

## Health and Comfort

Factors such as Japan's aging population and a growing amount of free time are promoting a stronger focus on ensuring health and comfort in people's lives. Moreover, changing values and lifestyles are bringing about more sophisticated, variegated needs.

The Nomura Real Estate Group is working to bring health and comfort to people's lives through such efforts as promoting health through sports, developing housing for senior citizens, advancing universal design, and creating initiatives to encourage participation in communities.



### ▶ Promoting Design that Improves Health and Comfort

- ▶ Providing Homes and Buildings that Achieve Greatness in both Design and Quality

### ▶ Addressing Japan's Aging and Diversifying Society

- ▶ Promoting Universal Design
- ▶ Responding to Health-Related Needs

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## Promoting Design that Improves Health and Comfort

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### Providing Homes and Buildings that Achieve Greatness in both Design and Quality

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#### PROUD Smart Design: SMART & GROWING

For condominium development, the Nomura Real Estate Development has formulated SMART & GROWING as part of its PROUD smart design paradigm. Under the dual concepts of "SMART" (reducing environmental impact by using advanced technologies and achieving harmony with nature) and "GROWING" (achieving housing comfort, safety, and sustainability), the Group is developing PROUD communities.

#### FY2014 Good Design Awards

For 13 consecutive years, the Group has won Japan Institute of Design Promotion Good Design Awards. In fiscal 2014, the Tokyo Igokochi Ronso: House Planning Means through Public Discussion project was selected for inclusion in the Best 100. The Group won awards for seven projects for fiscal 2014.

#### Award-Winning Projects

- Lazona Kawasaki Toshiba Building
- PROUD Minamiazabu: French Embassy in Japan Reconstruction Project
- PROUD Tsunashimakamicho: Re-examining Security in Housing Complexes
- Ohana: Implementing Measures to Alleviate Fears through Post-Move in Cost Reduction and Standardization
- Forest City Big Band: Community Development through Music
- Anti-Tip Systems: Joint Research among Three Developers
- Tokyo Igokochi Ronso: House Planning Means through Public Discussion

#### Design Review Contest

Nomura Real Estate Development holds a Design Review, an in-house competition to honor exceptional properties completed in the previous fiscal year. The goal of this competition is to improve the design and quality of PROUD condominiums. A panel of outside architects judges the properties not only on exterior design but also on such aspects as community building and the handling of environmental issues.

By fostering a spirit of healthy competition, the Group helps in-house architectural staff to sharpen their design skills, techniques, and knowledge as they strive to enhance customer satisfaction.



PROUD Tower Oizumi Gakuen, winner of the 2014 Design Review Grand Prize

## Addressing Japan's Aging and Diversifying Society

### Promoting Universal Design

#### Barrier Free and Quality of Life Guidebook

Together with Sonoda Lab of Meiji University Graduate School, Nomura Real Estate Development is creating the Barrier Free & Quality of Life Guidebook as part of an industry-academia joint research project. The guidebook represents a compilation of major design points—such as the six types of spatial configurations and the 22 types of design points—required for a layout targeting seniors, people in wheelchairs or the visually or hearing impaired, based on actual floor plans from the company's custom-built condominium unit business launched in 2000. These floor plans provide spaces that are comfortable for those in need of care as well as supporting family members.



A custom-made kitchen

#### Universal Design Guidebook

Nomura Real Estate Development considers aspects of design that enhance the daily comfort of people of all ages and capabilities. This approach has been compiled into the PROUD Universal Design Guidebook, which we use to achieve universal design.

### Responding to Health-Related Needs

#### Acquisition of "Active Leisure Certificate" by MEGALOS Sports Club's "Iki-iki 100 School"

In February 2015, the "Iki-iki 100 School," an exercise program provided by MEGALOS Kichijoji, acquired an "Active Leisure Certificate" from the Ministry of Economy, Trade and Industry. The program aims to help the elderly "stay healthy and lively until 100," and will be implemented at other locations soon.

\* The Active Leisure Certificate program seeks to make exercise routine for everyone and help people live longer. Businesses that provide exercise programs aimed at "making people healthy naturally while they have fun" are evaluated and then certified if they satisfy certain conditions concerning program safety and effectiveness.

#### Joint Research with Tsukuba University on Dual-Task Training

Under the supervision of University of Tsukuba Associate Professor Minoru Yamada, MEGALOS provides training to alleviate sarcopenia, the age-related loss of muscle mass that can cause falls among the elderly, and dual-task training to prevent the onset of dementia. With support from "Club 100®" members, researchers measure participants' physical capabilities and then analyze the effect of these training sessions on the muscles, etc. The results of this research will be used in the development of future exercise programs.

#### Supporting Exercise among Elderly Individuals in Local Communities

Commissioned by the local governments of cities such as Machida and Sagami-hara, MEGALOS provides exercise programs to "those 65 and over who may have trouble with various everyday physical functions," with an emphasis on safety and security. In addition to helping the elderly improve their physical abilities, these programs also get participants to see the fun in getting the blood flowing and help prevent depression and social withdrawal by encouraging interactions with others.



Exercise Programs

### **Promoting the Acquisition of "Dementia Supporter" Certification**

MEGALOS encourages its employees to become certified Dementia Supporters, who help keep an eye on dementia sufferers and their family members in local communities. The fostering of Dementia Supporters is part of the Comprehensive Strategy to Accelerate Dementia Measures (New Orange Plan) devised by the Ministry of Health, Labour and Welfare.