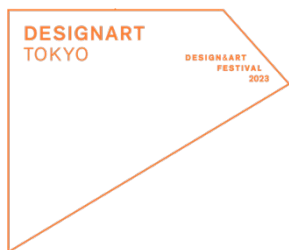


**DESIGNART  
TOKYO**

DESIGN&ART  
FESTIVAL  
2023

# DESIGNART TOKYO 2023 REPORT

DESIGNART TOKYO 2023



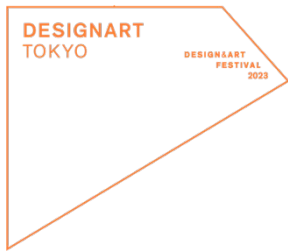
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[info@designart.jp](mailto:info@designart.jp)

# CONTENTS

- 02 CONCEPT
- 03 RECORD
- 04-09 EXHIBITIONS
- 10-11 OFFICIAL EXHIBITIONS
- 12 OFFICIAL PROGRAMS
- 13 AWARDS
- 14 EVENTS
- 15 SALES RECORD
- 16 OPENING CEREMONY
- 17 TOOLS
- 18-21 ONLINE CONTENT
- 22-25 PRESS
- 26 CREDIT



# CONCEPT

## THEME

# Sparks

Freeing Your Thoughts

## What is DESIGNART TOKYO?

Inspiration and connections without borders  
DESIGNART TOKYO began in 2017 as a design and art festival based on the theme "INTO THE EMOTIONS." Eminent creatives from around the world converge in Tokyo, one of the world's most culturally diverse cities, to hold various exhibitions across the city and in various genres, including interior design, art, fashion, technology, and food.

One of the major features of the event is one's ability to enjoy numerous exhibitions while moving through the city and, should sparks fly, even buy pieces on the spot. The event has been known to be the catalyst of unforeseen chemical reactions between creative professionals in Japan and those hailing from abroad, who join up for new projects or otherwise launch their ambitions into the wider world.

With sustainability being the norm and questions arising about the responsibilities of the creator and those of the user, creative crafts and manufacturing will be a driving force that supports society into the future. To experience daily life enriched with long-lived designs and art-connections for such irreplaceable encounters and wonderment abound without borders when DESIGNART TOKYO turns the city into a veritable museum.

## Outline

**Organizer**  
DESIGNART TOKYO COMMITTEE

**Dates**  
October 20 – 29, 2023

**Participants**  
Designers, projects, brands, shops, museums, gallery etc. from Japan and around the world.

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

## Venues

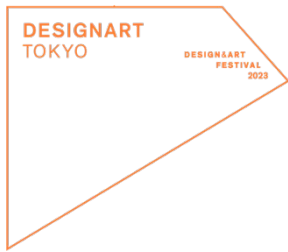
83 venues (127 exhibitors) – shops and galleries in Omotesando, Gaienmae, Shibuya, Harajuku, Roppongi, Hiroo, Ginza and Tokyo station area.



DESIGNART Gallery ©USAMIRYO



A NEW HORIZON ©Nacasa & Partners



# RECORD

This year marked a record number of 108 exhibits and a total of 210,000 visitors. Ten days of creators from around the world, covering a variety of genres, sparked their talents.

Total Visitors

**Approx. 214,500**

Web & Social Media

**Approx. 1,950,000 views**

(during Aug 9<sup>th</sup> – Nov 16<sup>th</sup>)

Press Coverage

**562 articles**

(as of Nov 17<sup>th</sup>)

Number of Venues

**83 venues**

Number of Exhibitors

**127 exhibitors**

Creators and Brands

**Approx. 300**

Exhibitors matched through DESIGNART's matching program

60 pairs

Circulation of the Official Poster

500 copies

Circulation of the Official Guide map

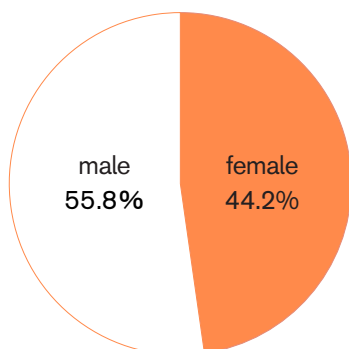
30,000 copies

## Online Content

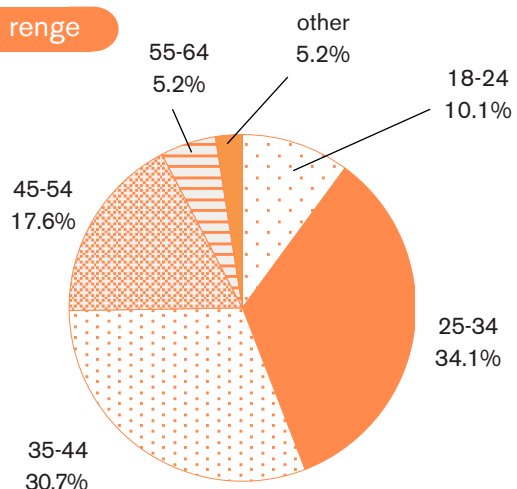
- PR video production and distribution (YouTube, Instagram etc.)
- Online Map (Google Map)
- Instagram Report (Instagram)
- Gift Campaign (Digital stamp rally, SNS hashtag posts)

## Social Media Followers \*Figures are from Instagram

Gender



Age range



# EXHIBITIONS PLAN A



VENUE &  
ARTWORK

Exhibitors who have arranged both exhibition space and artwork.

## KUNSTHÅNDVÆRK - Contemporary Danish Crafts from Bornholm at HOTEL K5

The first exhibition in Japan by nine contemporary craft artists from the Danish island of Bornholm was held in a suite at Hotel K5 in Kabuto-cho.



## FENDER FLAGSHIP TOKYO

Fender Pick Tables

Fender opened the world's first flagship shop "FENDER FLAGSHIP TOKYO" in Harajuku. During the exhibition, original tables designed in collaboration with Klein Dytham Architects were exhibited and for sale.



## Yamaha Design Laboratory

at AXIS Gallery

In the exhibition "Where We Are -Yamaha Design Laboratory 60th anniversary exhibition-" featured prototypes from the last 20 years, as well as the first exhibition in Japan of Yamaha's latest work, "Items like furniture for life with musical instruments".



## MA5 GALLERY by SANLORENZO JAPAN PATTERN STROKE

A solo exhibition by painter Nobuto Fukutsu. The exhibition featured works of various landscapes the artist had seen on his travels, mainly painted by pasting together parts made of patterns.



## Time & Style Atmosphere

DRILL DESIGN Collection / Claesson Koivisto Rune Collection

The latest Drill Design work, Diamond back, and other products inspired by the Windsor chair were also exhibited. In addition, an unpublished lounge chair by Claesson Koivisto Rune was also exhibited.

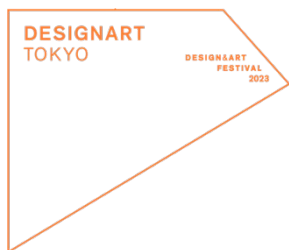


## The National Art Center, Tokyo

Yves Saint Laurent, Across the Style

This exhibition, organized with the full cooperation of the Musée Yves Saint Laurent Paris, marks the first retrospective of the designer's works ever to be staged in Japan after his death.





## PLAN A EXHIBITORS

100BANCH / 100BANCH

A-TOM Co., LTD. / COURTYARD HIROO Gallery

A-TOM Co., LTD. / SONO AIDA #Shin-yurakucho

ACTUS / ACTUS AOYAMA SHOP

ARFLEX JAPAN LTD. / ARFLEX TOKYO

artless Inc. / camellia court101 GRIFFON CONFERENCE

Carl Hansen & Søn Japan / Carl Hansen & Søn Japan office

Cassina inc. / Cassina inc. Aoyama shop

CondeHouse / CondeHouse Tokyo Shop

COSENTINO JAPAN / COSENTINO CITY TOKYO

CROWN Inc. / AREA Tokyo

CROWN Inc. / Roche Bobois TOKYO

DAIKYO INCORPORATED / WORLD Kita-Aoyama Bldg.

DENTSU INC. / CELINE OMOTESANDO

DREAMBED CO.,LTD. / LIGNEROSSET TOKYO SHOP

EBRU Inc. / SCENT

en one Tokyo / Gallery COMMON

Fender Musical Instruments Corporation / FENDER FLAGSHIP TOKYO

FFJ Co.,Ltd. / FLEXFORM TOKYO

franky inc. / moln Minamiaoyama

Fujifilm Holdings Corporation / CLAY STUDIO

GROHE / GROHE AKASAKA SHOWROOM

HERMES JAPON Co., Ltd. / Ginza Maison Hermès Forum

hide kasuga 1896 / hide k 1896 flagship

Hong Kong Trade Development Council / Rand OMOTESANDO

inter office / DESIGNART GALLERY

Ishinomaki Laboratory X WOSET / dotcom space Tokyo

ISSEY MIYAKE Inc. / A-POC ABLE ISSEY MIYAKE | AOYAMA

ISSEY MIYAKE Inc. / ISSEY MIYAKE GINZA | 442

januka Co., Ltd. / januka shop

Japan Finland Design Association / Hyvää Matkaa

Kaori Juzu / HOTEL K5

Knoll Japan / Knoll Japan Showroom

KOTARO NUKAGA / KOTARO NUKAGA

LIVING HOUSE. / LIVING HOUSE.SEIBU SHIBUYA

Louis Vuitton Japan Company / ESPACE LOUIS VUITTON TOKYO

MAKI / MAKI Gallery

Mori Art Museum / Mori Art Museum

NOMURA Co.,Ltd. / GYRE.FOOD

ONBEAT / AFRODE CLINIC

Pernod Ricard Japan / WITH HARAJUKU

PERROTIN / PERROTIN TOKYO

PRESTIGE JAPAN INC. / Time & Style Atmosphere

PRESTIGE JAPAN INC. / Time & Style Midtown

Ritzwell / Ritzwell OMOTESANDO SHOP & ATELIER

ROLF BENZ TOKYO / ROLF BENZ TOKYO

Sanlorenzo Japan / MA5 GALLERY by SANLORENZO JAPAN

Seiko Watch Corporation / Seiko Seed

SEIKATUGEIJYUTSUSYA / HOUSE@MIKIRIHASSIN

Simmons / eautyrest JINGUMAE(SIMMONS)

Sony Group Corp. / Sony Park Mini

STELLAR WORKS JAPAN / Stellar Works Showroom

Straft / MIDORI.so NAKAMEGURO MIDORI.so GALLERY

SUGITA ACE CO.,LTD / Ginza innit

THE CONRAN SHOP JAPAN / THE CONRAN SHOP MARUNOUCHI

The National Art Center, Tokyo / The National Art Center, Tokyo

TOKYO MIDTOWN / TOKYO MIDTOWN YAESU

Tokyo Tatemono Co., Ltd. / BAG -Brillia Art Gallery-

TORY BURCH JAPAN / TORY BURCH

True inc. / MAHO KUBOTA GALLERY

TS Aromatique Inc. / è interiors

USM / USM Modular Furniture Showroom

Vitra / Artek Tokyo Store

WELCOME Co., Ltd. / CIBONE | HAY

Y inc. / SHIBUYA Hikarie 8F , Creative Lounge MOV

YAMADA HOLDINGS CO., LTD. / Poltrona Frau Tokyo Aoyama

Yamaha Corporation. / AXIS Gallery

# EXHIBITIONS PLAN B and Venue Sponsor

## VENUE ONLY



- Exhibitors who have provided exhibition space only
- Venues that have provided exhibition space through venue sponsorship
- \*Exhibitors who exhibited under DESIGNART's matching coordination.

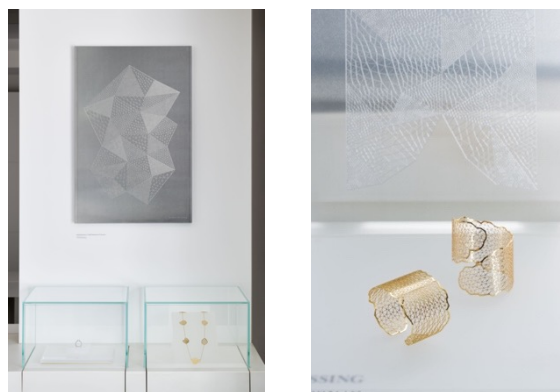
### at TOKYO MIDTOWN

Three exhibitions were held by 21B STUDIO (front of Galleria 2F Aēsop), Yuichiro Morimoto (front of Galleria 2F lucien pellat-finet) and Daiki Tado (front of Galleria 3F IDÉE SHOP/IDÉE CAFÉ PARC).



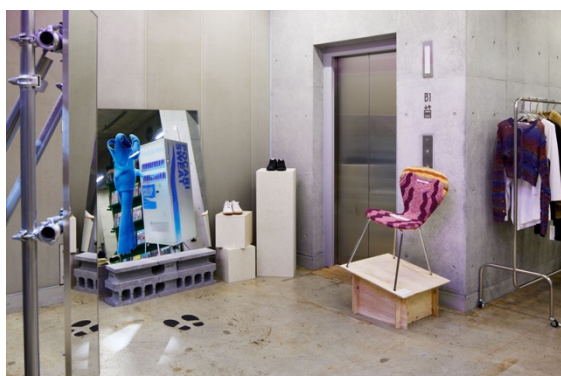
### at NIESSING TOKYO

Hiromasa Fukaji exhibited "PloTopia", a collaborative work inspired by latest collection, the NIESSING TOPIA VISION series.



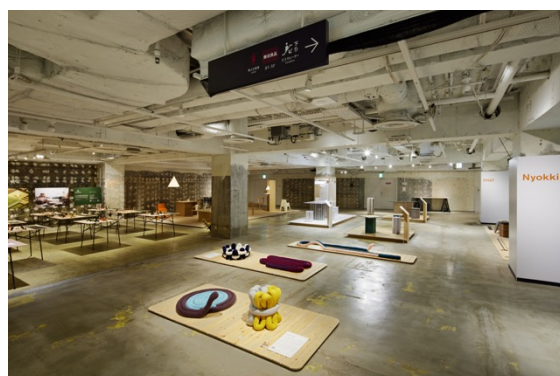
### at PERVERZE THE EMBODIMENT STORE

Artist KOTA KAWAI exhibited special artworks incorporating textiles and materials that PERVERZE has used in the past as materials.



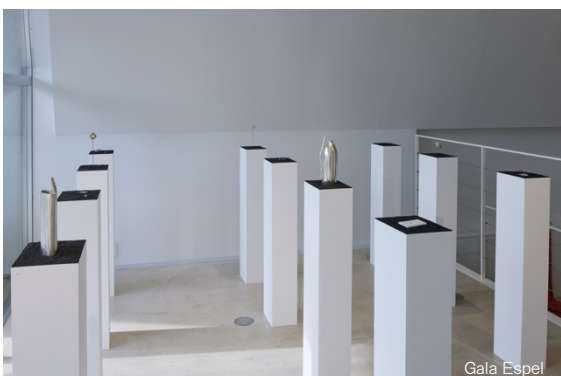
### at SEIBU Shibuya (A Bldg, Movida Bldg)

Five groups exhibited: Keio University - Yasuto Nakanishi Lab (A Bldg.), Masafumi Futto, Nomadic Collective, PHAT and Nyokki (Movida Bldg.).



### at TIERS Gallery

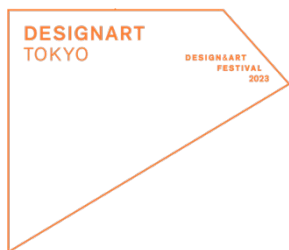
Gala Espel (U30), Akira Hojo/Ryoma Maeda, and So Tanaka (U30), Masato Ozawa exhibited their work.



### at Common

OBJECTRUM, objects made by hand from scrap wood by Tomoya Okoshi, were exhibited and for sale.





## PLAN B EXHIBITORS

Common / Tomoya Okoshi

NIESSING TOKYO / Kashikey

PERVERZE THE EMBODIMENT STORE / IMCF CO., LTD.

TOKYO MIDTOWN Galleria 2F, front of Aēsop / 21B STUDIO

TOKYO MIDTOWN Galleria 2F, front of Lucien pellat-finet / NEWPLAIN

TOKYO MIDTOWN Galleria 3F, front of IDÉE SHOP | IDÉE CAFÉ PARC / Daiki Tado

SEIBU SHIBUYA / Masafumi Futo, Nomadic Collective, Nyokki

PHAT, Yasuto Nakanishi Lab., Keio University

Tokyu Plaza Shibuya / Asemi Co., Ltd., BBmedia Inc., NORIKO HASHIDA DESIGN

TIERS GALLERY / Gala Espel, So Tanaka, HOJO AKIRA/Ryoma Maeda, Masato Ozawa

Omotesando Futonten / HaKU Design Studio

BUNKITSU Roppongi / grandpa inc.

JIDA Design Museum / Mai Suzuki

Hibiya OKUROJI / AZUMA PLYWOOD CO.,LTD., ELD Co.,Ltd.

HONOKA, Kaiba Design Node Co., Ltd., MASATO SUZUKI DESIGN



# EXHIBITIONS PLAN C



## ARTWORK ONLY

\*Exhibitors who exhibited under DESIGNART's matching coordination.

### HONOKA

at Hibiya OKUROJI

"TATAMI ReFAB PROJECT" by HONOKA, winner of the 1st Prize of the Milano Salone Satellite Award 2023, was exhibited in Hibiya OKUROJI.



### Leo Koda

at mintdesigns corner gallery

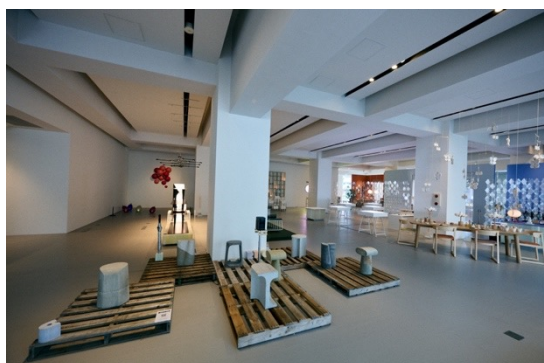
"In Fill Out" by Leo Koda, one of the U30 winners, was exhibited at mintdesigns's new corner gallery in the Aoyama shop.



### DESIGNART GALLERY

at escorte Aoyama

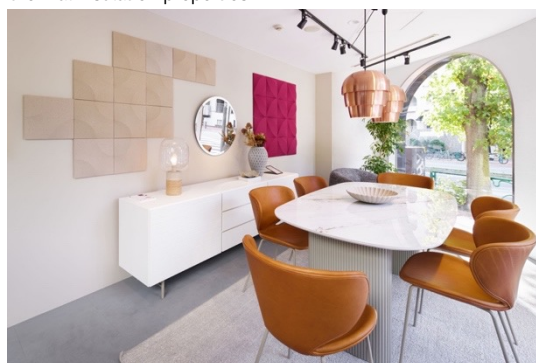
DESIGNART GALLERY held an exhibition of the latest creativity from 11 exhibitors from Japan and abroad, curated by DESIGNART.



### ZAMA

at Bo Concept Aoyama Store

ZAMA by MOLFO exhibited interior wall art that is expected to have sound absorption, soundproofing, moisture absorption, desorption and thermal insulation properties.



### HaKU Design Studio

at OMOTESANDO FUTONTEN

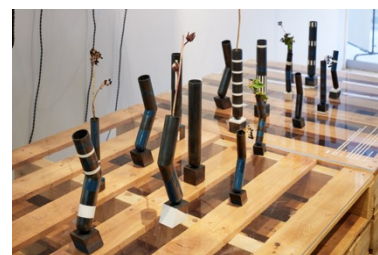
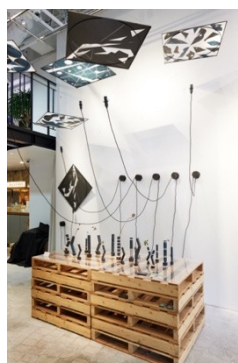
HaKU Design Studio presented ø [ou], a light that creates unexpected visual effects with a range of finishes and prismatic effects to express the light in a variety of ways.



### POPCORN

at BUNKITSU Roppongi

POPCORN presented Fly a light "TAKO", a work with two elements - a light and an object - inspired by the atmosphere and excitement of flying a kite.



## PLAN C EXHIBITORS

21B STUDIO / TOKYO MIDTOWN Galleria 2F, front of Aēsop  
Ambientec / DESIGNART GALLERY  
Asemi Co., Ltd. / Tokyu Plaza Shibuya 3F 111  
ASOBI / DESIGNART GALLERY  
Atma / WORLD Kita-Aoyama Bldg.  
AZUMA PLYWOOD CO.,LTD. / Hibiya OKUROJI  
BBmedia Inc. / Tokyu Plaza Shibuya 6F URBANCORE  
Bumki Song / WORLD Kita-Aoyama Bldg.  
CLEVERCLAIRE / WORLD Kita-Aoyama Bldg.  
Curiosity / WORLD Kita-Aoyama Bldg.  
CURIOSITY × LUXURY LIVING / DESIGNART GALLERY  
Daiki Tado / TOKYO MIDTOWN Galleria 3F, front of IDÉE SHOP |  
IDÉE CAFÉ PARC  
DAIKYO INCORPORATED / WORLD Kita-Aoyama Bldg.  
Denis Guidone × Y.S.M / DESIGNART GALLERY  
Dongwook Choi / WORLD Kita-Aoyama Bldg.  
ELD Co.,Ltd. / Hibiya OKUROJI  
Funi Ding / WORLD Kita-Aoyama Bldg.  
Gala Espel / TIERS GALLERY  
grandpa inc. / BUNKITSU Roppongi  
HaKU Design Studio / Omotesando Futonten  
HOJO AKIRA | MAEDA RYOMA / TIERS GALLERY  
HONOKA / Hibiya OKUROJI  
Kaiba Design Node Co., Ltd. / Hibiya OKUROJI  
Kairo Kusamoto / WORLD Kita-Aoyama Bldg.  
Kodai Iwamoto / WORLD Kita-Aoyama Bldg.  
Leo Koda / MINTDESIGNS AOYAMA  
Mai Suzuki / JIDA Design Museum  
marino matière / SieMatic AOYAMA  
Masafumi FUTO / SEIBU SHIBUYA Movida 7F EVENT HALL  
Masato Ozawa / TIERS GALLERY  
MASATO SUZUKI DESIGN / Hibiya OKUROJI  
Molfo / BoConcept Aoyama Store  
NEWPLAIN / TOKYO MIDTOWN Galleria 2F, front of Lucien  
pellat-finet  
NIPPON STEEL CORPORATION / Keshiki ("AA")  
Nomadic Collective / SEIBU SHIBUYA Movida 7F EVENT HALL

NORIKO HASHIDA DESIGN / Tokyu Plaza Shibuya 3F 111  
NST. Co., Ltd. / DESIGNART GALLERY  
Nyokki / SEIBU SHIBUYA Movida 7F EVENT HALL  
OK KASEI / DESIGNART GALLERY  
OPEN OBJECT / WORLD Kita-Aoyama Bldg.  
PAN-PROJECTS + REMARE / WORLD Kita-Aoyama Bldg.  
PHAT / SEIBU SHIBUYA Movida 7F EVENT HALL  
Ryosuke Harashima / WORLD Kita-Aoyama Bldg.  
Sanlorenzo Japan株式会社 / DESIGNART GALLERY  
SDANLEY DESIGN WORKS / WORLD Kita-Aoyama Bldg.  
Shizuka Tatsuno / WORLD Kita-Aoyama Bldg.  
So Tanaka / TIERS GALLERY  
Studio Orijeen / WORLD Kita-Aoyama Bldg.  
Studio OSOH / WORLD Kita-Aoyama Bldg.  
t.c.k.w inc. / DESIGNART GALLERY  
Takuto Ohta / WORLD Kita-Aoyama Bldg.  
the design labo / DESIGNART GALLERY  
Tomoya Okoshi / Common  
WASARA Co., Ltd. / DESIGNART GALLERY  
we+ / WORLD Kita-Aoyama Bldg.  
Yasuto Nakanishi Lab., Keio University / SEIBU SHIBUYA A Bldg. 7F  
EVENT HALL  
Yosuke Matsushita / WORLD Kita-Aoyama Bldg.  
Zougei / WORLD Kita-Aoyama Bldg.

# OFFICIAL EXHIBITION

## ASIA CREATIVE RELATION

### A NEW HORIZON – A showcase of Contemporary Design from East Asia – Powered by THE LIONS

The ASIA CREATIVE RELATION hosted the “Contributing to the World through Creativity” talk session last year, focusing on the need to create a platform that can globally benefit the world. This year’s exhibition, “A NEW HORIZON—A showcase of contemporary design from East Asia” with guest curator Suzy Annetta, founding editor-in-chief of *Design Anthology*, and spatial designer Kentaro Ishida, further developed its idea and connection.

The exhibition featured the contemporary works of 19 high-profile designers from East Asia (Japan, Korea, China, and Taiwan), categorized into four chapters titled Biomorphism, Upcycled, New Belle Epoque, and Future Traditions, to examine the development of future lifestyle in 2050. In addition, DAIKYO INCORPORATED, which rebranded its condominium brand THE LIONS in April of this year, showcased THE LIONS JOURNEY Residence of the Unknown, a next-generation blueprint for a new lifestyle and wellbeing of the future.



Participating creators (19 groups):

AtMa (Japan)/ Bumki Song (Korea)/ CLEVERCLAIRE (Korea)/ Curiosity (Japan)/ Dongwook Choi (Korea)/ Funi Ding (Hong Kong)/ Kairo Kusamoto (Japan)/ Kodai Iwamoto (Japan)/ OPEN OBJECT (China)/ PAN-PROJECTS + REMARE(Japan)/ Pili Wu(China)/ Ryosuke Harashima(Japan)/ SDANLEY DESIGN WORKS(Taiwan)/ Shizuka Tatsuno(Japan)/ Studio Orijeen(Korea)/ Takuto Ohta(Japan)/ Yosuke Matsushita(Japan)/ we+(Japan)/ Zougei Hiroyuki Nishimura(Japan)

Space design : KIAS Kentaro Ishida Architects Studio

Sponsor : DAIKYO INCORPORATED / Toyota Motor Corporation

Cooperation : WORLD CO.,LTD. / waki process inc./ Ryokuensha Inc./ SEIKO GIKEN INC. /GRID.Inc

# OFFICIAL EXHIBITION

## DESIGNART GALLERY

at escorter Aoyama

The DESIGNART GALLERY took place as an official exhibition at escorter Aoyama, directly connected to Gaienmae Station, highlighting innovative works and projects proposed by creators across a variety of genres (design, art, interior design) from their unique perspectives. Atsushi Shindo, in charge of the venue design, created the exhibition fixtures by utilizing discarded acrylic partitions. The exhibition was truly an opportunity to enjoy the latest works of 11 creators.

Participating creators : Ambientec / AMUAMI / CURIOSITY × LUXURY LIVING / Denis Guidone × Y.S.M / h220430(Satoshi Itasaka) / MUUTO  
Original Kolor Design / RECONC (Norihiko Terayama) / SANLORENZO Lounge / Tokio. / WASARA collaborate with maruni

Space design : Atsushi Shindo

Sponsor : NOMURA CO., Ltd. / Japan Exchange Group, Inc. / Midorikawa Chemical Industry Co., Ltd. / REMARE / NBC Meshtec Inc. / Benjamin Moore Japan  
Arakawa & Co., Ltd

Cooperation : Interoffice/SANLORENZO JAPAN



# OFFICIAL PROGRAMS

## OFFICIAL CHAMPAGNE

### Perrier-Jouët

Perrier-Jouët, the renowned Champagne house with over 200 years of history, adorned the event once again this year as the official Champagne of DESIGNART TOKYO.

This year, *The Pollination Dance*, a collaboration with Mexican artist and designer Fernando Laposse on the theme of pollination, was exhibited at WITH HARAJUKU.



## OFFICIAL CAR

### TOYOTA CROWN

The 16th generation of the all-new Crown, unveiled in 2022, was exhibited as the official car at the WORLD Kita-Aoyama Bldg., the Information Center and the site of the official exhibition "A NEW HORIZON." Besides the special display of the new Crown, two cars decorated with advertising toured the area during the festival.



## OFFICIAL BAG

### WORLD CO., LTD

At the World Kita-Aoyama Building (where the Information Center is located), we handed out, in a limited quantity, free special bags with the "DESIGNART TOKYO 2023" logo produced in collaboration with World Co., Ltd. Carrying the bag was a visual identifier as visitors as they made their way around the exhibition.



# AWARDS

## UNDER 30

This year, the DESIGNART committee again selected promising creators under 30 years old from their unique perspectives for UNDER 30, a support program for young creators started in 2018. The exhibition of the award winners, selected from among many entries, who will lead the future of the design and art world, came under the spotlight.

Selected by Hiroshi Koike / NON-GRID



Leo Koda | In Fill Out

Graduated from ECAL in Switzerland and based in Eindhoven, Netherlands. Behind his playful ideas and lively approach lies a subtle understanding and deep background research.

Selected by Akio Aoki / MIRU DESIGN



Gala Espel | Archaeology of the Future

Gala Espel is a French architect and designer based in Paris and Tokyo. She has won numerous awards. She continually rethinks "design" through a multicultural perspective and in collaboration with artisans.

Selected by Shun Kawakami / artless Inc.



Mai Suzuki | "MICHU KUMIKO"

Born in 1998 in Tokyo. Initiated project "生粋 namaiki" by herself, a Japanese aesthetic sense. She explores "iki" from various perspectives through the traditional craft "Kumiko". She learned the techniques under Kumiko craftsman and created 3D models of the parts.

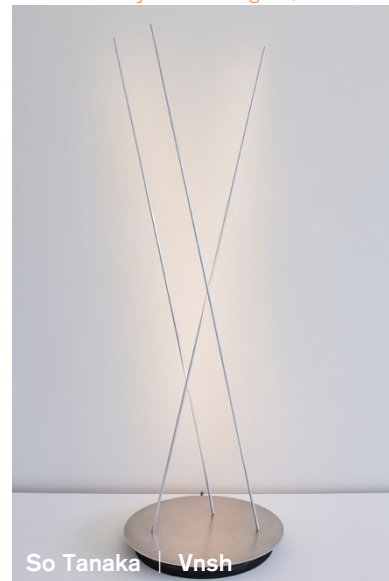
Selected by Astrid Klein and Mark Dytham/ Klein Dytham architecture



21B STUDIO | ink couture project

21B Studio is a design collective formed by Daijiro Arimura, Koeda Kobayashi, and Shotaro Tokioka. "ink couture project" is the innovative design project to repurpose non-woven fabrics, used for disposing of ink waste from offset printers, into new material.

Selected by Okisato Nagata / TIMELESS



So Tanaka | Vnsh

Based in Tokyo. He is inspired by materials, natural phenomena, and other fields of art and philosophy, he created furniture and lighting as abstract poetry using space as medium. He exhibited new lighting work, "Vnsh".

# EVENTS

During DESIGNART TOKYO 2023, various related events were held. Talk events and parties organized by exhibitors activated the exchange with visitors throughout the festival.



## DESIGNART TOKYO × DESIGN TOUCH Talk salon at TOKYO MIDTOWN, MIDTOWN CONFERENCE (MIDTOWN Tower 4F)

A collaborative talk event with DESIGN TOUCH held on the two days prior to the festival, attracted a total of 126 registrations over the two days, indicating the growing interest in the event.  
Saturday, 14th: NEW URBANISM: How to live in the future  
Keisuke Toyoda, Project professor at the Institute of Industrial Science, the University of Tokyo/Architect  
Kentaro Ishida, Representative of Ishida Architects Studio/Project Associate Professor, Tokyo Institute of Technology  
Facilitator, Ryuko Kida, ELLE DECOR Brand Director  
Sunday, 15th: A Creative Resource to Explore  
Yoshiyuki Miyamae, A-POC ABLE ISSEY MIYAKE Designer  
Kunihiko Morinaga, ANREALAGE Designer  
Facilitator, Noriko Kawakami, Journalist /21\_21 DESIGN SIGHT Associate Director



© Brian Scott Peterson

## PechaKucha Night x DESIGNART TOKYO Special at THE CORE KITCHEN/SPACE

The presenters of the PechaKucha Night held as a DESIGNART TOKYO Special on Wednesday, October 25th, included Gala Espel and 21B studio from UNDER 30 winners, Fernando Laposse, a collaborator with Perrier-Jouët from exhibitors, and Edward Cole, President of Fender Musical Instruments Corporation. The event was packed with many other designers, creators, and visitors.



## Today at Apple at Apple Omotesando

At Today at Apple held on Tuesday, October 24th, Suzy Annetta, a curator of A NEW HORIZON, who is well-versed in the design industry in Asia, joined exhibitors Stanley Shen, Gwenael Nicolas of CURIOSITY, and Kazumasa Takada of PAN-PROJECTS for a talk session titled ASIA CREATIVE RELATION TALK. We had a lot of registrations for the meaningful session where visitors could also interact with the participants.



## Espace Louis Vuitton Tokyo Special workshop at Espace Louis Vuitton

During DESIGNART TOKYO 2023, a special workshop was held at the Espace Louis Vuitton Tokyo art space on the 7th floor of the LouisVuitton Omotesando store on Friday, October 27th and Saturday, October 28th. At the venue of an ongoing solo exhibition *L'Espacelle* by Cerith Wyn Evans, a unique project, Constellation sonore, inspired by his works of art, was executed with world-renowned musicians from France, the country of art, and other countries.

# SALES RECORD

**Total Sales** Approx. 15 million yen (between 20<sup>th</sup> Oct – 29<sup>th</sup> Oct)

This year, exhibitors actively sold their products using online payment systems and their e-commerce sites. Sales promotion for new releases also contributed to the event's total sales.

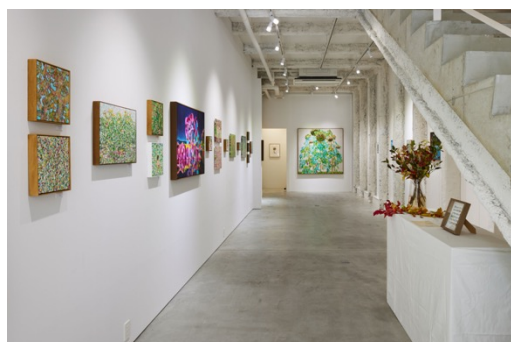
Compared to last year, which featured many concept models and prototypes using sustainable materials, this year's exhibitions were more sales-oriented, with products designed to attract highly conscious visitors.



MARINO. at Sie Matic Aoyama



tossanaigh at Hibiya OKUROJI



Nobuto Fukutsu  
at MA5 GALLERY



Tauko - Into the Forest at Hyvää Matkaa



Kotaro Machiyama at allflex tokyo



# OPENING CEREMONY

## Opening of DESIGNART TOKYO 2023

Friday October 20<sup>th</sup> at Wold kita-Aoyama Bldg. and escorte Aoyama

On Friday, October 20th, the first day of the festival, an opening ceremony was held for media representatives in the two main exhibition halls, attended by about 90 people. This year's ceremony had an even more international atmosphere than usual, thanks to the participation of many international exhibitors and media. The 10-day festival kicked off with excitement, with speeches by the founder Astrid Klein sharing her thoughts on the theme "Sparks," as well as sponsors of the festival.



A NEW HORIZON Opening ceremony



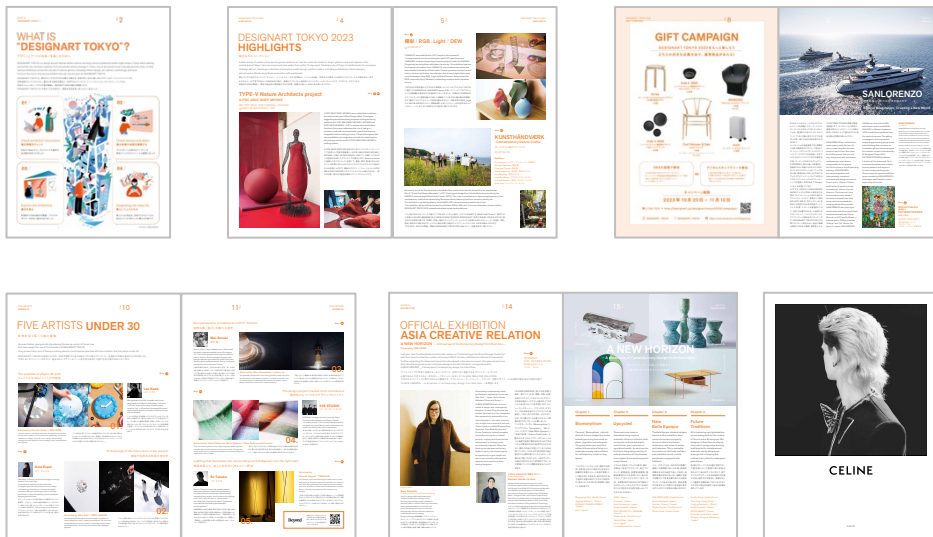
DESIGNART GALLERY Opening ceremony

# TOOLS

## OFFICIAL GUIDEMAP

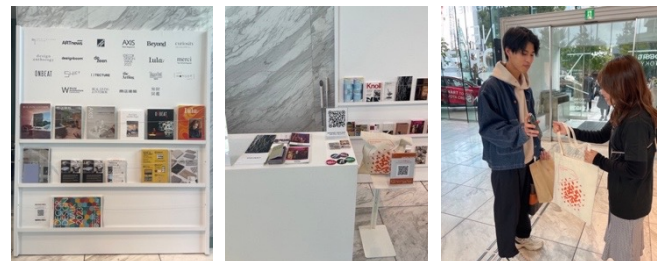
The key visual, designed by Shoya Dozono, a computational designer, for the theme “Sparks—Freeing Your Thoughts,” was used widely on the guide map, website, and posters.

The Official Guide Map introduced selected exhibits, the UNDER 30 winners with comments from the selectors, and official exhibitions. It also contains a newly redesigned WHAT IS DESIGNART TOKYO? page for new visitors, a convenient map, and special interviews. The 30,000 copies issued were distributed at approximately 200 locations, including each exhibition site and commercial facilities throughout Tokyo.



## INFORMATION CENTER

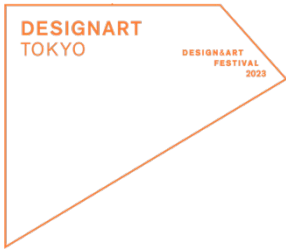
At WORLD Kita-Aoyama Bldg. where the Information Center was located, we set up a board exclusively for media partners and distributed DMs of each exhibitor as in previous years. In addition, as a part of the digital stamp rally campaign, official bags were distributed only at WORLD Kita-Aoyama Bldg.



## OFFICIAL SIGNAGES

This year again, flag tapestries, cutting sheets, and poster displays were distributed to all exhibitors to help visitors smoothly navigate their way around DESIGNART TOKYO. We also conducted a digital stamp rally this year, with QR code stands set up at each venue to encourage visitors to circulate through the festival.





# ONLINE CONTENT

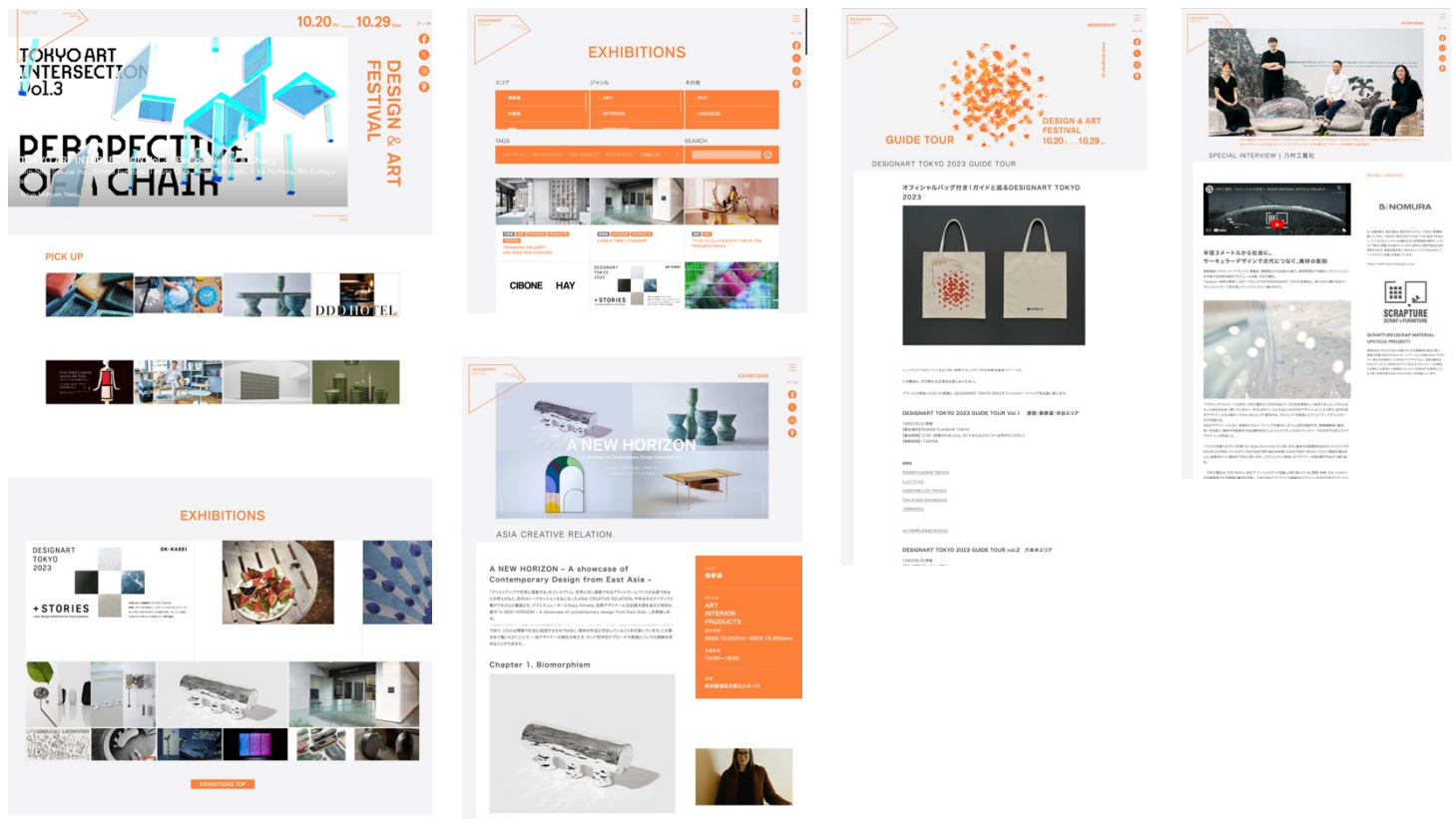
The website UI was updated to enhance access to information on each exhibition. Active information dissemination via SNS and the introduction of a digital stamp rally were aimed at improving circulation.

The website, renewed last year, underwent a detailed update of the UI to ensure smooth access to the vast amount of exhibitor information. Continuing from last year, we also strengthened our use of SNS to introduce exhibitors in each area, post information linked to the map numbers, and share exhibitor information to promote visitation. The entire festival gained momentum this year through a new digital stamp rally and active communication between exhibitors and visitors.

## OFFICIAL WEB SITE

The updates included the exhibitor information, creator and brand profiles, and event information, along with the use of a search function based on area and tags, and a visitor-friendly UI for easy access to exhibit information of their interest. The slide display of the featured exhibits and content images on the top page was changed daily to create a visually appealing interface so that visitors could find a new exhibitor image at each visit to the website.

DESIGNART TOKYO 2023 Event website : Approx.210,334 PV (during the period of 9<sup>th</sup> Aug – 16<sup>th</sup> Nov)



# ONLINE CONTENT

## OFFICIAL SOCIAL MEDIA

DESIGNART TOKYO's official social media accounts posted information on all exhibitors before the show. We actively shared it throughout the festival period, providing archived information for each area and introducing media partners, sponsors, and various contents. We also made posts on actual exhibition sites linked to the map numbers to provide the latest exhibition scenes.

The video interviews with exhibitors on Instagram were revamped this year, which, with clear thumbnails, linkage to the map numbers, and reorganized interview content, led to a significant increase in the number of views. Tagged posts from exhibitors were also disseminated via stories, also helping the event gain momentum.

(\*All figures are results from 9 Aug - 16 Nov)

### Instagram (12,860 follower)

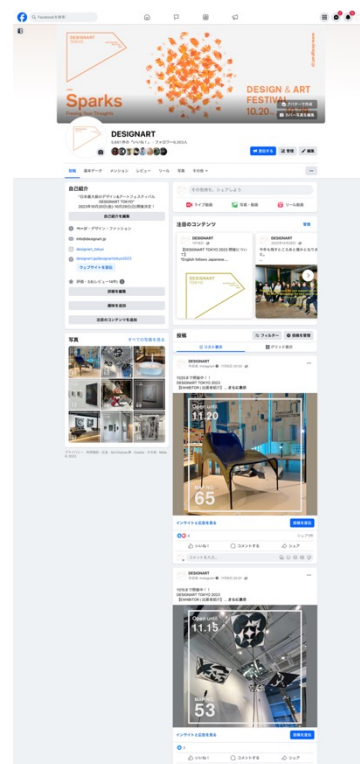
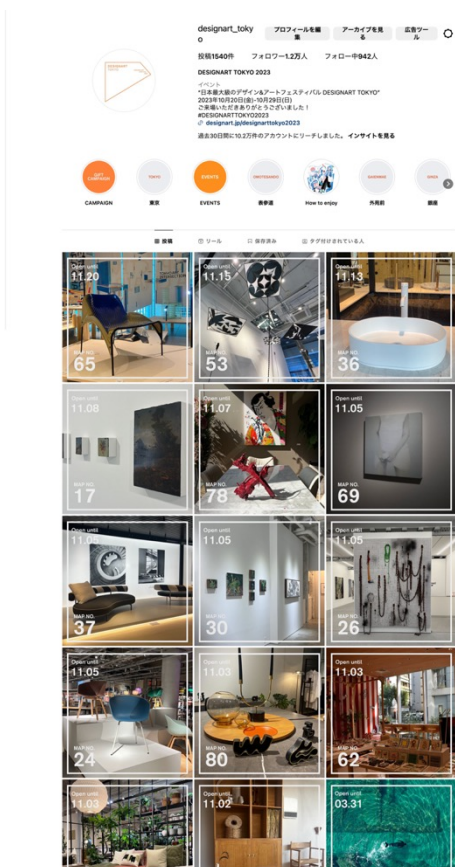
Reach / Impressions	271,143 / 1,387,006
Feed	220 (6,897 Likes)
Story	638
New followers	+2,911

### Facebook (6,303 follower)

Impressions	199,169
Feed	220
New followers	+64

### Twitter (1,751 follower)

Impressions	153,852
Feed	200
New followers	+282



# ONLINE CONTENT

## Instagram REPORT

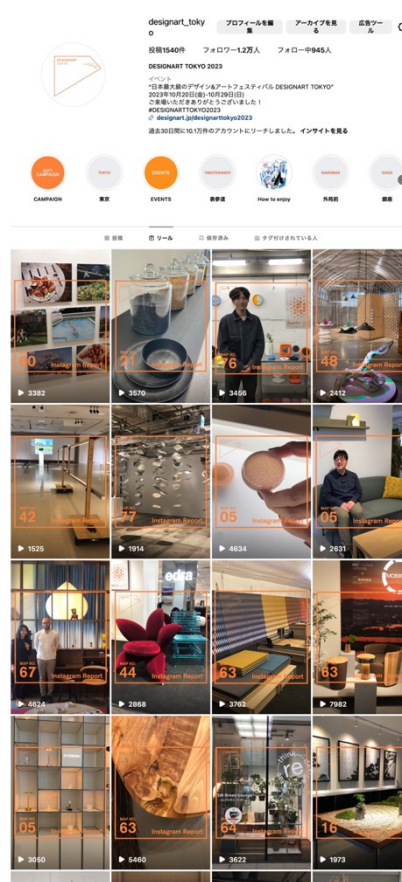
Instagram Reports were presented during the festival, with reporters using Instagram to interview creators directly at the venue. The interviews with newly added content were recorded in advance, instead of live-streaming like in the past, due to the increased number of exhibitors. This year's reporters were DESIGNART TOKYO founder Aoki, actress and model Yui Ichinose, interior stylist Masato Kawai, craft producer Hisako Namekata, Mariko Nishimura of HEART CATCH Inc., art collector Takahiko Azuma, and interior writer Yoko Dobashi. Directly delivering the voices of exhibitors through video contributed to a greater understanding of the creators and their works, and at the same time, led to a significant increase in the number of views.

Instagram REPORT Total reach : 129,570 reach

Instagram REPORT Total views : 215,179

\*Instagram REPORT is available in the archive from DESIGNART TOKYO's official Instagram account (@designart\_tokyo).

\*The numbers are current as of 17 November.



## PR VIDEO

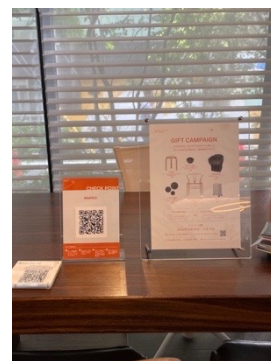
Starting last year, the X-Large exhibition package includes the production of a PR video in collaboration with DESIGNART and we made, upon the exhibitor's requests, for example, a teaser video for pre-show announcements, interviews on the background of the exhibition, etc. The videos released on social media before the event drew a large number of viewers, boosting publicity before the exhibition.



# ONLINE CONTENT

## GIFT CAMPAIGN

The newly introduced digital stamp rally, in addition to the usual social media hashtag campaign, offered visitors the opportunity to collect digital stamps from five or more locations by scanning QR codes at each exhibition site and win special prizes in a drawing. The rally encouraged visitors to make the rounds of multiple exhibits. This initiative helped a variety of visitors casually enjoy the rally including those who are not comfortable posting hashtags.



### Number of digital stamp rally participants

Number of QR codes placed	89 locations
Total number of participants	1,000 people
Gift entries	516 people

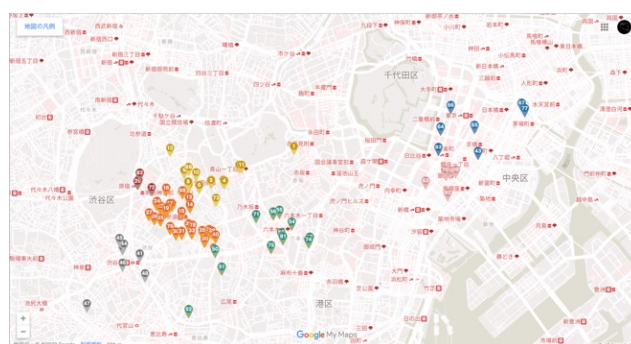
### Number of Social media posts (#designarttokyo2023)

Instagram	1,259 post
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\*Facebook and Twitter were unable to count the number of posts.

## Google MAP

A dedicated Google Map linked from the official website with map numbers assisted visitors in a smooth tour around the venue. The map also provided access to exhibition information, making the tour for the festival even more efficient.





# PRESS

## Media Coverage : 562 articles (newspapers / magazines / websites / radio / SNS)

\*\*The numbers are current as of 28th November

## Media Partners : 22

DESIGNART TOKYO's PR team has been actively building relationships with various media this year, working with exhibiting creators, brands, and companies to distribute information through press releases, social media platforms, and a variety of other content channels. We have had various domestic and international media announce and report on the festival, with as many as 562 media outlets as of November 28, 2023.

The collaborative distribution of special feature articles on UNDER 30 by media partners increased the expectations for the exhibition before the festival. The timely information distribution including social media postings through various media, by journalists, influencers, and designers, as well as DESIGNART TOKYO's vigorous communication through our official accounts during the festival period, effectively resulted in continuous promotion to visitors.

The visit of foreign media representatives to Japan this year demonstrated their interest in the Japanese design and art industry. As we deepened our relationship with highly influential media in interior design and art, we were successfully able to present the latest trends in Tokyo's design and art scene to the world.

### Media Partners



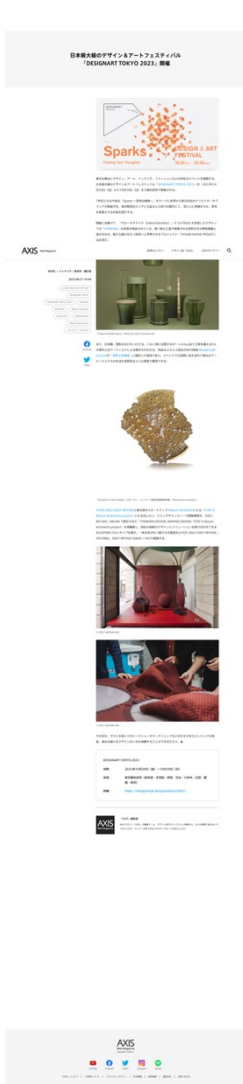
# PRESS

## Media Listing (Japan)

### Bijutsutecho



### Web Magazine AXIS



### Numéro



### SPUR



### Beyond

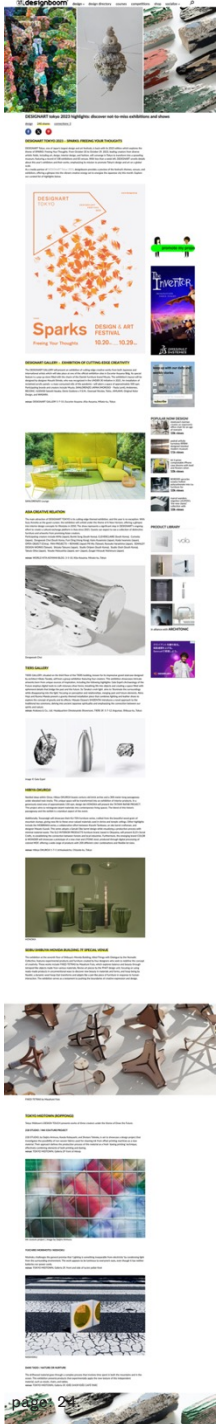




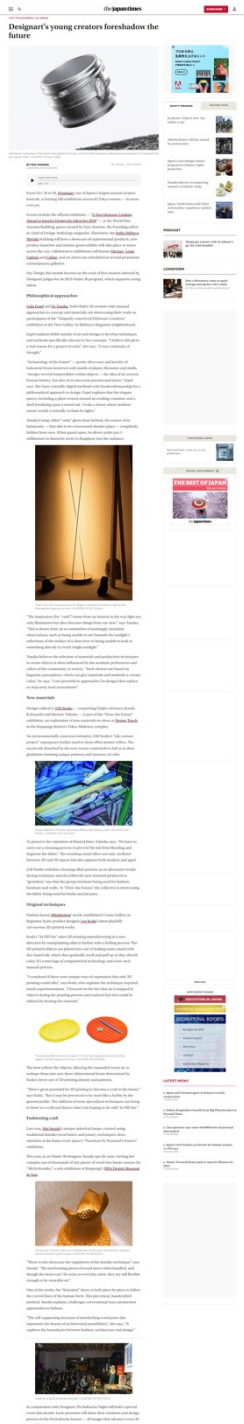
# PRESS

## Media Listing (International)

### designboom



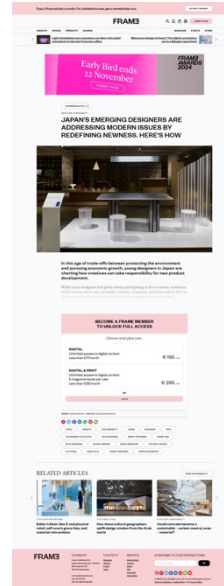
### The Japan Times



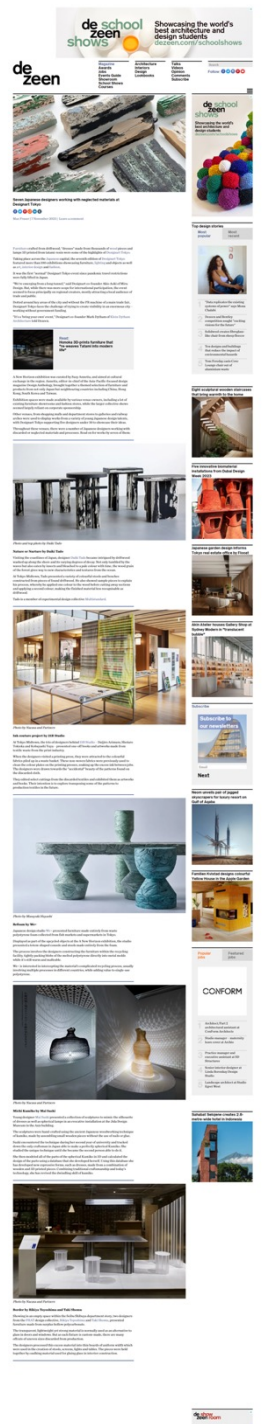
### FURORISALONE

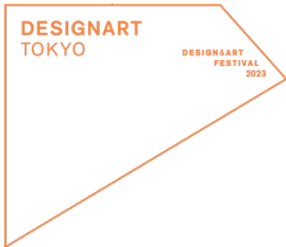


### FRAME



### Dezeen





t design & art festival 2023

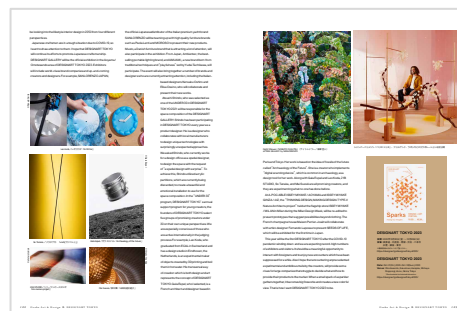
w designart.jp/designarttokyo2023/

m info@designart.jp

# PRESS

## Media Listing (Printed media)

ONBEAT vol.19



ELLE DECO Design walk 2023 tabloid



Tokyo Midtown DESIGN TOUCH



## Radio

J-WAVE 81.3FM

【 Programme overview 】

Programme name: DIG UP!

Broadcast date: Thursday 19<sup>th</sup> October 18:50-19:00

Navigator: Takumi Fujita

J-WAVE 81.3FM



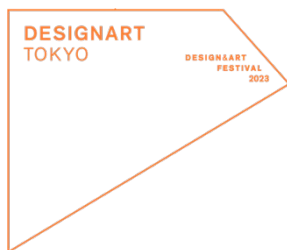
【 Programme overview 】

Programme name: GOOD NEIGHBORS

Broadcast date: Thursday 19<sup>th</sup> October 13:00-16:00

Navigator: Chris Tomoko





# CREDIT

## ORGANIZER

DESIGNART TOKYO COMMITTEE

## SUPPORT

J-WAVE 81.3 FM

## SPONSORS

THE LIONS

Sanlorenzo

Paola Lenti

CROWN

Perrier-Jouët

Fender

THE NATIONAL ART CENTER, TOKYO

Yamaha Design Laboratory

NODEA

WORLD CO.,LTD.

## VENUE SPONSOR

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Arakawa & Co., Ltd.

TOKYO MIDTOWN

SEIBU SHIBUYA

HIBIYA OKUROI

TOKYU PLAZA SHIBUYA

## SPECIAL COOPERATION

RaNa design associates, inc

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waki process inc.

SEIKO GIKEN INC.

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WORLD SPACE SOLUTIONS CO.,LTD.

ef Inc.

DDD HOTEL

INTERIOR STYLING ASSOCIATION

Moroso

Carl Hansen & Søn

artek

moln

hide k 1896

## MEDIA PARTNERS

Architecture Hunter

ARTnews JAPAN

Artprice.com by ARTMARKET AXIS

Beyond magazine

Chizai Zukan

Curiosity

Design Anthology

designboom

Dezeen

ELLE DECOR DESIGN WALK 2023

Lula Japan

merci magazine

ONBEAT

REAL LIVING & INTERIOR

SHIFT

SHOTENKENCHIKU

TECTURE MAG

The Artling

Time Out TOKYO

WONDER

World Architecture Community

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Mark Dytham

Astrid Klein

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Okisato Nagata

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Kozue Kumakura

Rikako Aikawa

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Imari Shimada

Nana Hashimoto

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Ayako Shien

Ryohei Sato

Kohei Ashino

Ami Suzuki

Aika Kunihiro

Yosuke Owashi

Ryo Usami

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RaNa design associates, inc

## OFFICIAL PHOTOGRAPHER

Nacása & Partners

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Aika Kunihiro

Keiko Kamijo

Ryo Usami

Yosuke Owashi

Takuya Yamauchi

Naoki Miyashita

Akira Kawachi

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studiolab404.com

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Natsuko Fujiwara

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Masamichi Toyama

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Mizuyo Kamide

Tatsuro Sato

Yoshiko Ikoma

## SPECIAL THANKS

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Yuko Yoshikawa

Masato Warita

Wakako Tanjo

## EVERLASTING MEMBER

Dai Takeuchi river