



**t**  
design&art festival 2017

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# DESIGNART 2017 REPORT



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## CONCEPT

### Emotional Life

DESIGNART is going to be organically combining interior design, product design, graphic design, fashion, art, music, architecture, technology, hotel, food and drink industry to create a new chemical reaction.

#### What

Combining functionality and beauty, DESIGNART is both the name and movement to spread a new concept that redefines the things that bring emotion to our everyday lives.

This fall, for seven days from Monday 16th to Sunday 22nd October in Tokyo ( Omotesando, Harajuku, Shibuya, Daikanyama and Roppongi ), the world's premier city of diverse creative culture, will be host to DESIGNART 2017, a novel design and art festival gathering design, art, fashion, food, technology and more from around the world.

#### Outline

##### Organizer

DESIGNART Committee

##### Dates

October 16 (Mon) - 22 (Sun), 2017

##### Participants

Participants: International and domestic designers, projects, brands, companies, stores, etc.

##### Target

International and domestic distributors, companies, buyers, press, general public who are interested in design and art, students, etc.

#### Venue

67 stores and galleries in the Omotesando, Harajuku, Shibuya, and Roppongi areas



# RECORD

Total number of visitors **Approximately 42,500**

Number of guests at opening reception party **Approximately 1,400**

Number of exhibitors **72**

Number of exhibitors and venues paired **16 pairs**

Amount of press coverage **155 outlets (as of November 2017)**

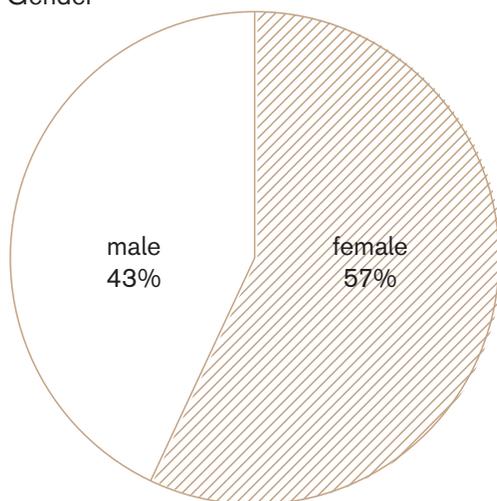
Official guidebook **50,000 copies printed**

Number of locations distributed **149**

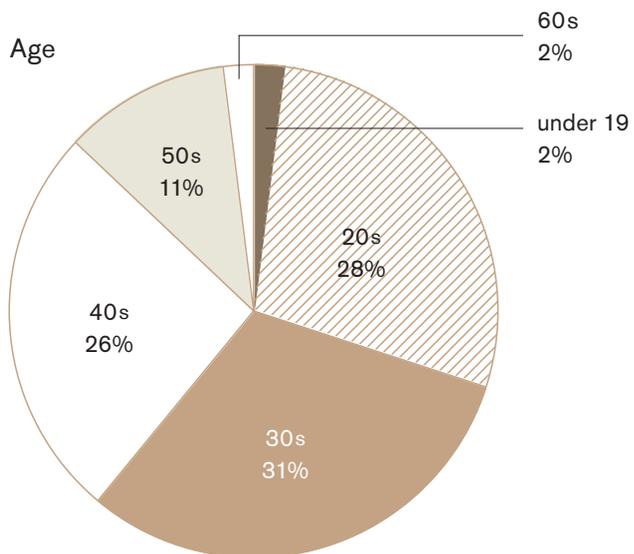
Number of participating creators and brands (artists, designers, architects, etc.) **Approximately 200**

## Visitors who answered questionnaire

Gender



Age





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## EXHIBITOR PLAN A

### ANREALAGE at ASICS



### CLAESSON KOIVISTO RUNE at 360° GALLERY



### KLEIN DYTHAM ARCHITECTURE × KARIMOKU at SANWA COMPANY SHOWROOM



## EXHIBITOR PLAN A

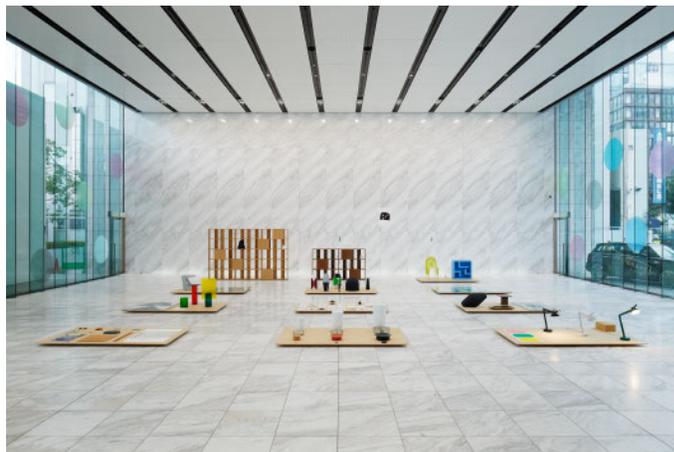
### LOUIS VUITTON OBJETS NOMADES COLLECTION



### BERTJAN POT at CIBONE AOYAMA



### PIERRE CHARPIN at Kita Aoyama Building





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## EXHIBITOR PLAN B&C

HISAKAZU SHIMIZU  
at FRED PERRY SHOP TOKYO



JO NAGASAKA/  
SCHEMATA ARCHITECTS  
at KOLOR

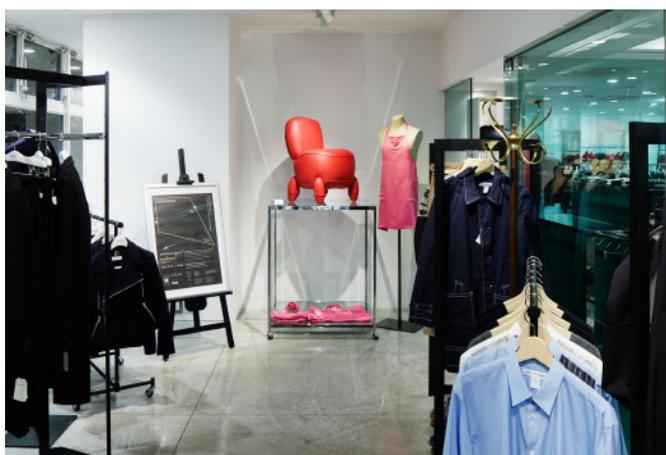


PHILLIPE NIGRO × AKITA-NDA  
at MACKINTOSH



## EXHIBITOR PLAN B & C

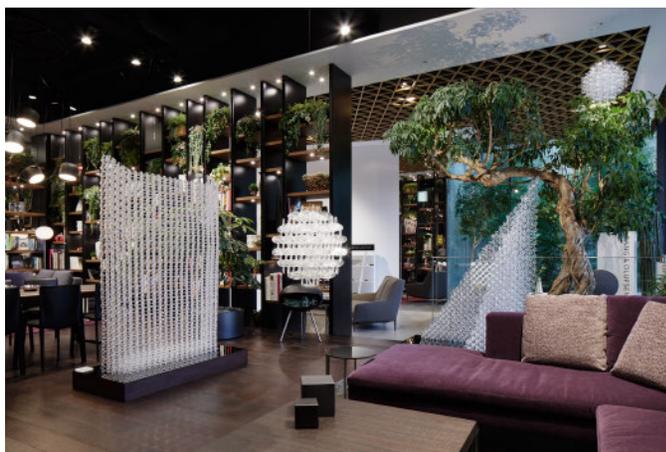
**SATOSHI ITASAKA**  
at DISTRICT UNITED ARROWS



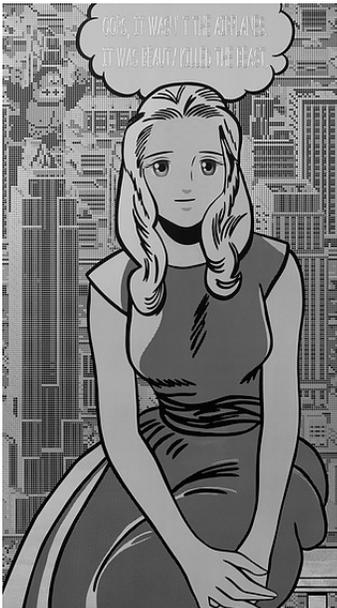
**SMALL WORLD PROJECT**  
by YOSHIKI MATSUYAMA  
at KASSETTE OMOTESANDO



**YUJI OKITSU**  
at B&B ITALIA TOKYO



## SALES RECORD



Hiroshi Mori  
UNITED ARROWS HARAJUKU  
¥1,350,000



Hiroshi Mori  
UNITED ARROWS HARAJUKU  
¥1,350,000



mori LONDON  
SANWA COMPANY SHOWROOM  
¥28,600  
© Nacása & Partners



Hisakazu Shimizu  
FRED PERRY SHOP TOKYO  
¥92,000  
© Nacása & Partners



Satoshi Itasaka  
District UNITED ARROWS  
¥270,000  
photo by the design labo inc.



normal  
CIBONE Aoyama  
¥31,000



## EXHIBITOR

### Designer / Artist

AKIO KICHISE  
ANREALAGE  
ARTLESS  
ASYLUM  
BERTJAN POT  
CLAESSON  
KOIVISTO RUNE  
CONDE HOUSE  
CRITIBA  
HIROMI NAGASAWA  
HIROSHI IWAMA  
HIROSHI MORI  
HISAKAZU SHIMIZU  
JO NAGASAKA  
SCHEMATA  
ARCHITECTS  
JUNPEI KATSUMI  
KAKURO SUGIMOTO  
KANAME OKAJIMA  
KANTO IWAMURA  
KHAVY SAMNANG  
KISHIO SUGA  
KLEIN DYTHAM  
ARCHITECTURE  
MAKOTO EGASHIRA  
MASARU SUZUKI  
MASAYA CHIBA  
MIC\*ITAYA  
MICHAEL ANASTASSIADES  
MIROCOMACHIKO  
MORITZ WALDEMEYER  
NAKANIWA DESIGN OFFICE

NAOMI KAZAMA  
PHILLIPE NIGRO  
PIERRE CHARPIN  
RYOSUKE KIKUCHI  
RYOTA YOKOZEKI  
RYU OKUBO  
RYUTA IIDA  
SATOSHI ITASAKA  
SHOHEI YOSHIDA  
SHOOSHIE SULAIMAN  
SOMA DESIGN  
TAIHEI  
TAKAYUKI TANAKA  
(UNITED FLOWERS INC.)  
TAKAFUMI NEMOTO  
TEPPEI KANEUJI  
TERUHIRO YANAGIHARA  
TGD  
YOSHIDA HANAOKO  
YOSHIKI MATSUYAMA  
YOSHIROTTEN  
YUJI OKITSU  
and more...

### Brand / Company / Gallery

100BANCH  
A(LEFRUDE)E  
ABAHOUSE  
AKIO HIRATA  
AKITA-NDA  
ANDREU WORLD  
ANREALAGE  
APÉRO WINE BAR  
& TABLE  
ARAKAWAGRIP  
AREA  
ARFLEX  
ARPER  
ASICS  
AT KILN AOYAMA  
AURORA GRAN  
CAMPFIRE  
B&B ITALIA  
BOOKLISTA  
BOTANIST  
BROADBEAN  
CASSINA IXC.  
CIBONE  
TSUTAYA BOOKS  
DISTRICT  
UNITED ARROWS  
EATME GALLERY  
È INTERIORS  
FIL  
FRED PERRY  
FUJIFILM  
CORPORATION  
DESIGN CENTER  
FUTONSTAR  
FUTURE LIFE FACTORY  
GERVASONI

GEORGE  
CREATIVE COMPANY  
H.AT  
HAKATA MIZUHIKI  
HAY  
INTER OFFICE  
INTERSECT BY LEXUS  
JINS  
KARIMOKU  
KARTELL  
KASSETTE OMOTESANDO  
KATSUKI CONNECTION  
KIHARA  
KOLOR  
LESS IS MORE  
LOUIS VUITTON  
LOVELESS  
MACKINTOSH  
MATERIAL  
CONNEXION TOKYO  
MOMA DESIGN STORE  
MOOOI  
MYRENO  
NANILANI  
NEWSSED  
NIHONMATSU KIKUEIKAI  
NORMAL  
OHKO  
ORANGE AND PARTNERS  
ORANGE BRAINERY  
REPUBLIC OF FRITZ HANSEN  
RESTIR  
RIVERS  
ROCHE BOBOIS  
SANWA COMPANY  
SANYO 100NENCOAT

SEMPRE  
SHUGOARTS  
SMALL WORLD  
PROJECT  
SOMEWHERE TOKYO  
SUPERMAMA  
SUZUMO CHOCHIN  
TAKA ISHII GALLERY  
TAKEO KIKUCHI  
THE SEED  
TOKYO CULTUART  
BY BEAMS  
TOMIO KOYAMA  
GALLERY  
TOMORROWLAND  
TOYO KITCHEN STYLE  
TRICOTÉ  
UNICO  
UNITED ARROWS  
WORLD  
YAMAGIWA  
and more...

# OPENING EVENT

## 1. Opening Ceremony

With nearly 1,400 attendees, the launch event was a great success with appearances by floral artist Nicolai Bergmann and fashion model and Amazon Fashion Week TOKYO official ambassador Ai Tominaga.



# OPENING EVENT

## 2. PechaKucha Night

A DESIGNART special edition of PechaKucha 20x20, a presentation format in which each speaker shows 20 images, each for 20 seconds. Originating in Tokyo, the event has been held in over 1,000 cities across the globe. The event featured 8 presenters who are at the forefront of design, art and fashion.

- Claesson Koivisto Rune
- Moritz Waldemeyer
- Kazuhiro Aihara
- Hironori Tateishi
- Noritaka Tatehana
- Kosuke Tsumura
- Yoshikazu Yamagata
- Satoshi Yoshiizumi



## 3. Session

The launch event provided a very valuable time and place where creators and insiders from various countries and industries were able to come together to bond and mingle.



## HOME FOR ALL BY DESIGNART

Talk session hosted by NPO HOME-FOR-ALL. Conversation on the future of homes for disaster victims. Through discussions with actual victims, HOME FOR ALL is based on the realization that modern design is not the only criteria for 'good design'. Despite the rain, the session drew constructive and heated discussions between the panelists and participants.

Toyo Ito  
Michiko Okano  
Jun Yanagisawa  
Yasuhiro Yamashita  
Riken Yamamoto  
Astrid Klein  
Mark Dytham





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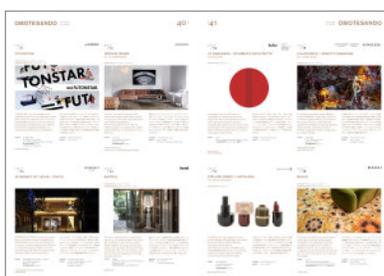
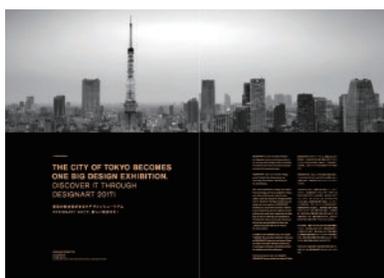
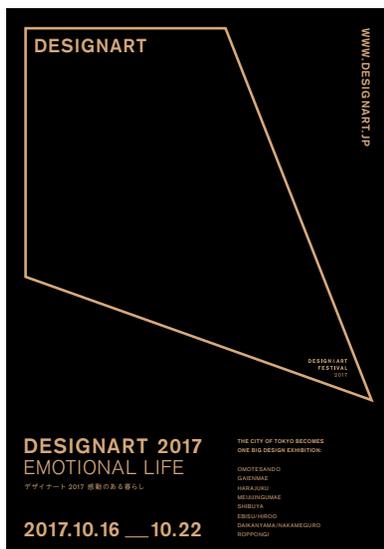
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## TOOLS / SERVICE

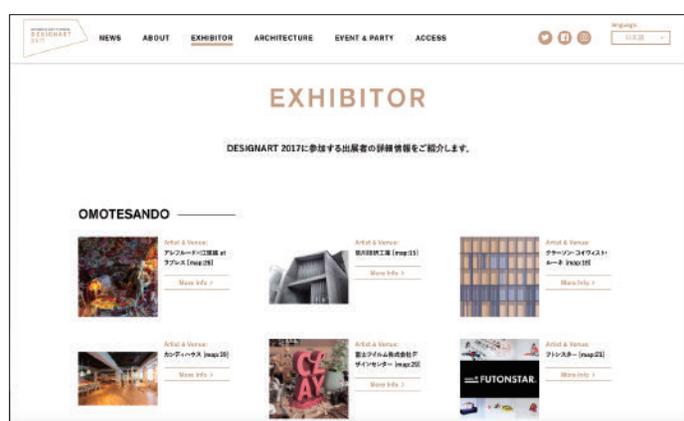
### 1. Official Guide Book

50,000 copies of the 60 page official guidebook were printed, which included exhibitor information as well as interviews with the founders of the event, and distributed at nearly 150 locations.



### 2. Web

The official website was available in three languages, Japanese, English and Chinese, and provided information on exhibitors, an architectural map, bios on artists and brands, and other information that could not be included in the printed guidebook.





## TOOLS / SERVICE

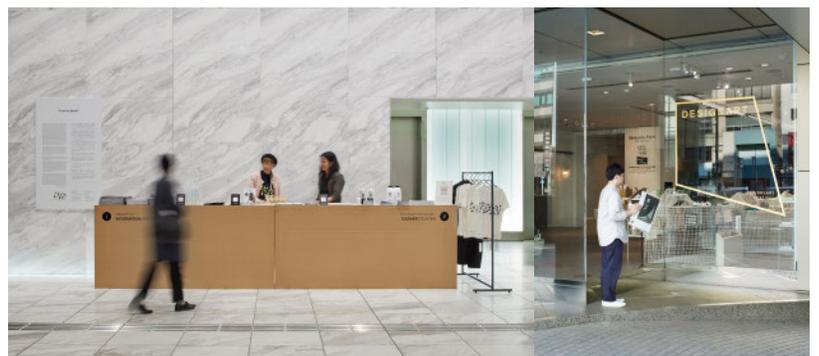
### 3. Audio Guide (ON THE TRIP)

DESIGNART 2017's official audio guide 'ON THE TRIP' included a comprehensive directory on the exhibits and architecture. Using the GPS function on Smartphones, users were able to utilize the App to experience the city as one big museum.



### 4. Official Café Information Center

We collaborated with DEAN&DELUCA, setting up 3 stores around the city as the event's official café for visitors to rest. The cafes served original DESIGNART 2017 drinks and served larger size drinks free of charge. 2 information centers were available (Sprial and World Kita Aoyama Building), where visitors were able to pick up copies of the official guidebook, information on nearby exhibits, and instructions on how to use the audio guide.





## TOOLS / SERVICE

### 5. Official Goods

Sign, Cutting Sheet & Official T-shirts

The official flag was designed by fashion designer Yoshikazu Yamagata, the flag stand designed by architect Keiji Ashizawa, and designer Pierre Charpin's designs were used on the official T shirt.



### 6. Official Car

Collaborated with MINI and had several wrapped cars drive around the city to promote the event.





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# PRESS

## 1. Prints

Total coverage: 155 outlets (magazines, newspapers, online)

Covered in several of the top design publications.

- ex.
- The Asahi Shimbun
- CONFORT
- Shotenkenchiku
- SO-EN
- Bijutsutecho
- BRAIN
- The Mainichi
- an an
- Casa Brutus
- dezeen
- ELLE DECOR
- Fashionsnap.com
- Ginza
- Japan Times
- JDN
- NUMERO JAPAN
- Pen
- SPUR
- Tokyo Art Beat
- VOGUE JAPAN
- WWD JAPAN

and more...

主要媒体例





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## CREDIT

### Support

Shibuya City  
Minato City  
J-WAVE 81.3 FM

### International Media Partner

dezeen

### Media Partner

Time Out Tokyo  
Tokyo Art Beat  
WWD JAPAN

### Sponsor

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PERRIER-JOUËT  
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Industry Co.,Ltd.  
WORLD SPACE  
SOLUTIONS CO.,LTD.  
WORLD PRODUCTION  
PARTNERS CO.,LTD.  
D.BRAIN CO.,LTD.

### Cooperation

MINI Japan  
Japan Fashion Week  
Organization  
DEAN & DELUCA CAFE  
Material ConneXion Tokyo  
HIRAMIYA CO., LTD.  
Asahi Plating Co., Ltd.  
SUNCO RONA ODA co.,ltd.  
Fujimiya Co., Ltd.  
Spiral / Wacoal Art Center  
Shigotohito Inc.  
Nakagawa Chemical Inc.  
Mori Art Museum  
AOSANDO ART FAIR  
ASAHISHUZO CO., Ltd.

### Certification

beyond2020

### Founders

Akio Aoki / MIRU DESIGN  
Shun Kawakami / artless Inc.  
Hiroshi Koike /  
NON-GRID / IMG SRC  
Okisato Nagata / EXS  
Mark Dytham /  
Klein Dytham architecture  
Astrid Klein /  
Klein Dytham architecture

### DESIGNART Committee

Chief Manager  
Takahiro Ikeda  
Creative Director  
Akio Aoki / MIRU DESIGN  
Project Manager  
Yoko Yamazaki / Knot Japan  
Marie Igarashi  
Keena Yoshida

### DESIGNART Members

Art Director  
Shun Kawakami / artless Inc.  
Chief Designer  
Koyuki Inagaki / artless Inc.  
Designer  
Hitomi Yasuda / artless Inc.  
Assistant Designer  
Kanako Ueno / artless Inc.  
Photographer  
Yuu Kawakami / artless Inc.  
Project Manager  
Asami Kinoshita / artless Inc.  
Ken Aoki / artless Inc.  
Web Creative Director  
Hiroshi Koike / NON-GRID / IMG SRC  
Web Director  
Takuya Nishi / NON-GRID  
Yukinari Hisayama /  
Klein Dytham architecture  
Emi Oyamada /  
Klein Dytham architecture  
Takashi Ono /  
Klein Dytham architecture  
Yuko Yoshikawa /  
Klein Dytham architecture  
Mariko Yokogi /  
PechaKucha HQ  
Press  
Imari Shimada / MIRU DESIGN  
Yuhō Tanabe / MIRU DESIGN



## CREDIT

### Support Members

**Yoshiko Ikoma** /  
Fashion Journalist.

**William To** /  
Hong Kong PMQ

**Gwenael Nicolas** /  
CURIOSITY Inc.

**Mizuyo Yoshida** /  
Steady Study Ltd.

**Masatoshi Kumagai** /  
GMO Internet, Inc.

**Masamichi Toyama** /  
Smiles Co., Ltd.

**Masaki Yokokawa** /  
WELCOME Co., Ltd

**Tatsuro Sato** /  
DELPHONICS

### Press

**Ai Yoshida**

**Hitomi Kodaka** /  
REHEATSAL

### Official Guide Book

Editor in Chief  
**Dai Takeuchi** / river

Editor  
**Toshiaki Ishii** / river  
**Masato Warita** / river

Contributing Editor  
**Shigekazu Ohno** /  
Lefthands inc.

Writer  
**Ryo Inao** / Lefthands inc.

Photographer  
**Manabu Matsunaga**  
**Taku Kasuya**

### Web

Design & Coding  
**Junichi Okamoto** /  
jojodesign inc.

### Audio Guide

Director  
**Yuki Naruse** / ON THE TRIP

Editor  
**Akihito Shiga** / ON THE TRIP

Tei Yuehong  
**Cory Baird** / ON THE TRIP

Navigator  
**Harry Sugiyama**

Photographer  
**Hiroshi Homma**

Designer  
**Kai Ohta**

### Copy Writer

**Dai Takeuchi** / river

### Photographer

**Kei Takashima** /  
Nacása&Partners

**Keiko Chiba** /  
Nacása&Partners

**Brian Scott Peterson** /  
PechaKucha HQ

### Video

Production  
**dotframe Inc.**

Music  
**Shuta Hasunuma**

Special Thanks  
**Brian Scott Peterson**

### Translator

**Taku Sato**  
**Terrance Young**  
**Kyoko Tsunoda**  
**Emiko Oki**  
**Douglas Edberg**

### International Coordinator

**Emiko Oki**

### Launch Event

Technical Director  
**Yutaka Endo** / Luftzug

Producer  
**Takafumi Tamura** /  
TV MAN UNION

Photographer  
**Yusuke Kida**

Photographer  
**Hiromi Moriyama**

### Special Thanks

**Tomoharu Azegami**

**Megumi Ogawa**

**Mio Kato**

**Ippei Kayahara**

**Yuko Kishimoto**

**Minako Kishita**

**Mai Shishikura**

**Tomoyuki Nagatsu**

**Nahoko Narita**

**Eri Motohashi**

**Masashi Nagamochi**

**Nana Okui**

**Kaori Maeda**

**Miki Tatano**

**Tomoiku Suzuki**

**Moore**

**Billie Akwa**

**Yabo Cui**