

Dec. 2006

Major new billboard lights up a top the San-ai Dream Center, Ginza, Tokyo

San-ai Dream Center is a commercial facility which was completed in January 1963. The project was organized by Kiyoshi Ichimura, the founder of Ricoh, who wished to create a symbolic structure of the Ricoh San-ai Group. In 2006, a new billboard was installed on top of the building in celebration of the 70th anniversary of Ricoh's founding. The lighting installation was designed to present a vibrant image of new sprouts shooting and flower buds opening under the theme of "birth and growth." This was replaced in September 2014 by the present 100% natural energy powered billboard.



Billboard on top of the San-ai Dream Center lit up

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