



t
design & art festival 2019

w
www.designart.jp

m
info@designart.jp

DESIGNART TOKYO 2019 PROPOSAL

Friday, Oct. 18 - Sunday, Oct. 27



CONTENTS

ABOUT	03	WHAT IS DESIGNART?
	04	TOKYO DESIGN & ART CULTURE
	05	VISION
	07	ABOUT DESIGNART TOKYO 2019
08-09	BENEFITS	
10	DESIGNART 2018 RECORDS	
MATERIALS	11-13	OFFICIAL CONTENTS
	14-18	OFFICIAL TOOLS
HOW TO	19	DESIGNART TOKYO 2019 ENTRY GUIDELINES
	20-23	EXHIBITION PACKAGES
	24	EXHIBITOR'S REGULATIONS
	25	ENTRY CALENDAR
26-28	SPONSOR PLANS	
MEMBERS	29	ACKNOWLEDGEMENTS



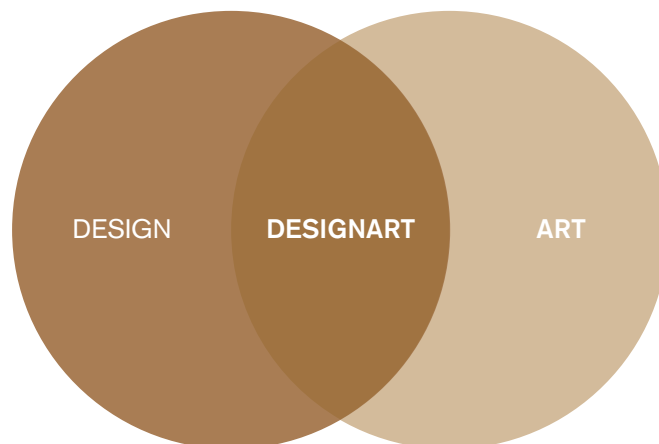
WHAT IS DESIGNART?

Bringing passion by the crossing boundaries design and art.

DESIGNART is about spreading amazing things, design and art included, across barriers. We aim to give people the joy of possessing things that give them joy in their daily lives. In 2020, the Tokyo Olympics/Paralympics are coming to Japan and are sure to bring big changes. We see this as an opportunity for more people to interact with beautiful things and to make those things an intimate part of their daily lives.

Bringing Emotion into Lives

Started in 2017, DESIGNART TOKYO is an annual festival that brings design and art together each fall. The setting is Tokyo, one of the world's premier cities where architecture, interior design, product design, fashion, food, sports, technology, and more come together in a revolutionary mix of cultures to produce DESIGNART. This is an event that transforms all of Tokyo in a museum of design and art, allowing everyone to stroll the city taking in each display. Through the two previous annual DESIGNART TOKYO, we have begun to foster a culture of purchasing design products and art for everyday enjoyment among the people of Tokyo. With this third installment, DESIGNART TOKYO hopes to begin cultivating a culture of supporting art not just among individuals, but in society as a whole.

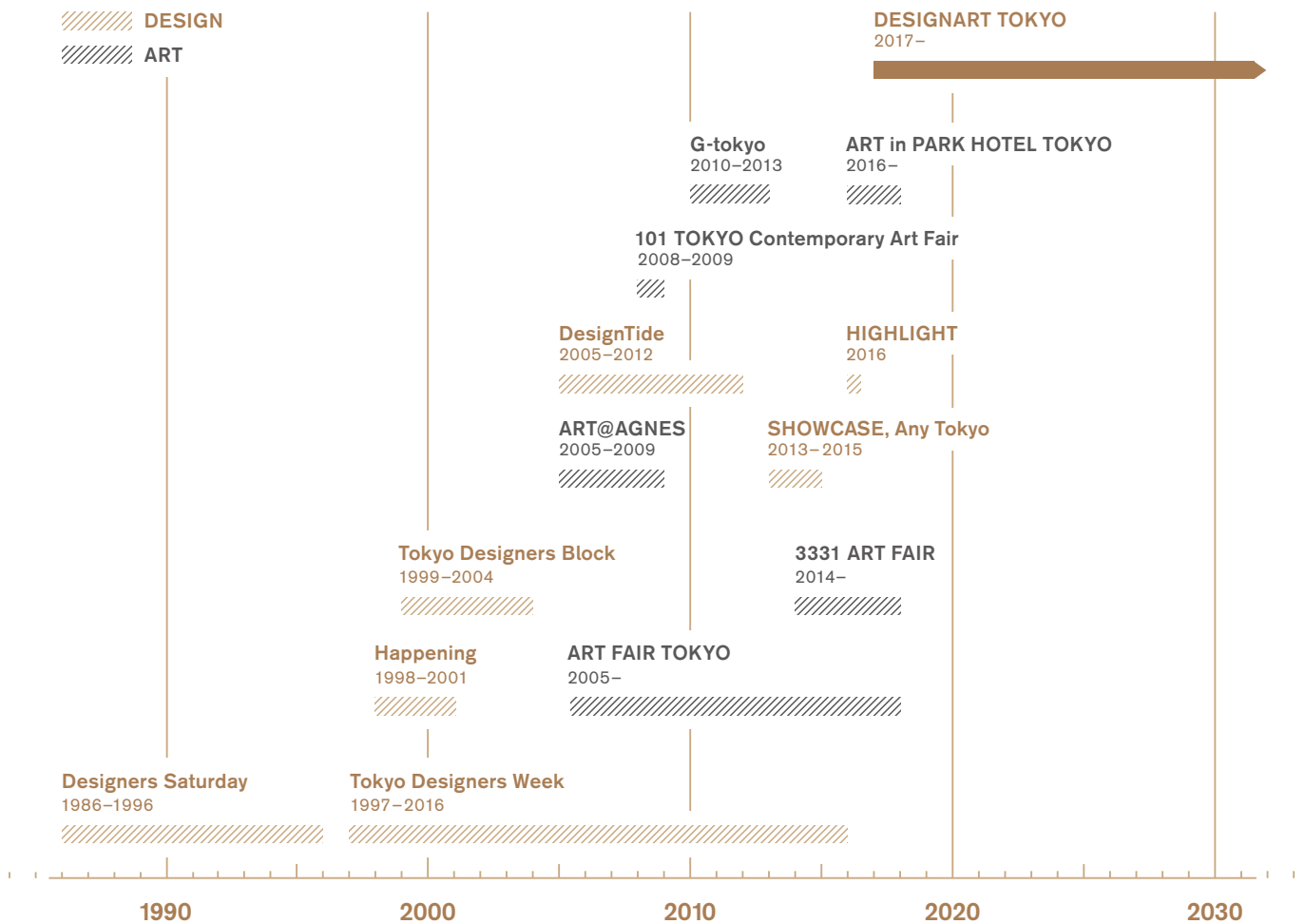




TOKYO DESIGN & ART CULTURE

Tokyo design & art event

We are aiming this event toward a sustainable movement by forming partnerships with a variety of fields and organizations.



VISION

1. Revitalizing the creative industry from Japan

We believe in creating opportunities to enrich people's lives through interactions with quality craftsmanship. These new "fans" are the people who will kickstart the revitalization of the creative industry. Visitors will not only experience works by creators but have a chance to purchase them and make them their own. All the items on exhibit can be purchased. And we've made it easy by offering financial support such as an "interior loan" program for those who want an a more accessible way to purchase more expensive items.



©Nacasa & Partners

2. Exchanges where people from all over the world can influence each other.

When creative people from all over the world, regardless of genre come together, unimaginable syntheses are born. We want to go beyond borders and create new projects and unexpected encounters.



©Nacasa & Partners

3. Supporting young designers and artists

Discovering and supporting young designers and artists who are the future of Japanese culture.



©Nacasa & Partners

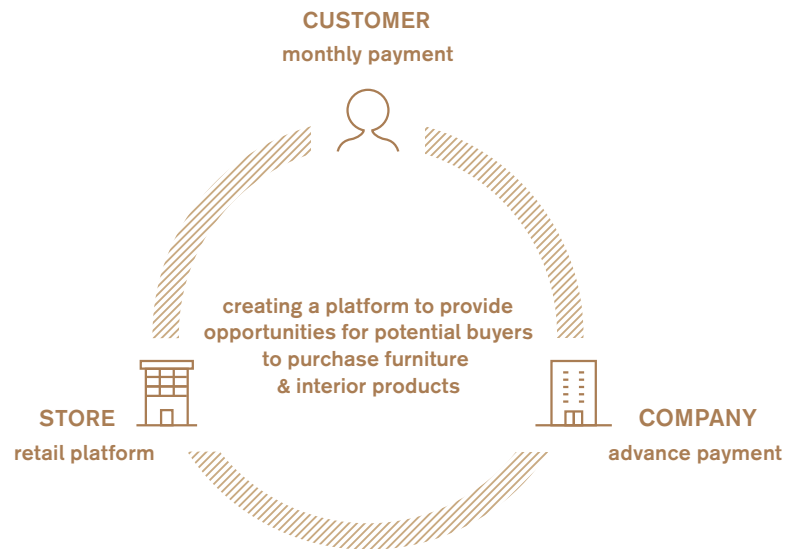
RECOMMENDATIONS FROM DESIGNART

1. INTERIOR LOAN / SHOPPING CREDIT

Taking out a loan for purchasing relatively expensive furniture and interior items is common practice in northern Europe. Recently, larger furniture vendors are bringing the practice to Japan. At DESIGNART Tokyo we are promoting "interior loans" to give as many people as possible the opportunity to acquire beautiful pieces and products.

The vendors we can purchase with the Interior Loan / Shopping credit program

SEMPRE / ACTUS / arflex (only at directly owned stores)
CONDE HOUSE / LIVING HOUSE. etc.



2. TAX BENEFITS

The hometown tax is a fee paid to the jurisdiction of one's choosing as a wonderful way of saying thanks. Supposedly art will be receiving the same treatment next. Beginning in 2015, it became possible to declare one work of fine art under 1 million yen in value as a depreciable asset (recognized as an expense), which has increased sales of work by mainly young artists. We now live in an era where you can get a tax break while also supporting fresh talent and contributing to cultural development. It is said that the art market in Japan comes in at around 327 billion yen so it is at present quite small in scale compared to leading nations of art like America (2.84 trillion yen), China (1.42 trillion yen), and England (1.35 trillion yen). On the other hand, it isn't an overstatement to say that the Japanese market has the greatest potential for growth among these countries. As it possesses a value that fluctuates in response to demand just like stocks and real estate, there has never been a better time to start buying art.



* Source:
"Market Research on the Japanese Art Industry 2017"
Art Tokyo – Art and Creativity



ABOUT DESIGNART TOKYO 2019

GRAND CONCEPT: Emotions

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.

DESIGNART TOKYO 2019 OVERVIEW

1. Official event name

DESIGNART TOKYO 2019

2. Duration

Friday, Oct. 18, 2019 – Sunday, Oct. 27, 2019 10 days

3. Venues

Shops and facilities, galleries, rental spaces, etc. in Omotesando / Gaienmae, Harajuku / Meijijingumae, Shibuya / Ebisu, Daikanyama / Nakameguro, and Roppongi / Shinjuku / Ginza

4. Participants

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

5. Embodiment

Event without a main venue that the visitors can trip around in the whole city of exhibition area.

6. Visitors

Traders, companies, buyers, press, students, and general customers interested in design and art

7. Related materials

OFFICIAL GUID BOOK, OFFICIAL TABLOID
OFFICIAL MAP, OFFICIAL WEB SITE
DESIGNART FLAG (for display at participating venues)
etc.

DESIGNART TOKYO 2019 GOALS



venues

over
120
locations



visitors

over
200,000



media
coverage

over
350



BENEFITS

Expanding your brand name






With the addition of Ginza and Shinjuku, The seven areas are the premier neighborhoods in Tokyo for fashion, design, art, architecture, and food. For 10 days, the five areas will serve as event space for over 200,000 visitors. In addition, the various shops, cafes, and commercial facilities in the areas will welcome not only DESIGNART visitors but also spread word to all others in the area.

Large-scale advertising

In addition to direct advertising by DESIGNART, each of our media partners and others will carry advertising and articles about our activities.



1. DESIGNART Tokyo 2018 Advertising

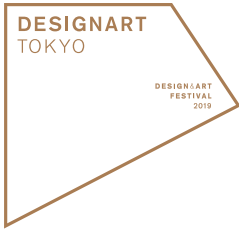
 web 500,000 PV	 classified ads 50,000 copies	 maps 50,000 copies
 facebook 600,000 views	 booklets 20,000 copies	

2. 2018 Media partners

dezeen ELLE DECOR FASHIONSAP.COM
I'm home. JDN J-WAVE 81.3FM madame FIGARO japon
Pen SHOTENKENCHIKU The Artling Time Out Tokyo
Tokyo Art Beat WWD JAPAN

3. Magazines / News media

350 outlets



BENEFITS

Collaborations

Partnerships and collaborations with industries and companies in different fields can lead to new and unexpected developments.



DESIGNART 2018 REFERENCES



©Nacasa & Partners

KEITA SUZUKI (PRODUCT DESIGN CENTER) × ICHIRO YAMAGUCHI
at REPUBLIC OF FRITZ HANSEN



©Nacasa & Partners

HIROTO YOSHIZOE
at B&B ITALIA TOKYO

DESIGNART TOKYO 2018 RECORDS

DESIGNART TOKYO 2018

Duration : Friday, Oct. 19 – Sunday, Oct. 28 10 days



Venues : 90



Booklets : 50,000
(distributed from 250 locations)



Collaborations : 49



Media : 300 outlets



Visitors : 120,000

Major venues

ARFLEX
AVEX
AXIS
B&B ITALIA
CASSINA IXC.
CIBONE

CONDE HOUSE
FRED PERRY
GERVASONI
KNOLL
KOLOR
PERROTIN TOKYO

REPUBLIC OF FRITZ HANSEN
TAKA ISHII GALLERY
TOMIO KOYAMA GALLERY
TSUTAYA BOOKS
WORLD
and more...

GRAND SEIKO



©Nacása & Partners

KAZUKI UMEZAWA × TAKU OBATA at THE WATARI MUSEUM OF CONTEMPORARY ART



©Nacása & Partners

GERVASONI



©Nacása & Partners

PARTNER COUNTRY : KINGDOM OF SWEDEN

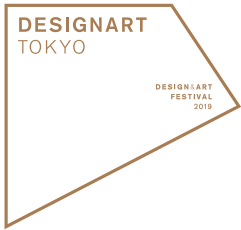
SPONSOR : ASAHİ BUILDING-WALL CO.,LTD., ASKUL Corporation, CANADA GOOSE, D.BRAIN CO. , LTD., Francfranc, GERVASONI JAPAN, Panasonic Corporation Appliances Company Game Changer Catapult, Perrier-Jouët, Sony Corporation, SPACE CO. , LTD., TANSEISHA Co. , Ltd., VOLVO STUDIO AOYAMA

COOPERATION : APOLIS, APROZ., Arakawa & Co. , Ltd, AURORE INC., Avex Inc., B&B Italia Tokyo, Bang & Olufsen, BAUS, Chuetsu Pulp & Paper Co. , Ltd., DEAN & DELUCA CAFE, Fujimiya 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, ROKT, SANYO SHOKAI LTD., Shigotohito Inc., Shizen Energy Inc., Spiral/Wacoal Art Center, STRING., Sugahara Glassworks Inc., SUNCORONA ODA co. ,Ltd., Tokyu Hotels Co. , Ltd., Velorbis COPENHAGEN, WORLD CO. ,LTD., WORLD PRODUCTION PARTNERS CO. ,LTD., WORLD SPACE SOLUTIONS CO. ,LTD.

SUPPORT :

Arts Council Tokyo, Tokyo Metropolitan Foundation for History and Culture
Embassy of Sweden, Minato City
J-WAVE 81.3 FM

MEDIA PARTNER : dezeen, ELLE DÉCOR, FASHIONSAP.COM, I' m home.,JDN, madame FIGARO japon, Pen, SHOTENKENCHIKU, The Artling, Time Out Tokyo, Tokyo Art Beat, WWD JAPAN

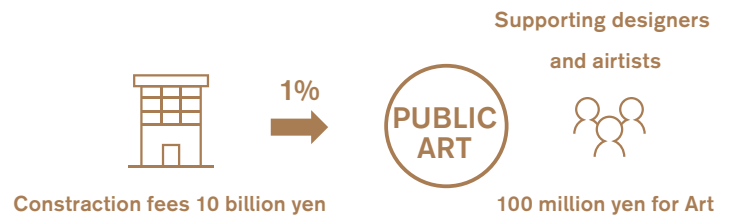


OFFICIAL CONTENTS

1. DESIGNART FEATURE

This year, DESIGNART TOKYO presents '1% for Art' as DESIGNART Feature project. Already taking place in the US, Europe, South Korea, and Taiwan, '1% for Art' is a cultural program that supports the projects of designers and artists and the development of the creative industry by contributing 1% of construction fees to art. DESIGNART TOKYO is working to make '1% for Art' a driving force behind Japan's design and art scene, gathering signatures and support with the aim of making the project into law. (Support: Japan Traffic Culture Association)

Hong Kong-based Design Pier has gathered creators from all over Asia, including from Japan, Hong Kong, Thailand, Indonesia, and Pakistan for a special exhibition highlighting a diverse array of highly creative artwork, making Tokyo a beacon for the future of public art.



RAKK by Apiwat Chitapanya



Zsafia Illosvai (Design Pier)



JODH II by Coalesce Design Studio

OFFICIAL CONTENTS

2. CULTURAL MIXTURE from all over the world

Experience a unique cultural mixture of exhibitions by 'Jerusalem Design Week' from Israel and by 'Helsinki Design Week' from Finland which is celebrating 100 years of diplomatic relations with Japan.



Jerusalem Design Week 2018

3. PECHAKUCHA NIGHT

PechaKucha Night is an event where one can experience the brilliance of designers and artists both within and outside of Japan. It was devised and shared by Tokyo based Klein Dytham architecture in 2003.

At current, every month, about one hundred PechaKucha Night events are held at 1,000 cities across the globe. This simple presentation format of talking alongside 20 images, each for 20 seconds, provides the ideal platform for creative people to showcase what they do.

At DESIGNART TOKYO 2019 this fall there will be a special PechaKucha Night to help facilitate the interaction between design, fashion, art and gastronomy.



©Nacasa & Partners

OFFICIAL CONTENTS

4. UNDER-30 PROJECT

The Under-30 program supports Japan's budding future creators by providing financial aid such as waiving the exhibition for up and coming artists and designers. DESIGNART TOKYO 2019 has chosen five artists under 30 years old to connect with interested shops, brands, and manufacturers to exhibit their works.

JUDGES

DESIGNART COMMITTEE

Akio Aoki / MIRU DESIGN

Shun Kawakami / artless Inc.

Hiroshi Koike / NON-GRID, IMG SRC

Okisato Nagata / EXS

Astrid Klein / Klein Dytham architecture

Mark Dytham / Klein Dytham architecture



©Nacása & Partners



t design & art festival 2018

w www.designart.jp

m info@designart.jp

OFFICIAL TOOLS

1. TABLOID

Advertising tabloid

Tabloids to be published as a announcement for this event.

size: **tabloid (H406×W272mm)**

page: **16 pages**

circulation: **50,000 copies**



406mm

544mm





t design & art festival 2018

w www.designart.jp

m info@designart.jp

OFFICIAL TOOLS

2. GUIDE BOOK

The guide book will be sold at exhibition and information spaces.
This could be both a guide during the event and an archive after the event.

size: **B5**
volume: **100~120 pages**
circulation: **20,000 copies**



ARTICLE SIZES

Example of print space on the booklet.
These are the samples and actual sizes may vary.

size reference

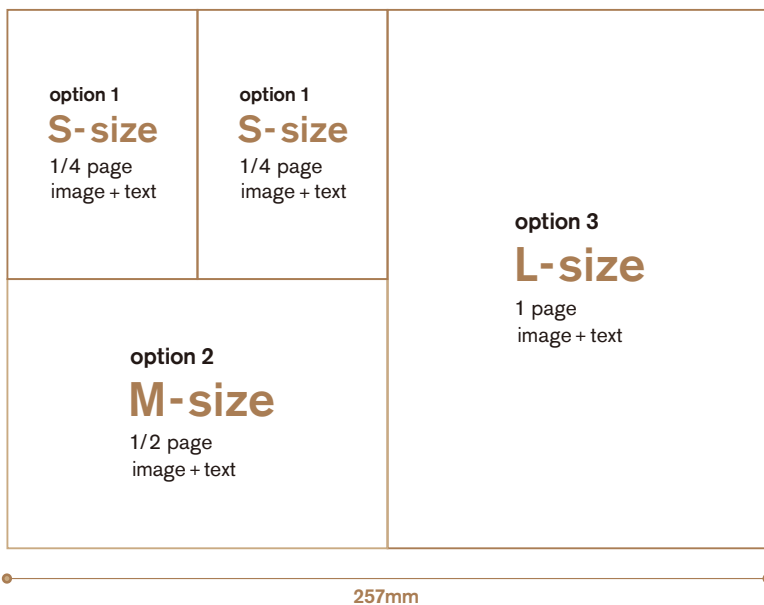


image for article



OFFICIAL TOOLS

3. MAP

This is the guide map for visitors to help them navigate where to go and is available at the exhibition spaces or the other participating facilities. It will also highlights some noteworthy architectural sites so that the visitors can enjoy the entire city as if it was one museum.

size: **A2** (A5 size when folded)
circulation: **50,000 copies**

A5 size when folded



148mm

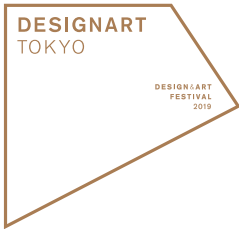
A2 size



210mm

594mm

420mm



t design & art festival 2019

w www.designart.jp

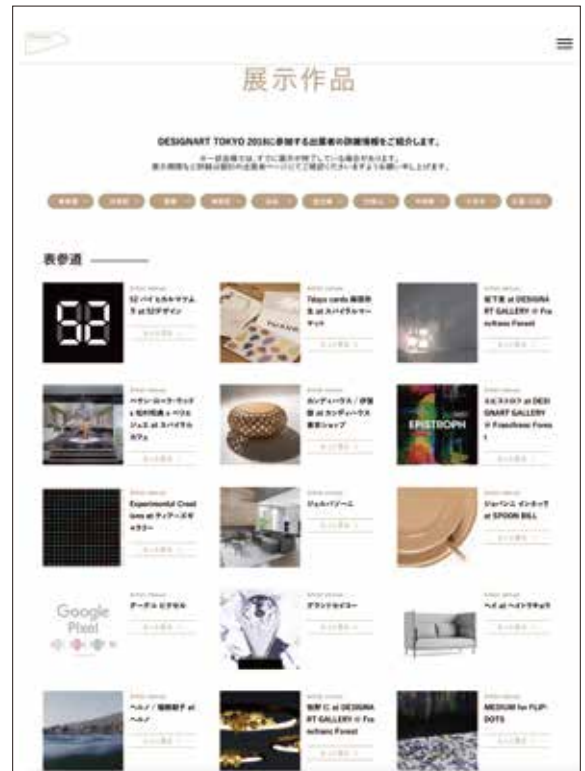
m info@designart.jp

OFFICIAL TOOLS

4. WEB

DESIGNART official website will provide information about the exhibits, the profiles of creators and brands, the latest news about parties and events, and other information which is too many to post it in the booklet.

www.designart.jp/en/





t
design & art festival 2019

w
www.designart.jp

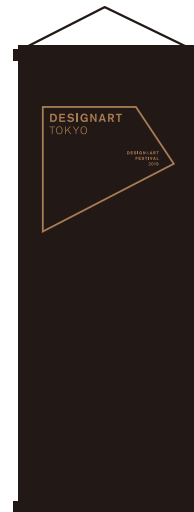
m
info@designart.jp

OFFICIAL TOOLS

6. FLAG & SIGN

We will continue to use the same flags and stands as the last year. This cool flag is created by fashion designer Yoshikazu Yamagata, and the flag stand which is reusable as a coat stand is designed by architect Keiji Ashizawa.

Additionally, to increase visibility, we have created a DESIGNART logo cut-out sticker for windows or walls as a remarkable sign.



7. CUSTOM ORDER SIGN

We are happy to provide custom-made templates for exhibitors needing non-standard sized signage.

***Fees for order**

Fees will be estimated based on a width and a height.



©Nacasa & Partners





DESIGNART TOKYO 2019 ENTRY GUIDELINES

1. DATE

Friday, October 18, 2019 – Sunday, October 27, 2019

2. VENUES

Shops, restaurants, cafes, galleries and event spaces nearby / around Omotesando · Gaienmae / Harajuku · Meiji-jingumae / Shibuya · Ebisu / Daikanyama · Nakameguro / Roppongi / Shinjuku / Ginza

3. ELIGIBILITY

We are looking for people who empathize with DESIGNART's concept of "Emotions".

With Tokyo as our starting point, we want to work with designers, artists, and brands to spread their work to the world and revitalize the Japanese market.

4. BENEFIT

- In just 10 days exhibitors can market their brands or artworks to approximately 200,000 visitors.
- Using our state of the art official bilingual guidebook and website, exhibitors can promote their brands internationally. Our media partners will also help the word about your products globally.
- We offer unique opportunities to networking and growing your business.

5. PACKAGE TYPES

Package A: Able to provide both exhibition space and exhibition items.
Package B: Able to provide exhibition space, looking for exhibition items.
Package C: Able to provide exhibition items, looking for exhibition space.

6. REGISTRATION PERIOD

Regular Entry

- Saturday, February 9, 2019 – Friday(Midnight), April 26, 2019

7. HOW TO APPLY

Choose your package plan through the registration form on our website.
www.designart.jp/en/entry2019/

8. THE CONTENTS OF APPLICATION

- **Name** Company name / Brand name / Person in charge of the exhibition
- **Contact Information** Company address / Phone number / Email address
- **Company profile** Your company / Your brand / website URL

- **The contents of your exhibition** (For package A and C) Explanation of exhibit items such as illustrations, images, and a summary of the concept.
- **The venue of your exhibition** (For package A and B) Images showing both the exterior and interior of the venue.
- **Others** *If you choose Plan B or C, please let us know about what you plan to exhibit or what you hope for a space.

9. SUBMISSION GUIDELINES

Please follow the rules below when you send us photos or images of exhibition items / layouts (sketches, 3DCGs, photos of mockups) for application.

- Compile the images in one ZIP file and compress it less than 5MB.
- Name the ZIP file as below: "Entry_DA2019_(company or brand name)".
- Please attach and send the ZIP file by email with the subject as "Entry_(company or brand name)" to 2019exhibitors@designart.jp
- **Deadline: Friday, April 26, 2019.**

10. ANNOUNCEMENT

DESIGNART will review applications upon close of deadline and tell the applicants the results. The Results will be announced by the following schedule.

Regular Entry

- Friday, May 31, 2019

11. SAFETY REQUIREMENTS

We would like to show and bring customers the joy of experiencing and having beautiful, well-crafted products. Based on this idea, all the products must meet the safety standards. DESIGNART cannot be responsible for losses or accidents caused by products or exhibitions.

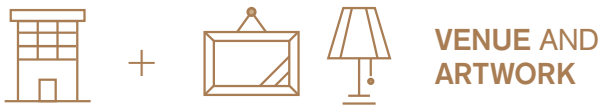
- All the products, regardless of sales or exhibitions, using electricity must have PSE certification.
- All the products for sales or exhibitions should be covered by PL insurance.

12. CONTACTS

DESIGNART COMMITTEE

tel: 03-6804-3819
mail: exinfo@designart.jp
web: www.designart.jp

EXHIBITION PACKAGES



PLAN A

for those who are able to provide both
exhibition space and exhibition items.



PLAN B

for those who are able to provide
exhibition space, looking for exhibition items.



PLAN C

for those who are able to provide
exhibition items, looking for exhibition space.

for PLAN B & C MATCHING COORDINATE

We will work to find the best match between
PLAN B party “able to provide exhibition space,
looking for exhibition items” and PLAN C party “able to
provide exhibition items, looking for exhibition space”.

Matches are based on agreement from both sides.
In the case we don't reach the matches, no fee will be charged.

LITHUANIA at BROAD BEAN



©Nacása & Partners

YUJI OKITSU / YURI HIMURO /
YOY / RHTMA at AXIS



©Nacása & Partners



EXHIBITION PACKAGES: PLAN A

For those who are able to provide both an exhibition space and exhibition items.

This package is for those who have both an space and the contents to exhibit or sell, and can also direct and run their exhibition.

COST

If you exhibited at DESIGNART 2018 last year and could reuse your flag this time, please let us know when you apply and we will waive the 20,000 yen (not including tax). Please be aware that if you do not let us know your reuse of the flag, the flag fee will be charged.

option 1

180,000yen
(before tax)

S-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign

option 2

250,000yen
(before tax)

M-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign

option 3

500,000yen
(before tax)

L-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign

PAYMENT

The ONE exhibition fee can only apply to ONE exhibition space.
Please note that the additional exhibit spaces will incur additional fees.



EXHIBITION PACKAGES: PLAN B

For those who are able to provide an exhibition space, looking for exhibition items.

This package is for those who have a space for exhibition or sales but may not have their own contents to exhibit, and want to partner a designer, an artist, or a manufacturer.

COST

If you exhibited at DESIGNART 2018 last year and could reuse your flag this time, please let us know when you apply and we will waive the 20,000 yen (not including tax). Please be aware that if you do not let us know your reuse of the flag, you will be charged the flag fee.

option 1

Combined amount of
Plan B & C

230,000yen
(before tax)

S-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign
+ Coordination

option 2

Combined amount of
Plan B & C

300,000yen
(before tax)

M-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign
+ Coordination

option 3

Combined amount of
Plan B & C

550,000yen
(before tax)

L-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign
+ Coordination

PAYMENT

The ONE exhibition fee can only apply to ONE exhibition space. The price above include 50,000 yen as a coordination fee. The price above is combined amount of Plan B and C, which means we doesn't charge it for both B party and C party. This fee should be paid by one party/bank account. So please discuss and decide which party will make a transaction.

Case 1: Party B who provide the exhibition space pays

This case is suitable for the space provider who wants to increase the recognition and reputation of your space by supporting creator's exhibition.

Case 2: Party C who provide the exhibition items pays

This case is suitable for the party who wants to exposure the items and get a chance to meet new customers by exhibiting in a location where you usually can't exhibit.

*Please be aware that the exhibition space could be a rental facility and could cost an additional fee. We are happy to give consideration to your needs / requests such as locations, size, etc.

Case 3: Split the cost (payment will still be paid by one party / bank account)

Both parties could reduce their financial burden.

*In this case, the both parties should be represented equally in the booklet, on the website, etc. Please discuss and decide this matter (ex: images, texts, etc.) between two parties.

MATCHING COORDINATE

The DESIGNART will introduce a new designer, an artist, or a manufacturer to you with the hope of sparking a creative chemical reaction.

- Please understand that a contents provider will be introduced to B party in order of application and that there is a limited number of contents providers we can present.
- Payment of the exhibition fee, various exhibition costs, and splitting the sales should be negotiated and decided between the exhibition space provider and the exhibition content provider. DESIGNART will not be liable for any issues or disagreements.



EXHIBITION PACKAGES: PLAN C

For those who are able to provide exhibition items, looking for an exhibition space.

This package is for those who have products to exhibit but do not have a space to exhibit and sell.
This is mainly for designers, artists, and manufacturers.

COST

If you exhibited at DESIGNART 2018 last year and could reuse your flag this time, please let us know when you apply and we will waive the 20,000 yen (not including tax).
Please be aware that if you do not let us know your reuse of the flag, you will be charged the flag fee.

option 1

Combined amount of
Plan B & C

230,000yen
(before tax)

S-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign
+ Coordination

option 2

Combined amount of
Plan B & C

300,000yen
(before tax)

M-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign
+ Coordination

option 3

Combined amount of
Plan B & C

550,000yen
(before tax)

L-size space on the booklet
+ MAP + WEB + Audio guide
+ Official flag & sign
+ Coordination

PAYMENT

The ONE exhibition fee can only apply to ONE exhibition space. The price above include 50,000 yen as a coordination fee.
The price above is combined amount of Plan B and C, which means we doesn't charge it for both B party and C party.
This fee should be paid by one party/bank account. So please discuss and decide which party will make a transaction.

Case 1: Party B who provide the exhibition space pays

This case is suitable for the space provider who wants to increase the recognition and reputation of your space by supporting creator's exhibition.

Case 2: Party C who provide the exhibition items pays

This case is suitable for the party who wants to exposure the items and get a chance to meet new customers by exhibiting in a location where you usually can't exhibit.

* Please be aware that the exhibition space could be a rental facility. In that case you could be charged for an additional cost.
We are happy to give consideration to your needs / requests such as locations, size, etc.

Case 3: Split the cost (payment will still be paid by one party / bank account)

Both parties could reduce their financial burden.

* In this case, the both parties should be represented equally in the booklet, on the website, etc.
Please discuss and decide this matter (ex: images, texts, etc.) between two parties.

MATCHING COORDINATE

The DESIGNART will introduce a shop, a gallery, or
a rental space to you with the hope of sparking a creative chemical reaction.

- Please understand that the space will be introduced to C party in order of application and that there is a limited number of spaces we can present. In the case the exhibition space is a rental facility, you could be charged for an additional cost.
- Payment of the fee / costs, and splitting the sales should be negotiated and decided between the exhibition space provider and the exhibition content provider.
DESIGNART will not be liable for any issues or disagreements.



EXHIBITOR'S REGULATIONS

To achieve a more integrated & attractive event

1. Display exhibit items in show windows and display the DESIGNART sign

Display items so that they are easy for passersby to see. Also, display the official DESIGNART sign so that visitors know that items are part of the event.

2. Whenever possible display the price of exhibit items

Apart from large-scale installations and items not for sale, we recommend clearly labeling the price on all exhibit items. By clearly displaying the price, we encourage visitors to purchase items and help to further and develop the market for design and art. Please let customers know if items are available ahead of time on via the web.





ENTRY CALENDAR

▶ PRESS RELEASE

LATE JUL. DIGEST VERSION EARLY OCT. FULL VERSION

MAR.

APR.

MAY.

JUN.

JUL.

AUG.

SEP.

OCT.

ENTRY
-04/26

Please apply through the entry form on our web site.
www.designart.jp/en/entry2019/

RELEASE & BRIEFING
03/06

DESIGNART TOKYO 2019 Press Conference & Briefing Session for Exhibitors.

SELECTION
-05/31

Selection by DESIGNART Committee.

PLAN A

RESULTS

The notifications of selection results.

-05/31
SUBMISSION
-06/28

- Submitting the texts and images about your exhibition works.
- Payment

PLAN B & C

FINAL SELECTION

Final Selection by DESIGNART Committee.

MATCHING COORDINATE
-06/28

Negotiations between exhibitors in package B and C.

RESULTS

The notifications of selection results.

SUBMISSION
-07/31

- Submitting the texts and images about your exhibition works.
- Payment.*

*Payment of the fee from Plan B & C (Joint exhibitors)

The exhibition fee should be paid from one party / bank account.

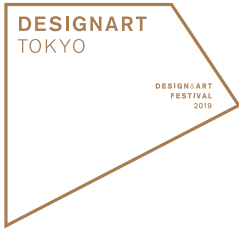
DISTRIBUTION
09/14-30

Distribution of official DESIGNART TOKYO 2019 tabloids for advance notice.

10/01-15

- Distribution of exhibition aids such as guidebook, flags, signs, etc.
- Launch of official web site.

DESIGNART TOKYO 2019 OPEN
10/18-27



SPONSOR PLANS

1. TABLOID

ADVERTISING VIA TABLOID (an announcement for the event)

One month before the event we will release a free tabloid outlining the event and exhibiting venues and distribute via shops and event spaces.
Costs to advertise in the tabloid (not including design fees)

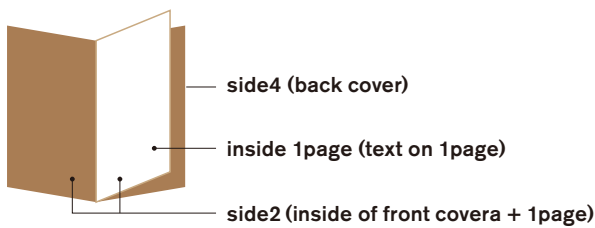
size: **tabloid**
page: **16 page**
circulation: **50,000 copies**



DESIGNART 2018 TABLOID REFERENCES

ADVERTISING COST

Tabloid advertising fee



artboard size 1P: H396×W265mm

color mode: CMYK

pages:

side4 (back cover)	2,000,000 yen
side2 (inside of front cover + 1page)	2,400,000 yen
Inside 1page (text on 1page)	1,000,000 yen

*design fee not included



t design & art festival 2019

w www.designart.jp

m info@designart.jp

SPONSOR PLANS

2. GUIDE BOOK

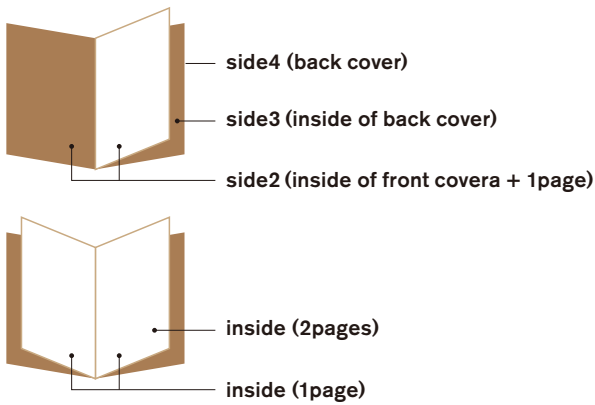
ADVERTISING VIA GUIDE BOOK (Catalogue)

We will distribute an Guide book with descriptions and photos of exhibits. Guide book advertising costs (production costs not included)

size: **B5**
 page: **80 – 100 pages**
 circulation: **10,000 copies**

ADVERTISING COST

Booklet advertising fee



artboard size 1P: H237×W162mm

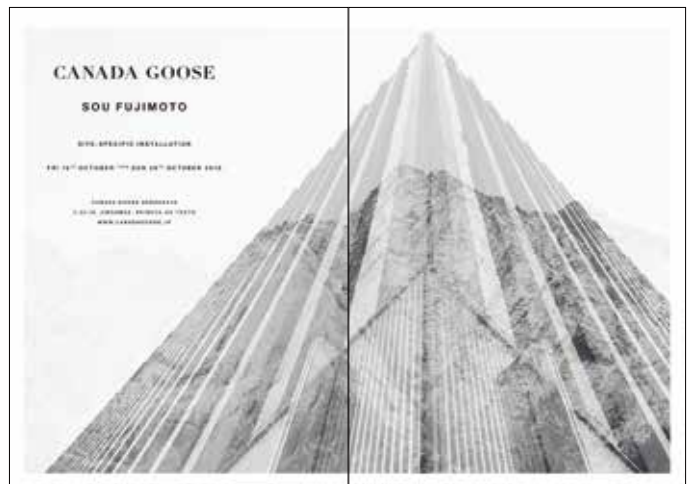
color mode: CMYK

pages:

side4 (back cover)	1,500,000 yen
side3 (inside of back cover)	1,000,000 yen
side2 (inside of front cover + 1page)	1,500,000 yen
Inside (2pages)	1,000,000 yen
Inside (1pages)	50,000 yen

*design fee not included

page: 27.



DESIGNART 2018 OFFICIAL BOOKLET REFERENCES



SPONSOR PLANS

3. MAP

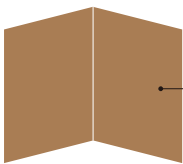
ADVERTISING VIA MAP (Handy)

Handy map to guide visitors around the event areas and venues, to be distributed at participating shops and spaces.

size: **A2** (foldable)
circulation: **50,000copies**

ADVERTISING COST

Map advertising fee



back side (a half side)

artboard size 1P: H365×W269.5mm

color mode: CMYK

back side **2,000,000 yen**

(a half side)

*design fee not included



DESIGNART 2018 MAP
REFERENCE



ACKNOWLEDGEMENTS

FOUNDERS

Akio Aoki
MIRU DESIGN

Shun Kawakami
artless Inc.

Hiroshi Koike
NON-GRID / IMG SRC

Okisato Nagata
EXS

Astrid Klein
Klein Dytham architecture

Mark Dytham
Klein Dytham architecture

LOGO & BRAND DESIGN

art director
Shun Kawakami / artless Inc.

designer
Kanako Ueno / artless Inc.
Ayako Shien / artless Inc.

project manager
Asami Kinoshita / artless Inc.

WEB

direction
Takuya Nishi / NON-GRID

design
Junichi Okamoto / jojodesign

OFFICIAL BOOKLET

copy writing
Dai Takeuchi / river

planning support
MIRU DESIGN

PR
Ai Yoshida
Hitomi Kodaka / REHERSAL

director
Kimiaki Tanigawa

assistant director
Rikako Takahashi

project manager
Yoko Yamazaki / KnotJapan

creative director
Akio Aoki / MIRU DESIGN