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CONCEPT

INTO THE EMOTIONS

The City of Tokyo as a Museum for 10 Days!
DESIGNART TOKYO 2018 welcomed over a total of 120,000 visitors!
The organic mixing of a diverse array of fields including interior design, products, graphics, fashion, art, music, architecture, technology, accommodation, and food & drink to spark a chemical reaction that results in innovation.

Introduction

DESIGNART is a new word that defines the combination of functionality with aesthetics to bring emotion into our daily lives. DESIGNART TOKYO 2018, held from 2018/10/19 (Fri) – 10/28 (Sun) in Tokyo was the vehicle for making this wonderful concept a reality. DESIGNART is an innovative design & art festival that brings the world’s design, art, fashion, food, technology, etc. together in one location.

Event

Organizer
DESIGNART Executive Committee

Duration
2018/10/19 (Fri) – 10/28 (Sun)

Participants
Designers, projects, brands, companies, shops, etc. from Japan and around the world.

Target Audience
Distributors, companies, buyers, press, students, and the general public interested in design and art.

Venues

Over 90 shops and galleries (approximately 120 exhibitors) in Omotesando, Harajuku, Shinjuku, and Roppongi.
RECORD

Results

Total Visitors
Approx. 120,000

Number of Venues • Exhibitors
Approx. 90 • Approx. 120

Press Coverage
300 Outlets (as of November 2018)

Opening Party Attendees
Approx. 1,000人

Number of Creators Matched with Companies
49 pairs

Visitor Questionnaire Results

Gender

- Male 33%
- Female 66%
- Other 1%

Age Groups

- 30s 32.7%
- 40s 21.7%
- 50s 17.5%
- 60s 4.6%
- 70s 4.0%
- 80s and Under 2.8%
- Other 0.5%
- 19 and Under 3.3%

Opinions from visitors

- I feel that it is an interesting event because I can enjoy watching exhibitions in various places.
- I think that it was good if there were lots of information and signs for this event.
- It is nice with an event to put artists and designers, young and old, into the light. It is the a good opportuity to see various pieces.
OFFICIAL CONTENTS

DESIGNART FEATURE

Akira Fujimoto × Yoko Nagayama
The face of the festival, this year’s DESIGNART Feature was an exhibition in the atrium of the Avex Building by artist Akira Fujimoto and architect Yoko Nagayama in their first-ever collaboration. The hands-on large-scale installation was titled “2021 #Tokyo Scope”.

PARTNER COUNTRY

Kingdom of Sweden  UNG SVENSK FORM
DESIGNART 2018 invited Sweden, which marked 150 years of diplomatic relations with Japan, as the event’s partner country. An exhibition featuring 29 up and coming Swedish designers from “Ung Svensk Form (Young Swedish Design 2018)” in fields such as fashion, furniture, craft, etc. in collaboration with Swedish furniture maker String was held at the World Kita-Aoyama Building.
OFFICIAL CONTENTS

DESIGNART GALLERY

DESIGNART GALLERY, held at Francfranc Forest, was a group exhibition of 15 creators in pursuit of creative expression that goes beyond the boundaries of design and art.
EXHIBITION PLAN A

Exhibitors who prepared both exhibition venue and artwork

Google

Yoichi Ochiai at kolor

Sara Lundkvisto at VOLVO STUDIO AOYAMA

BANG & OLUFSEN

Grand Seiko

HAY

© Nacása & Partners
EXHIBITION PLAN B&C

The exhibition was realized by matching both venue-only and artwork-only presentations.

BETHAN LAURA WOOD × Kazunori Matsumura at Spiral Cafe
Lithuania at broadbean

SOU FUJIMOTO at CANADA GOOSE

JOHNNY CHIU at B&B Italia

MAKOTO TANIJIRI at agnès b.

YUJI OKITSU / YURI HIMURO / YOY / RHTMA at AXIS
SALES RECORD

High-Priced Artworks and Design Products Sold

Exhibited artwork and design products, from affordable ten thousand yen to items costing several hundred thousand yen sold well and was a sign that overseas interest in Japan’s design and art scene is growing.

KATSUTOSHI YUASA
DESIGNART GALLERY

SATOMI ITASAKA
FRED PERRY SHOP TOKYO

TAKU OBATA
THE WATARI MUSEUM OF CONTEMPORARY ART

KEITASUZUKI (PRODUCT DESIGN CENTER)
REPUBLIC OF FRITZ HANSEN

YUU MINAMIMURA
SHIBUYA HIKARIE

NINA SAJET
SLIOT x ACOYA BY C&
EXHIBITOR

Designer / Artist

AKI FOR Y.S.M
AKIRA FUJIMOTO
ASAKO NARAHASHI
BAKU SAKASHITA
BETHAN LAURA WOOD×KAZUNORI MATSUMURA
JUN FUNAHASHI
KANSAKE AKAIKE
KOJUKE AIWAMURA
KOSUKU TSUMURA
KENSUKE OSHIRO
KEITA SUZUKI×PRODUCT DESIGN CENTER×ICHIRO YAMAGUCHI
LAURA SATTIN
MAKOTO TANIRI / SUPPOSE DESIGN OFFICE
MARUKO OHYA
MATHIEU PEYROULET GHIILLINI
MOTTY
NAKII KAWAMOTO
FAYE TOOGOOD
GIMIHNGSOK
GIOVANNI INNELLA
HIKARU MATSUMURA
HIROTO YOSHIOE
HITOSHI MAKINO
HISAKAZU SHIMZU / S&O DESIGN
INGGERD RAMAN
KAZUKI UMEZAWA×TAKU OBATA
KATSUOSHI YUASA
KEICHI MURAMATSU
MAKOTO IGAY
MAKOTO KAGOSHIIMA
MASARU ANZAI
NICO GOZE
JOHNNY CHIUI
JUICHI YOSHIAKAWA
RYO MATSUOKA
RYHTMA
RYUTA IDA
RYUICHI KOZKIKI
SARA LUNDVIST
SATOSHI HAYAKAWA
SAYAKA SUZUKI
SIMON CONDER
SIZERU NISHIKAWA
SOU FUJIMOTO
SHUO HAYAKAWA
TATZU NISHINO
TATEHANA NORITAKA
TAKENOKI IGAHASHI
TOMO YAMAGUCHI
YOHEI TAKAHASHI
YOSHIDA HANAKO
YOSHIKI MATSUMAYA
YOSHIROTTEN
YIOICHI OCHIJI
YÖY
YURU OKITSU
YUKO NAGAYAMA
YUJI MINAMIMURA
YURI HIMOYO

Brand / Company / Gallery

ABAHOUSE
ACTUS
AGNES B. AYOAMA
ANDREU WORLD
AREA
ARFLEX
ARTLESS APPOINTMENT GALLERY
APOLIS
AVEX
AXIS
BANG & OLUFSEN
BROAD BEAN
B&B ITALIA TOKYO
CARL HANSEN & SØN
CASSINA XIC.
CANADA GOOSE
CIBONE
CONDE HOUSE
CLAesson KOIVISTO RUNE
CRITIBA
DEAN & DELUCA CAFE
DEDON
DESIGNSHOP
DIGI SALON.JP
DISTRICT UNITED ARROWS
DOTCOM TOKYO PROJECT
E INTERIORS
EXPERIMENTAL CREATIONS
FELISI
FRANCRANC FOREST
FRED PERRY
FUJIFILM DESIGN CENTER
FUTURE LIFE FACTORY
GALERIE AZUR
GERVASONI
GEORGE CREATIVE COMPANY LIMITED
G.O.L.D.
GOOGLE PIXEL
GRAND FOND BLANC
GRAND SEIKO
HAFT DESIGN
HASUNA
HAY
HIDAY
HERNO
HODAKA
IMG SRC
INTERSECT BY LEXUS
K FURNITURE
KLEIN DYTAM ARCHITECTURE
KOLOR
KNOLL
LLOYD'S ANTIQUES AYOAMA
LOVELESS
MATOHU
MINOTTI
MIDORI SO GALLERY
MUI LAB
NAKANIWA DESIGN OFFICE
NANZUKA
NEW VALLEY
NICHIESU
NIELSSING
NONIO
ONFADD
PAVILION
PERRIER-JOUET
PETIT BATEAU
PERROTON TOKYO
PROPELLAHEART
RESTIR
ROCHE BOBOIS TOKYO
REPUBLIC OF FRITZ HANSEN
SANWACOMPANY×KARIMOKU NEW STANDARD
SALIOT x ACOYA BY C
SENRRINZAKI
SEMPRE HOME
SHIZEN ENERGY
S.I.C.
SIEMATIC
STRING
STUDIO Y2
SPIRAL
THE WATARI MUSEUM OF CONTEMPORARY ART
TARAMAN+
TAKA ISHI GALLERY
TAKEO KIKUCHI
TAKEYARI
TENOHA DAIKANYAMA
TIGDA
THE WORKS
TIIER GALLERY
TIME & STYLE
TWEED RUN TOKYO
TOMIO KOYAMA GALLERY
TOKYO MIDTOWN
ULTRASUPERNEW GALLERY
UNITED ARROWS
UNITED FLOWERS
VOLVO STUDIO AYOAMA
WILKHAHN FORUM TOKYO
Ys
100BANCH
1616 /ARITA
52DESIGN

and more
DESIGNART TOKYO 2018

DESIGNART 2018 kicked off with an opening ceremony held in front of the Avex Aoyama Building with special guests including the Swedish ambassador to Japan. DESIGNART feature stars Akira Fujimoto and Yoko Nagayama.
OPENING EVENT  PARTY NIGHT

Amazon Fashion Week TOKYO X DESIGNART TOKYO 2018

Over 1000 people across the fields of fashion, design, and art attended this year’s opening event with special guests creator Kunichi Nomura and fashion model Kiko Arai.

PECHAKUCHA NIGHT

20 Slides, 20 Seconds per Slide Following last year, a special DESIGNART version of the Tokyo-born presentation event now held in over 1000 cities worldwide. This year also welcomed leading figures from design, art, and fashion as presenters.

Kunichi Nomura (creator),
Takahiro Iwasaki (artist),
Kazuma Iwano (Editor in Chief, “Droptokyo”)
Seiran Tsuno (Fashion Designer)
Bethan Laura Wood (Artist & Designer)
Hiroyuki Horihata-Makiko Sekiguchi / matohu (Fashion Designers)

SESSION

At the end of the opening event, an open session was held as an opportunity for creators from diverse fields and different nationalities to interact and share and discuss ideas and experiences. Renown champagne house Perrier Jouet provided the sparkling wine, while acclaimed Japanese sake brewery Dassai provided the Nihonshu. The catering, for the first time from restaurant Ode, was almost like modern art in its presentation.
DESIGNART CONFERENCE-BRIDGE-

The Conference to think, learn and exchange ideas towards a changing society and the future

Over a period of two days, six talk sessions were held as a part of a conference called Bridge. The panelists discussed various ideas about the future while answering questions from the audience.

Panelists:

CRAFTSMANSHIP:
Akira Minagawa, Ingegerd Raman, Ryuko Kida

TECHNOLOGY:
Arina Tsukada, Eisuke Tachikawa, Tsukasa Takenaka

ART:
Bethan Laura Wood, Masamichi Toyama, Ritsu Yoshino

WORK:
Ayumi Fujimoto, Masami Takahashi, Takahiro Shibata

CLOTHES:
Ako Tanaka, Ivan Poupyrev, Kunihiko Morinaga

LIVING:
Jaime Oliver, Paloma Hernaiz, Kazuya Shimokawa, Masaki Yokokawa

Venue:
Spiral Hall

Program Partner:
Spiral/Wacoal Art Center, Inc.
DESIGNART TOKYO 2018 x HOME-FOR-ALL

DESIGN for BIGGER ISSUES
Advance on what we’ve learned from disaster

Over 140 people participated in the DESIGNART TOKYO 2018 x Home For All Talk Session with NPO Home For All.

“What is a good home for those who have lost their home to disaster. Home For All started with the realization, through talking with victims of natural disaster, that modern design does not always equal good architecture. The talk session resulted in a passionate discussion between the panelists and audience members. The auction raised ¥5,265,000.

Venue Sponsor:
Teruo Kurosaki
(NPO Farmer’s Market Association)

Panelists:
Toyo Ito
Kazuyo Sejima
Taiji Fujimori
Manabu Chiba
Atelier Bow-Wow
Osamu Tsukihashi
Klein Dytham Architects

Artists Participating in the Auction:
Atelier Bow-Wow
Junya Ishigami
Toyo Ito
Kumiko Inui
Maki Onishi
Takeshi Okada
Asami Kiyokawa
Klein Dytham Architects
Reiko Sudo
Kazuyo Sejima
Manabu Chiba
Asao Tokoro
Kohei Nawa
Ryue Nishizawa
Naoya Hatakeyama
Katsuhiko Hibino
Akihisa Hirata
Kazuko Fujie
Soug Fujimoto
Taiji Fujimori
Fumihiko Maki
Kunihiko Morinaga
Riken Yamamoto
TOOLS / SERVICE

1. OFFICIAL TABLOID

Content included the interview with DESIGNART FEATURE’s Akira Fujimoto, Yuko Nagayama and information about the hottest exhibitions. The twenty-page official tabloid also featured profiles of up-and-coming creators chosen for Under 30. 50,000 copies were distributed at 230 locations throughout Tokyo.

2. OFFICIAL MAP

50,000 copies of the event’s map were distributed. Visitors also used the map to collect stamps at various event locations.
3. OFFICIAL GUIDE BOOK

The 144-page official guidebook included information about all the exhibitors and interviews with exhibitors. 10,000 copies of the guide were distributed mostly at the exhibition venues.

4. OFFICIAL WEB

The official website is in Japanese and English and includes information about exhibitors, a map of architectural sites, profiles of artists and brands, and additional information not included in the official guidebook.

The website received almost twice as many visitors as last year.
Approx. 230,000 page views
Approx. 64,000 unique users (monthly total from October 2018)
5. AUDIO GUIDE (ON THE TRIP)

Continuing from last year, DESIGNART TOKYO 2018 featured the official audio guide “On the Trip” which included information about exhibition items and architectural sites. Relying on GPS technology, the entire city of Tokyo became one big museum.

6. OFFICIAL CAFE / INFORMATION CENTER

Three Dean & Deluca locations became the official café and rest stop for DESIGNART TOKYO 2018. The cafes served original DESIGNART TOKYO 2018 drinks and offered free size upgrades.

The Information Center was in the World Kita-Aoyama Building. Visitors could pick up an official guidebook, get information about near exhibitions, get instructions for how to use the audio guide, and sign-up for the stamp gathering competition.
TOOLS / SERVICE

7. OFFICIAL GOODS (SIGN, CUTTING SEAT, OFFICIAL T-SHIRTS, OFFICIAL BAG)

The official flag was designed by designer Yoshikazu Yamagata and the flag stand was designed by architect Keiji Ashizawa. The official T-shirt is a rearrangement of the DESIGNART logo. The official bag was created in collaboration with Apolis. Los Angeles-based Apolis is a brand with its mission to create employment on a worldwide scale with simple yet highly functional design. The official booklet is a perfect fit for the limited run bags decorated with the DESIGNART logo.

OFFICIAL CAR

The official car of DESIGNART TOKYO 2018 is the Swedish carmaker Volvo. The Volvo XC40 SUV placed in Amazon Blue with the DESIGNART logo in gold sat in front of the World Kita-Aoyama Building during the event.
PRESS

Coverage : Approx. 300 outlets (newspapers, magazines, websites, radio)

A one-and-a-half-time increase compared to last year’s 200 outlets.

What characterizes this year’s event is that many articles focused on our exhibitors, in addition to providing an overall coverage of the festival. Also, online media outlets published articles quickly, keeping pace with our updates. This allowed us to provide rich and multi-faceted information in a timely manner. Also, this year’s mass media coverage time was approximately three times longer than last year’s. Creators that participated in the festival appeared on TV and introduced viewers to their work in their own words, which attracted attention on SNS platforms and online websites. This allowed us to promote our creators as well, which contributed to the vitalization of the domestic creative industry.

EXAMPLE
The Financial Times
Dezeen
Wallpaper magazine
abc NEWS
The Japan times
J-WAVE
ELLE DECOR
SO-EN
pen
Casa BRUTUS
WWD JAPAN
The Mainichi
SHOTENKENCHIKU
THE SANKEI NEWS
Asahi Shimbun Digital
Bijutsu Techo
fujingaho digital japan
Fashionsnap.com
VOGUE
AXIS web magazine
ELLE ONLINE
madame FIGARO japon
Time Out Tokyo
TOKYO ART BEAT
PRESIDENT Online
Esquire
UOMO
SPUR.JP

and more…

MAJOR MEDIA EXAMPLE

Mohedezee
the Artingling
30th J-WAVE
PRESS

1. Paper Media

WWD JAPAN

ELLE DECOR

THE TOKYO JIHO

SPECIAL ISSUE OF ELLE DECOR JAPAN
PRESS

2. WEB Media

AXIS web magazine
Bijutsu Techo
FASHIONSNAP.COM

Casa BRUTUS
Milk JAPON WEB
madame FIGARO japon
PRESS

3. International PR
Our overseas media PR was conducted in cooperation with CAMRON, a PR agency with an international network in the domains of global design, lifestyle, and business. We have received feedback from international media.

Feedback from International Media
• The quality and level of DESIGNART content was high
• Media found the images and written materials engaging
• The marketing collateral and map was great

Press Trip
Four journalists from top global media came to Japan. They wrote multiple in-depth articles spanning multiple pages.
• Augusta Pownall, Dezeen (UK)
• Christopher Beanland, The i (UK)
• Sarah Hucal, ABC (US) and Curbed (US)
• Tom Morris, Financial Times (UK)

Media Coverage Overview
General Evaluation of Media Coverage
We gained exposure in leading global news media. The articles were of very high quality, and many were run worldwide, covering the story in-depth and featuring the highlights of DESIGNART and plentiful quotes from key figures and designers.
The number of followers has increased from about 700 reach last year to about 1970 this year.
CREDIT

ORGANIZER
DESIGNART COMMITTEE

PARTNER COUNTRY
KINGDOM OF SWEDEN

SUPPORT
Arts Council Tokyo
Tokyo Metropolitan Foundation for History and Culture

SPONSOR
ASAHI BUILDING-WALL CO., LTD.
ASKUL Corporation
CANADA GOOSE
D.BRAIN CO., LTD.
Francfranc
GERVASONI JAPAN
Panasonic Corporation Appliances Company
Perrier-Jouët
Sony Corporation
SPACE CO., LTD.
TANSEISHA Co., Ltd.
VOLVO STUDIO AOYAMA

COOPERATION
APOLIS
APROZ.
Arakawa & Co., Ltd.
AURORÉ INC.
Ave Inc.
B&B Italia Tokyo
Bang & Olufsen
BAUS
Chetsu Pulp & Paper Co., Ltd.
DEAN & DELUCA CAFE
Fujimiy Co., Ltd.
HAY
HIRAMIYA CO., LTD.
Japan Airlines Co., Ltd.
Japan Fashion Week Organization
Material ConneXion
Tokyo Moleskine
Mori Art Museum
mui Lab, Inc.
Nakagawa Chemical Inc.
P.R.I.M.V.S
SANYO SHOKAI LTD.
Shigotohto Inc.
Shizen Energy Inc.
Spiral/Wacool Art Center STRING®
Sugahara Glassworks Inc.
SUNCORONA ODA co., ltd.
Tokyo Hotels Co., Ltd.
Volerba COPENHAGEN
WORLD CO., LTD.
WORLD PRODUCTION
PARTNERS CO., LTD.
WORLD SPACE SOLUTIONS CO., LTD.

MEDIA PARTNER
deezen
ELLE DECOR FASHIONSNAP.COM
I’m home.
JDN
madame FIGARO japon
Pen
SHOTENKENCHIKU
The Artling
Time Out Tokyo
Tokyo Art Beat
WWD JAPAN

SUPPORT
Embassy of Sweden
Minato City

MEDIA SUPPORT
J-WAVE 81.3 FM

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Okiyosato Nagata EKS

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WEB Design & Coding
Junichi Okamoto / jojodesign inc.

WEB Creative Director
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GRID, Inc.

REBORN, Inc.

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