

2024.10.21

Mitsui Chemicals, Inc.

Mitsui Chemicals Opens Creation Palette YAE™ Co-Creation Space
Facilitating internal & external communication to drive the creation of new ideas





Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: HASHIMOTO Osamu) today announced that Creation Palette YAE™ has opened at the company’s Tokyo Midtown Yaesu head office*1 to serve as a place where all sorts of people from both Mitsui Chemicals and elsewhere can meet, interact, and create new ideas together. As outlined in a February 2024 release, the space is intended to bolster the company’s ability to offer solutions through co-creation with customers.

■ About Creation Palette YAE™

Creation Palette™ is a co-creation organization devised by Mitsui Chemicals that will collaborate with the company’s R&D sites to flesh out topics for co-creation efforts with external partners. Creation Palette YAE™ is intended to be the gateway for such endeavors. Partners visiting Creation Palette YAE™ will gain a deeper understanding of the value that the Mitsui Chemicals Group provides to society through demonstrations and the like explaining the group’s products and technologies, along with exhibits focused on its history and activities.

In addition to serving as a catalyst for co-creation in this way, the objectives of Creation Palette YAE™ include helping employees of Mitsui Chemicals Group to learn more about their company and bolstering organizational capabilities based on shared understanding. Designed to encourage communication tailored to its goals with stakeholders both within the company and outside it, this co-creation space will capitalize on the outstanding convenience of its direct connection to Tokyo Station as it seeks to become a powerful channel linking the Mitsui Chemicals Group with society as a whole.

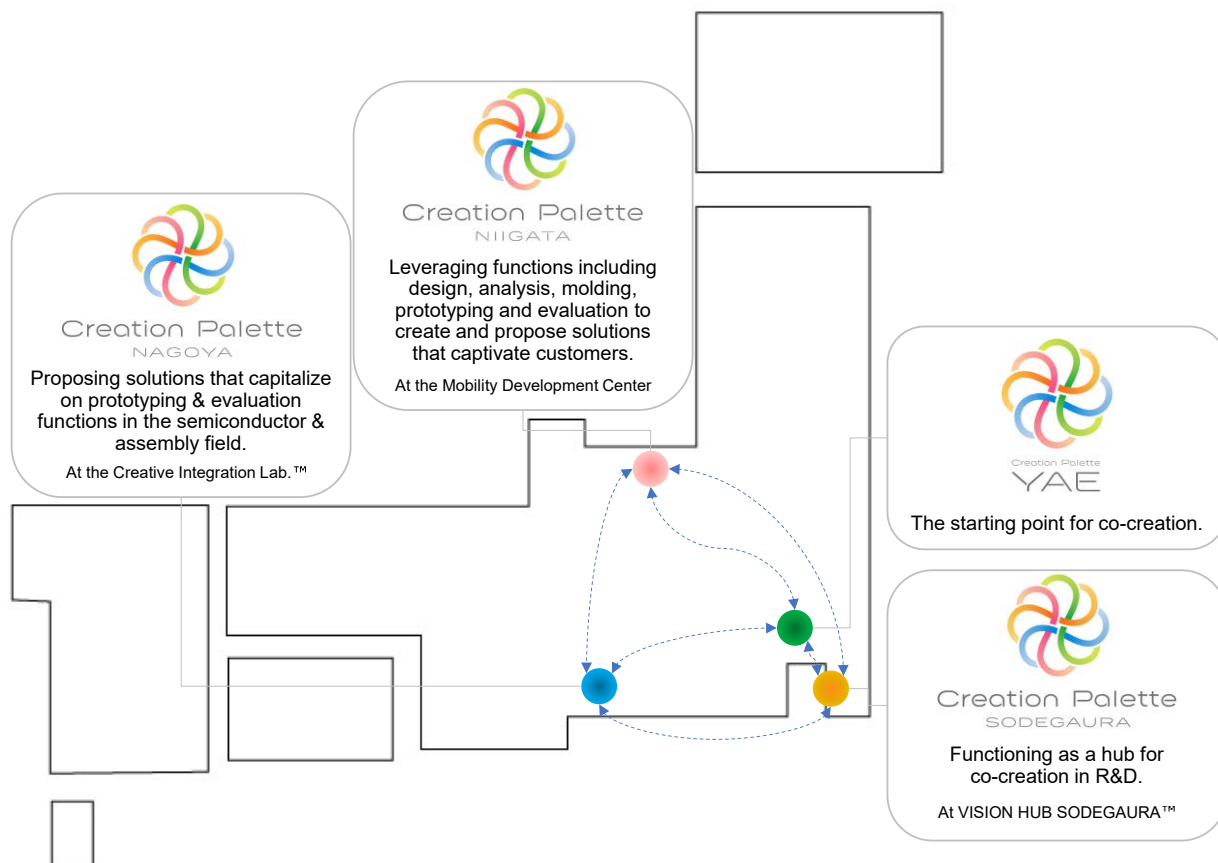
■ What visitors can see at Creation Palette YAE™

	<p><u>Collection</u> Encased in abstract objects that seem to float on light, examples of the Mitsui Chemicals Group’s products will spark conversations and dialogue.</p>		<p><u>Biography</u> Exhibits will provide viewers with a sense of the Mitsui Chemicals Group’s history and the broad-based nature of the chemical industry.</p>
	<p><u>Seeds Spec</u> Hands-on demonstrations will enhance inspiration for co-creation.</p>		<p><u>Library and Co-Working Area</u> Chances to handle samples will help budding ideas to develop, leading to conversations with R&D sites beyond Yaesu.</p>

Besides these, Creation Palette YAE™ is equipped with other spaces tailored to its assorted objectives that will support the inception and growth of new ideas.

Future plans

Creation Palette YAE™ is the gateway to Mitsui Chemicals' R&D sites beyond Yaesu. Mitsui Chemicals intends to set up similar co-creation spaces under the Creation Palette™ umbrella at several company R&D sites: VISION HUB™ SODEGAURA, the Creative Integration Lab.™ in Nagoya and the Mobility Development Center in Niigata.



The conceptual vision for Creation Palette™

How to visit

Those wishing to visit Creation Palette YAE™ will need to make a reservation via a Mitsui Chemicals Group employee.

Overview of Creation Palette YAE™

Name	Creation Palette YAE™
Location	13th Floor, Tokyo Midtown Yaesu, Yaesu Central Tower, 2-2-1 Yaesu, Chuo-ku, Tokyo

*1 [Mitsui Chemicals to Establish Creation Palette YAE™, a Co-Creation Space](#)