the residents' attention and make the place image more distinctive.

The commercial and recreational image has a similar interest on both sides, which could overwhelm some aspects of livability in Odaiba. The more a place adopts complex functions and land uses the more it tends to generate more complicated images and sometimes contradictory images on the personal and public scale.

On the other hand, the functionality of connecting the place, and its main stations, is considered a key aspect of fostering the image by the media. They focused on connecting the place with the city's other parts to sustain its performance, livability, and the continuous flow of users. Parks were one of the highest aspects of endorsing Odaiba by the MPIs, especially emphasizing on the role of Daiba park as the historic origin of Odaiba. On the contrary, Parks were not believed as important for the residents of the place, in case of parks tended to host different local and middle-sized events continuously besides improving their infrastructure (rather than huge scaled events in different parking lots), they may draw the attention of residents and their role will be vitalized.

7.2.3.1 Imageability of the Physical space

The imageability of Odaiba was examined which depended on the physical and tangible elements of the place based on the imageability theory by Kevin Lynch³⁾ and an imageability map was generated (Chapter 6). In our case besides examining the imageability of the residents of Odaiba, these main five elements of the built environment will also be used to categorize the media elements which are produced in the form of projected image (shown in Figure 7.2). It was found that the residents of Odaiba based on their daily involvement perceive the place image according to some specific physical elements. Their imageability of Odaiba is created as a result of four key types of urban design elements: Paths, Edges, Nodes, and Landmarks.

The most important type describing the Residents Perceived Images (RPIs) of Odaiba is the “Landmarks”. Odaiba’s Landmarks are scattered through Aomi and Daiba districts. They are important because of being as reference points having exceptional character because of their types, location, function, scale, and methods of illumination. While the residents’ other important type is the “Edges” including the waterfront edges and Marine park, huge buildings defining the main Symbol Promenade, and even the Cranes that are noticed for their colors and huge scale in Aomi. The third type is Odaiba’s “Paths” such as

the main pedestrian Symbol Promenade and the Yurikamome Transit line. While the last type perceived is the “Nodes” including the Central plaza at the Symbol Promenade.

The public media tend to project their promotional images by using Odaiba’s elements by their various sources. All the five types of urban design physical elements were found covered: Paths, Edges, Districts, Nodes, and Landmarks. The “Edges” and “Landmarks” are the most dominant types of built environment elements describing the place image. The “Paths” including the main promenade, walkways, pedestrian bridges, and transit lines described Odaiba’s image. “Districts” appeared through the media sources perspective which involve Aomi and Daiba districts by presenting their main functions and characteristics. Eventually, “Nodes” were also found describing the image of Odaiba through the Central Plaza at the Symbol Promenade as a junction and point of intersection. It was observed from the imageability analysis that some points of Odaiba were not perceived by the residents and accordingly were not legible enough from their view. This kind of analysis was found useful in terms of visualizing the strong and weak points of the environment images from different perspectives.

The current image of Odaiba from various perspectives is quite different as few residential blocks are inherited with several commercial, recreational, and sightseeing elements. The main aspect facing residents is living as a minority in an island promoted as a leisure and recreational place. The shortage in some aspects of the quality of living is the main obstacle facing these residents and could vary in scale, besides living in a non-Japanese context lacking locality and basic Japanese urban spaces’ features although the place is considered by the city as an extended Waterfront of Tokyo.

7.2.3.2 Conditions and limitations of public media sources for the resultant similarities and conflicts in tendencies

This study concluded that *Guidebooks* are generally having the same tendencies as foreign residents. While *Online Guides* and *Pamphlets/Maps* are having mutual tendencies with Japanese residents and Foreigners. Finally, *Websites* are mostly having the same tendencies

as Japanese residents. In general, Japanese residents tend to have the same image tendencies as virtual MPIs sources.

The similarities and conflicts spotted between the RPIs and MPIs tendencies occurred under certain conditions of the public media sources. According to the period, the variation of information provided and methods of delivery of the information by the media, the MPIs impact could vary on the residents' perceived images. Therefore, this impact is assumed to be changeable by time. In that sense, the conditions and limitations, and methods of delivering the images through the public media sources should be examined as well to see the methods of delivering the images that have an impact on users.

According to the current study, the *Guidebooks* deliver their images based on offering general area maps and focusing on the majority of the environments' elements, then selecting specific elements by adding small-sized photos and short text which are not involving all information about the environment's elements. They are mainly offering an overall look at the environment and its uses. Whilst the *Guidebooks'* limitations are the shortage in introducing the main temporary events throughout the year.

Pamphlets/Maps depends mainly on visualizing the whole area on a detailed map and sometimes adding particular points of interest to shed their role through adding information in terms of photos and descriptive text about them and their surroundings. While their limitations are the selection of single elements depending on their promotional intentions which direct, limits, and minimizes the whole projected images.

The *Websites* are providing their images as longer descriptive articles by delivering numerous pieces of knowledge about Odaiba and then they present interactive interface tabs of Odaiba's categorized uses for users to choose from. This process is based on the users' desired category selection. They present more photos of the environment and its elements. While offering broad knowledge, they also show the main future events and their hosting venues and their adjacent facilities. *Websites* were found limited in providing a territorial sequence of the place's elements through videos and short clips.

Online Guides are projecting their images through offering higher resolution photos that occasionally include panoramic ones supplying a holistic sequence image of Odaiba which helps perceive the physical elements' proportions and order in the site. In these terms, they also offer realistic images that broaden the users' perception. Also, they provide walking routes maps and adds more sequence images through these routes. Their main tendencies depend on more coverage of the main points of interest and landmarks. While the *Online Guides* limitations are the deficiency in offering videos and short clips that regularly help in strengthening the imageability of the place.

7.3 Introduced constructs and notions

This study also introduced some constructs and notions based on the examination of a global environment and its images as follows:

- *Places Vs. Spaces*: according to this study's outcome, a "Place" is a certain environment that encourages and facilitates deep human involvement and maximizes daily experiences by being always easily accessed while being in a public state. A place also provides meaningful perceptions and beliefs to its principal users while having a unique state of identification through its elements that are not easily replicated because of its very specific conditions that enhance place attachment and satisfaction. It is also a powerful medium based on various layers for media sources to promote.

On the opposite, the "Space" is an abstract state of an environment lacking unique meanings and deep placeness values for its users resulting in a characterless condition. Spaces are strongly related to the state of recent global environments. These spaces tend to accommodate a wide range of users, functions, and events which lead to the lack of a strong obvious image and results in multiple and sometimes conflicting images from different perspectives.

- *Global environments*: is the identical state of modern environments as a result of globalization which leads to "Characterless milieus". These types of environments lack human dimensions in comparison with the surrounding city's authentic places.

Accordingly, they impact their users' life experiences and reduce the exceptional culture attributes and "Placeness" state. These global environments tend to be experimental platforms for implementing new and up to date ambitious urban visions and plans. They are venues for accommodating various temporary facilities and events that are highly promoted by the city which sometimes tend to disturb the inhabitants of such places. Through our study, recent global environments tend to be "Spaces" in terms of accommodating several world clone elements and being highly promoted environments globally and locally. They are attracting specific types of users and are reducing the profound human experiences which are relatively related to the "Placelessness" phenomenon.

- *Residents Perceived Images (RPIs)*: is mainly the actual image perceived from measuring the psychological perception and impressions of residents based on their involvement. Also, it could be generated in multiple and sometimes conflicting patterns according to the users' different backgrounds, demographic features, and preferences in which the author interpreted this process as the "Cognitional filter". These generated patterns reflect their positive and negative impressions about the place and when analyzing it could lead to the place shared psychological meanings.
- *Media Projected Images (MPIs)*: this image is produced and projected by the city through its public advertising media. This image is based on the promotion of the city's established projects through mainly their tangible and occasionally their intangible elements. This image could be generated in numerous forms according to the different sources that project this image, their tendencies, and intentions, in which the author calls this process the "Selective filter".

7.4 Main research contribution

This broad image study and interpretation will help in terms of the usage of this framework and model of images' assessment. This will help in detecting the global environments'

images and the negative impressions resulting from the impact of the performance of the physical environment and the public media sources. This study will assist future studies as an evaluation guide for place images and in the comparison of the global environments' images in terms of various scales. From societal importance, this study raises the importance of analyzing the “Perceptual space”, “Informational space”, and the “Physical space” from different perspectives. This analysis contributes to a wider and deeper understanding of the human perception and cognition of the places they involve with on a daily basis.

This understanding could help in differentiating between positive and negative impressions reflected from the place and accordingly, it will help the various stakeholders in managing the places' images and take corrective and enhancing actions by improving the real current situation and the performance of the place if the actual perceived images are tending to be negative ones. Furthermore, and specifically in this study, this understanding will help in the stakeholders' intervention to enhance Odaiba's urban environment for being also a place for living besides its current functions. In addition to revisiting the promoted images which should be based on the improved place management and plans as a vital way of place promotion and branding. This could add to the ongoing discussion about the significance of community and social concerns when assessing public satisfaction through place images.

7.5 Research limitations

Through this research journey, some limitations were noticed. The first limitation is related to the design of the research by choosing a single case study. This research conducted multiple images of Odaiba, this single case selection could limit the possibilities of the comparison between different cases which differ in nature and demographic features. But comparing several case studies in our case takes a lot of time in the analysis process, and especially concerning the analysis of media content as it can be very rigorous and extensive.

Since the research main aim was to evaluate and compare different perspectives perceived and projected images for the same place. This was supported by Yin's⁶⁾ viewpoint about

using a single case, he argued that it is possible when this single case study is being examined throughout multiple points at the same time, in which this current study fulfills.

Generalization of the results on other global environments recently constructed is not possible in the case of produced images studies, even if several places share the same context, nature and built environment. Instead, the methodology and framework of the evaluation model could be replicable for global environments' image assessment.

7.6 Further research recommendations

At this point, this research could establish some recommendations for further research points and questions related to the studied topics:

- 1) What is the future of place images and place meaning within the continuous globalization process and how could the urban planning and urban marketing realms deal and manage these circumstances for the sake of users? On this occasion, conducting interviews with public media stakeholders may add a more detailed layer behind their projected image and how they manage the place image and its performance.
- 2) Further Residents Perceived Images (RPIs) analysis at different times of the year or seasonally for the same place could present a more detailed image analysis and could be produced as the “Residents Image Timeline” or as a “Place’s Seasonal Images”.
- 3) The impact of a global event like Tokyo Olympics 2020 in Odaiba as a hosting venue could be studied at the Olympics time in terms of Residents Perceived Images (RPIs) and Media projected Images (MPIs) to figure out the place’s image and performance when hosting exceptional huge events like this.
- 4) “Residents Perceived Images” analysis from social network platforms data could be further examined and could be compared with this research results.
- 5) A comparison between several global environments with clone elements could be conducted to examine if there are common image characteristics/dimensions and to explore more the main strengths and weaknesses of these places.

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CHAPTER 8

ODAIBA AS BEING A GLOBAL ENVIRONMENT

8.1 Image enhancement through improving the “Physical and Informational space” performance

The images of global environments are mainly structured upon the clone physical elements that intensely shape these environments in a special way. These types of environments gain a lot of attention from the public media side for promoting them and showing them to the public for several reasons. It was concluded that the living environment is being affected by the existence of these elements and their performance. More attention is being paid for highlighting the appearance and situation of these elements and their contexts for promoting globalization and international competitiveness on the local and global scales, while the human aspects and dimensions of such environments are being affected.

These kinds of environments tend to be seen from different perspectives and accordingly have multiple forms through the “Cognitive” and “Selective” filters by the residents and public media respectively as shown in Figure 8.1.

A) The need for assessment of current images

The images resulting from such an environment tend to have positive and negative impressions. These impressions are a result of the performance of both the “Physical space” and the “informational space”. Thus, it became important to first evaluate and diagnose both sides for having a direct impact on the “Perceptual space” through the proposed assessment model. Accordingly, this research proposes some insights and methods for enhancing the image through the improvement of the physical environment elements and their performance that affect the residents’ perception negatively, and the media information provided, their conditions, and limitations. From here, and after the previous conclusions in chapter 7, this research proposes some insights that could be applicable as follows (shown in Figure 8.1):

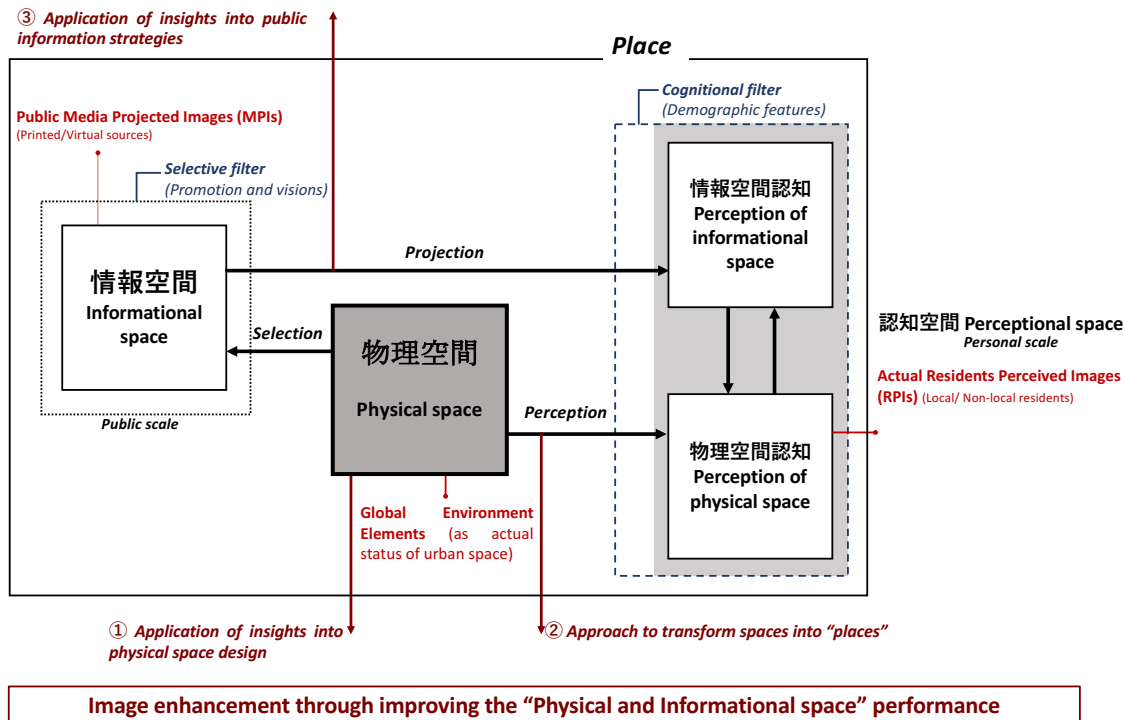


Fig. 8.1 Image enhancement of Odaiba as a global environment
 Source: The Author

8.1.1 Application of insights into the Physical space design

Wakabayashi¹⁾ has once described global environments as “yet it does not convey the same feeling of “hiddenness” or “depth” as an alleyway, confining human activities and lives within giant office buildings and high-rise apartment blocks, and with only a handful of people in the street”. This leads us to reconsider the situation of such environments through the night population especially on weekdays as it significantly differs from the day time population due to the presence of office workers and other employees of these creational facilities, these environments turn to be lifeless only accommodating the residential minority at night.

The psychological evaluation is based on the physical basis of image perception, but when we look closer to these findings a wider range of dimensions are extracted (*Place location, Milieu, Human activities, Built environment, and Context*) which explains in a detailed scope the main attributes attracting residents attention through place images and

performance. The weak performing variables and dimensions could be the key to the improvement and regeneration of urban environments by the city stakeholders.

A) The rejuvenation of the Waterfront

Since Odaiba has experienced several transition stages through time and its resources were shifted from touristic activities based on scenery and the waterfront into artificial tourist resources²⁾. This research upon the recent situation in Odaiba proposes a new description as “Temporary activities domination”. Shifting from the excessive consumption patterns and man-made recreational facilities focus and paying more attention to the Waterfront area specially Odaiba Marine park is a step. A balanced approach could be considered especially by vitalizing Odaiba Marine Park and the beach area, especially at night to be a more appealing environment. The location of the island, the Waterfront accessible area, and the scenery are considered the key potentials of Odaiba. More landscape furnishing, lighting units, and services could attract users by forming a more attractive environment throughout the year.

Although there is an artificial beach that is easily accessible by residents and outsiders, it is prohibited to swim due to high levels of pollution of the beach, which negatively affects the main role of that beach. When first constructing Odaiba on reclaimed land the local marine life has been severely affected and lots of them disappeared in this area³⁾. This should be put into consideration while repeating this case in the futuristic plans of the city. The city has been trying to purify the water in this area which will host the venues of Tokyo Olympics 2020.

B) The Locality reconsiderations

The extent of the environment’s locality and being part of the city with its authentic unique features need to be considered. This could be established by a balanced approach through inheriting local elements as local Japanese physical features in the futuristic development processes. Chains especially the international ones are overwhelming Odaiba’s image. Thus, the addition of individual local stores and outdoor local kiosks could increase the

feeling of locality and interaction with existing users. Japaneseness of the environments and enhancing the local sense of place might be an addition in this case and to other similar futuristic constructed environments.

Since “Landmarks” are considered a vital element in the imageability of users, this could be utilized by integrating several local landmarks to Odaiba. Enhancing the locality of place by boosting frequent local festivals and events is a two-sided weapon. Although these events integrate and spread the Japanese culture, on the other side it spread noise and congestion for the residents as it targets mainly the outsiders. It is recommended to use the vacant lots which are quite distant from the residential blocks to host these local events.

8.1.2 Approach to transform Odaiba’s “spaces” into “places”

The main argument resulted from this study could be summarized in the fact that global leisure and high pace consumption environments are accommodating residential minorities and tending to be spaces rather than places. The main environment functions overwhelm the regular life of a resident in terms of livability aspects and everyday involvement. The types and functions of the environment could negatively or positively affect the resident’s impressions resulting in multiple and some other times conflicting perceived images. This viewpoint complies with Friedmann⁴⁾ who mentioned that in Tokyo the priority was always given to the “economic space” on the behalf of “life space”. The imbalance in these spaces minimizes human experiences and the sense of practicing a regular life on some occasions. The physical global built environment with its vast spaces out of the human scale lacks the traditional elements like the side streets and alleys.

These economic-based environments and the massive consumption patterns also affect the social fabric of these settings. The sense of places fade and the sense of community disappears as a result of the interruption of the residents’ lives and accordingly their perceived images.

A) Human-oriented built environment

The “Built Environment” dimension affects the residents’ life in different ways, residents agree that the building proportions and heights are out of human dimensions. Privatization of public spaces is an obstacle facing the daily lives of residents as non-festivals users most of the time, closing the main public spaces as the Symbol Promenade results in the lack of accessibility to some places in Odaiba. This closure sometimes lasts for some days resulting in interfering with the residents' regular walking routes and negatively affects them. This aspect should be considered in the future hosting of various large-scale events at least by partially opening them for everyday users. In the daytime and in the summer especially more shaded and seating areas could be added especially in the long Symbol Promenade. Central plaza enhancement is an important aspect as it is considered the main node and junction by users where people meet, rest and redirect themselves to new paths. Suitable amounts of seating chairs are needed for congested times and small-sized lighting units. Florian Kaefer⁵⁾ the editor of the Place Brand Observer stated that “Public money is better invested by actually improving a place and making it better for those who live there as well as those who are considering visiting.”

B) The need for a socio-communal cure

When we look at the study’s introduced concept “Image perception lifecycle”, it is mainly based on the involvement with the place. In such places, the process of involvement itself sometimes faces many obstacles as mentioned before because of congestion and excessive noise which leads to negative “Perceived images”. Also, social relations take place when people meet daily, get to know each other gradually, and accordingly, the relationships between individuals begin which enhances the sense of community. The dilemma here is the ability of these global touristic and leisure platforms to offer such relations. These relationships could be revived from Goto’s⁶⁾ perspective who mentioned that “The Lifescape ensures sustainability of local communities by enriching the human networks and its social linkages strength in the local communities”. In that sense, Lifescape is

threatened in such places due to the shortage of social relations and the relatively small population in comparison with the huge number of visitors. The built environment proportions also play an important role in such relationships, since some of these platforms are out of human dimensions and lacking assemblage plazas or squares that are well furnished to attract users and increase their outdoor time and accordingly improve their interactions and social relations. The need for the place's social context enhancement conforms with Goto's⁶⁾ point of view again who insisted on connecting people as a key factor for improving the value of places and their Lifescape.

8.1.3 Application of insights into public information strategies

The main challenge facing the city stakeholders from this research's view is suggested as the trials for solving the community's actual negative perceived images while combining them to the examination and diagnosis process of their city through the "Media projected Images" as "Promotional-based images" according to the suggested extensive framework throughout this research. The differences observed from this process enable the improvement of the place performance and the regeneration of the urban environment through public stakeholders' strategies and future plans for enhancing the livability aspects in global places. Perhaps a good way to achieve that is through aware management that involves all stakeholders as active components of their process to articulate their requirements, and interpretations, on the same sequence, Kavaratzis⁷⁾ claims that branding of places is another face of place management. There is not a universal solution nor a prototype to follow regarding such places as each place is a unique case itself with a distinctive background, demographic features, and local circumstances.

A) Public media re-focus

Since such sources are used by different users to know more about the place, to get pieces of advice of places to see, to get oriented, and to get specific information. It is important to try covering all users' tendencies and place potentials. These public media sources concerning this study were found to have certain conditions and limitations. Mainly the

printed sources were found delivering their images in terms of offering general maps with the main points of interests and afterward they select few specific elements to focus on and add extra text description for them with small-sized images. In that sense, more place elements could be highlighted with small descriptions to help in having a general image about the whole potentials of the place. While the virtual sources were found delivering articles about the place with plenty of text, large-sized images, walking routes with sequence images and some offering high-resolution panoramic photos. There is some shortage in the video content offered by these types of sources which might limit the users' experiences.

Kaefer⁵⁾ also that “The most effective place branding initiatives leave the community stronger, more self-confident and, at the same time, more interesting for visitors, investors, foreign talent and new residents”. Updated versions should be regularly published especially the printed sources as it was noticed in some pamphlets and maps the presence of big intervals of time between the consequently published versions. Also, place branding stakeholders must consider that quick promotions and campaigns may attract tourists in a short period, but they are expected to have a negative impact and push away locals⁵⁾.

On the community level, these “Media Projected Images” derived from the “Informational space” and the media “Selective filter” should evolve a bond with the perceived individual images based on involvement and experience with the place after the examination and diagnosis processes. Additionally, they should highlight the core value of places through addressing the emotional cityscape equivalently as the physical cityscape elements through their ideological intentions for presenting the place.

The dilemma is that the process of branding and delivering messages of global places is mainly based on the attempts of coping with international competitiveness and being distinguished at the same time. This idea is, in a way, similar to Kubacki's and Skinner's⁸⁾ who concluded that for the sake of competitive distinction, place identity through branding ought to be able to achieve and sustain a competitive dominance in the global market.

In that sense, place identity produced is based on decision making by different public organizations and individuals. Kavaratzis and Hatch⁹⁾ also argued to positively manage that by “somebody (either from the town hall or from the consultancy that is hired) can delineate what the identity of the place is about, break it down into elements, and reform it in a fashion that will be manageable and easily communicated”.

Kavaratzis and Hatch⁹⁾ who are focusing on the place branding theory, also argued that efficient place branding should avoid the inclination of inserting their own needs and desires on behalf of those of society. In their idea, this could be established through trying to capture and express several perceptual attributes of the place and thus offering an opportunity of reflection on cultural understanding⁹⁾.

According to the new circumstances and the place of transformation due to the hosting of new future events and facilities and infrastructure, revised and modified versions of the media sources should be released to cope with such new plans and to emphasize more the place's role. In addition to promoting the new elements that might not be enough highlighted in these sources, along with restoring the human aspects and permanent social attributes in the place by the encounter of sustaining and developing a balanced managing approach of the place's intended projected image.

At last, this chapter highlighted the situation of current Odaiba as a global environment by introducing and proposing several insights to enhance the image perceived by its residents by improving the performance of the physical environment. This chapter was also keen on recommending some other insights related to the projected images by different public media sources through their informational strategies.

This extensive study as a whole is believed to offer an overall understanding of the images of Odaiba from the personal and public scales by focusing on evaluating three major aspects: The Perceptual space, the Informational space, and the Physical space.

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List of Research Achievements

Peer-reviewed papers (Thesis papers)

- 1) Mohamed, A., Goto, H., and Yamamura, S.: *Place Images Within Artificial Urban Environments in Tokyo Waterfront: An evaluation of the actual image through residents' perception patterns in Odaiba*, Journal of Architecture and Planning (Transactions of AIJ), Vol. 84, No.766, pp. 2585-2594, 2019. 12
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Thesis related presentations

- 1) Mohamed, A.: *Leisure platforms in the Global Age: A study on the attributes that shape the current image of Odaiba, Tokyo Bay*", The 59th Tokyo International Exchange Center Research and Presentation, "What is my study?", Japan Student Services Organization JASSO, 2018. 4. 21