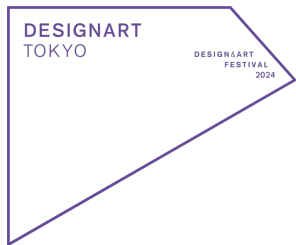


# DESIGNART TOKYO 2024 REPORT

DESIGNART TOKYO 2024



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# CONCEPT

## THEME

# Reframing

- the Benning of a Shift -

## 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 18 – 27, 2024

### 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

96 venues (117 exhibitors) – shops and galleries in Omotesando, Gaienmae, Shibuya, Harajuku, Roppongi, Hiroo, Ginza and Tokyo station area.



Photo: Usami Ryo



Official Exhibition "Reframing"  
Photo: Nacása & Partners

# RECORD

A 10-day event featuring a record-breaking 117 diverse exhibits. The total number of visitors reached 220,000.

Total Visitors

**Approx. 227,000**

Web & Social Media

**Approx. 1,610,000 views**

(during Aug 3<sup>rd</sup> – Nov 11<sup>th</sup>)

Press Coverage

**601 articles**

(as of Nov 13<sup>rd</sup>)

Number of Venues

**96 venues**

Number of Exhibitors

**117 exhibitors**

Creators and Brands

**Approx. 260**

Exhibitors matched through DESIGNART's matching program

**45 pairs**

Circulation of the Official Poster

**300 copies**

Circulation of the Official Guide map

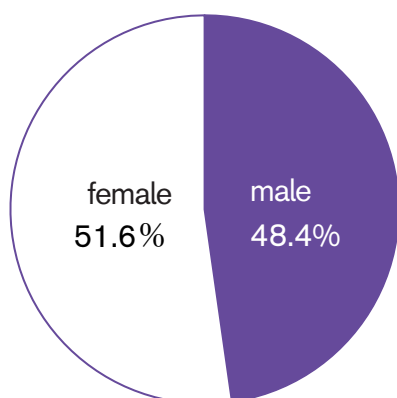
**30,000 copies**

## Online Content

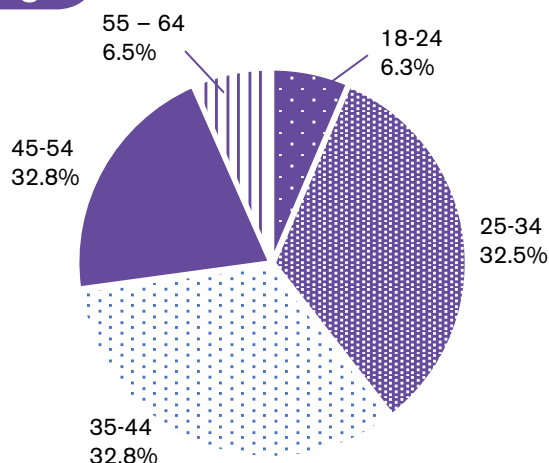
- PR video production and distribution (YouTube, Instagram etc.)
- Online Map (Google Map)
- Instagram Report (Instagram)
- Gift Campaign (Digital stamp rally, SNS hashtag posts)

## Social Media Followers \*Figures are from Instagram

### Gender



### Age range





# EXHIBITIONS PLAN A



VENUE &  
ARTWORK

Exhibitors who have arranged both exhibition space and artwork.

## LIONRUGS × KAORUKO

at LIONRUGS AOYAMA

LIONRUGS, a premier Persian rug store, teamed up with renowned artist KAORUKO to unveil her exclusive creations alongside a stunning collection of Persian rugs inspired by her artwork.



## Hana-arashi by nendo

at Paola Lenti Tokyo

The second chapter of the "Mottainai" Project by Paola Lenti. nendo showcased a new collection utilizing remnants of Paola Lenti's in-house developed fabric, "Maris."



## The First 130 - Furnitures in Space –

at ISSEY MIYAKE GINZA / 442 3F

MagnaRecta held a special exhibition at ISSEY MIYAKE GINZA / 442, featuring "130 (ONE THIRTY)," a collection of tables, chairs, and ceiling lights that utilize a unique grid-like structure.



## Yoichi Ochiai Solo Exhibition at BAG-Brillia Art Gallery-

Yoichi Ochiai Solo Exhibition "Divine Duality: Sushi, Null, and the Eel Dragon in Edo's Cyclical Time and Space"  
Grounded in the long-standing philosophical framework of "Digital Nature" and "Computational Resources," the exhibition explored the cyclical nature of time and space.



## Takram

Takram's Product Design and Behind-the-Scenes at SAS

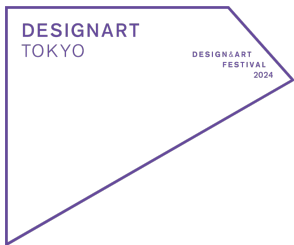
Design innovation firm Takram showcased product designs from its diverse range of projects, presenting actual products alongside insights into their creation process.



## The Conran shop Marunouchi INSPIRATIONS for the NEXT

The Conran shop partnered with four designers to create contemporary furniture reflecting Asia and Japan. This exhibition, "INSPIRATIONS," laid the foundation for future product development.





# PLAN A EXHIBITORS

sync, Inc.

Inter office ltd. (Knoll Japan)

Inter office ltd. (MUUTO STORE TOKYO)

Stellar & Co., Inc (Steller Works)

Sony Group Corporation

Johnson Homes Co.,Ltd. (blocco)

CASSINA IXC. Ltd.

HIRATA CHAIR

ACTUS CO.,LTD. (Aoyama store)

ACTUS CO.,LTD. (Marunouchi store)

KOMA, Inc.

NODA Japan Inc. (AREA Tokyo)

NODA Japan Inc. (Roche Bobois TOKYO)

TRUE Corporation (MAHO KUBOTA GALLERY)

LIXIL Corporation

Ritzwell & Co

Panasonic Corporation

DRAFT

WHO CARES?(CHIE/SHINICHI TANAKA/KAZUNARI MIKI/HYOGO KOBAYASHI)

VITRA INTERNATIONAL AG.(Artek Tokyo)

YASUAKI MATSUURA

WELCOME Group(HAY)

WELCOME Group(CIBONE)

NOMURA CO., Ltd

en one tokyo inc. (Gallery Common)

Valuence Japan Inc.

THE BATHROOM PROJECT

IMCF Co., Ltd.

KEF

YAMADADENKI Co., LTD.(Poltrona Frau)

Prada Japan Co., Ltd.

Otherwise Gallery

SEMPRE DESIGN CO.,LTD

LIONRUGS INC.

FFJ Co., Ltd.(FLEXFFORM)

arflex Japan(Molteni&C)

Cosentino Japan

VCUarts Qatar

FUJIFILM Corporation

Design Do inc.

Takram Japan

Creative Lithuania: Virtual Island

OKAMURA CORPORATION

dotcom Japan Co., Ltd.

Seiko Watch Corporation

Levi Strauss Japan

Tory Burch Japan (Shibuya PARCO popup)

Tory Burch Japan (Ginza)

100BANCH

Asei Ishikura

The Chain Museum (Paichu)

HYBE Design Team

PRESTIGE JAPAN INC.(Time & Style)

CANUCH Inc.

Atlantic Cars Limited(Paola Lenti)

PUBLIC CO.,LTD.(arti)

BBmedia Inc.

IROCO Design

Yamaha Corporation Design Laboratory GINZA

SUGITA ACE CO.,LTD (PATIO PETITE)

DNP Art Communications Co., Ltd.

HERMES JAPON

MagnaRecta.Inc.

Matsuya Co., Ltd.

STUDIO KAZ

OKURAYAMA STUDIO LTD. (The Gallery Tokyo)

Tokyo Tatemono Co., Ltd.(BAG-Brillia Art Gallery-)

USM U. Shearer Sons, Inc.

Apple

Conran Shop Japan Ltd.(Marunouchi shop)

Conran Shop Japan Ltd.(Sumitomo Mitsui Banking Corporation East Tower, Earth Garden)

TOKYO STATION GALLERY

Takashimaya Company, Limited

NIPPON STEEL CORPORATION

MAKE AND SEE (EDITORIA)

Total: 76 exhibitors



# EXHIBITIONS PLAN B 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

This year's UNDER 30 honorees—Saki Takeshita, AAAQ, and Yusuke Wakata—presented their works on the Galleria's second floor, reflecting the theme "Weaving the Future" of DESIGN TOUCH 2024.



Saki Takeshita

### at GROHE Akasaka Showroom

Drawing inspiration from "water," the source of creativity for the premium faucet brand GROHE, glass artist Satomi Ando presented two captivating glass works, "○○○" and "Puddle," capturing a dreamlike, fluid world.



### at Seibu Shibuya A Building, 1st Floor Window Display

Contemporary artist MARINO's works were showcased alongside AI-generated images derived from original artworks by NOI STUDIO, exploring the future of art and its possibilities.



### at NIESSING AOYAMA

The eyewear brand TWOFACE, created by German modern jeweler NIESSING and creative unit KIGI, presents an innovative collaboration inspired by Bauhaus, blending both design philosophies.



### at foundation

In the gallery space foundation, newly opened in July and operated by 3rd.inc, Hiroto Ikebe (UNDER 30) and YU WATANABE showcased their innovative explorations of traditional Japanese industrial culture, unveiling fresh perspectives and possibilities through their unique works.

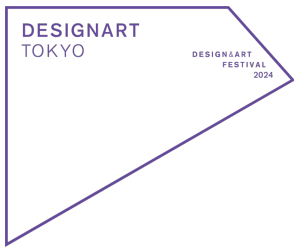


Hiroto Ikebe

### at Common

Design firm THAT showcased products and new designs developed since its 2021 founding, harmonized with the Common's space, creating an immersive cafe reflecting morning, noon, and night.





# EXHIBITIONS

## PLAN B and Venue Sponsor

TOKYO MIDTOWN (Galleria 2F front of Aēsop)  
TOKYO MIDTOWN(Galleria 2F front of lucien pellat-finet)  
TOKYO MIDTOWN(Galleria 2F side of lucien pellat-finet)  
GROHE AKASAKA SHOWROOM  
Kashikey Co., Ltd.(NIESSING AOYAMA)  
seen B1F  
TIERS GALLERY  
Spiral Esplanade(Spiral M2F)  
renoveru. b1.  
SEIBU SHIBUYA A Bldg. 1F shop window  
SEIBU SHIBUYA A Bldg.7F EVENT HALL  
SEIBU SHIBUYA B Bldg.3F COMPOLUX  
Bunkitsu  
Common  
foundation  
AXIS Building B1F-B111  
AXIS Building B1F-B121  
AURAS Tokyo  
AXIS Gallery  
HIBIYA OKUROJI [front of H03]  
HIBIYA OKUROJI [H05]  
HIBITA OKUROJI [G13]  
HIBIYA OKUROJI [G14]  
HIBIYA OKUROJI 2F Event space  
Sumitomo Mitsui Banking Corporation East Tower, Earth Garden  
JR Underpass Space No.32 (Otemachi)  
Keshiki

Total: 27 exhibitors



# EXHIBITIONS PLAN C



## ARTWORK ONLY

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

### JOINT EXHIBITION: WOODWORK

at AXIS GALLERY

This joint exhibition gathered seven creators and manufacturers, highlighting the evolving potential of "wood" through technology and design.



### NOMADIC COLLECTIVE

at renoveru. B1.

An exhibition in a company's office space, closely aligned with the products envisioned by the NOMADIC COLLECTIVE, formed by four in-house



### NEORT

at Under JR Elevated Railway No.32 (Otemachi)

A group exhibition by three digital artists, transforming a long-closed elevated space into a platform for innovative art.



### CYUON / Naoto Ogawa(NOMURA Co.,Ltd.)

at Hibiya OKUROJI

CYUON's work, using powder coating gradients and durable materials, was displayed in a semi-outdoor space under an elevated track, emphasizing material quality and resilience.



### STRAFT

at KESHIKI

Chosen for UNDER 30, STRAFT presented "NEST," a rice straw work that reflects Japan's inherent nature view shaped by rice farming, and brings it to the modern era.

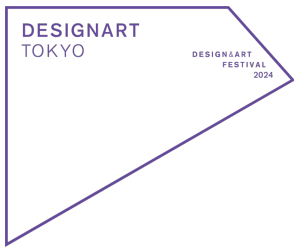


### TOYOTA Structural Design Studio

at Seen B1F

The exhibition explored car material recycling, with spatial design by TAKT PROJECT, highlighting their versatile transformation.





# PLAN C EXHIBITORS

TOYOTA Structure Design Studio  
FARM AND BUILD  
HOJO AKIRA STUDIO  
Masaya Kawamoto  
PULSE  
Tajima Industries Ltd.(&T)  
NOMADIC COLLECTIVE  
MARINO.  
Yasuto Nakanishi Lab., Keio University  
Kyowa Kogyo Co., Ltd.(X-lab)  
TCD Corporation  
THAT INC./Shin Ogura  
AAAQ  
Saki Takeshita  
Yusuke Wakata  
YU WATANABE  
HIROTO IKEBE  
OKURAYAMA STUDIO LTD.(TAKT PROJECT Inc. /  
OKURAYAMA STUDIO LTD.)  
Nohara Group, Inc.(WhO)  
PLOW DESIGN  
CONSENTABLE  
iwakagu Coporation  
MARUHON Co., Ltd.  
ODS / Oniki Design Studio  
Shinya Yamamoto  
Takasu Gaku Design and Associates(TGDA+639)  
Kaiba Design Node Co., Ltd.(tossanaigh)  
SIRIUS CO., LTD. (CYUON x Naoto Ogawa/NOMURA  
Co.,Ltd.)  
HONOKA.lab(Aqua Clara × HONOKA)  
Yukai Engineering Inc.  
AZUMA plywood.co.,ltd(COLOR and WONDER)  
Ochi Baku  
University of Tokyo's Institute of Industrial Science DLX  
Design Lab  
HINODE INDUSTRIAL ARTS Co., Ltd.(HINODE / cmyk  
Kenichi YOshizato)  
matsuri technologies Inc.  
TOMOMI YOKOYAMA DESIGN  
nu-inc.(tsumichara)  
NEORT Co., Ltd.  
Straft

Total: 39 exhibitors



# OFFICIAL EXHIBITION

## Reframing

Based on DESIGNART TOKYO 2024's theme, "Reframing: The Beginning of a Shift," four experts curated an exhibition that broke traditional boundaries and offered fresh perspectives, featuring works by 18 creators. The exhibition spanned genres, from traditional crafts to media art, with spatial design by the HYBE Design Team and furniture made from TUTTI®, a new recycled polyester material from Stylem Takisada-Osaka Co., Ltd., bringing the idea of using reclaimed materials in their raw and solid forms to life.

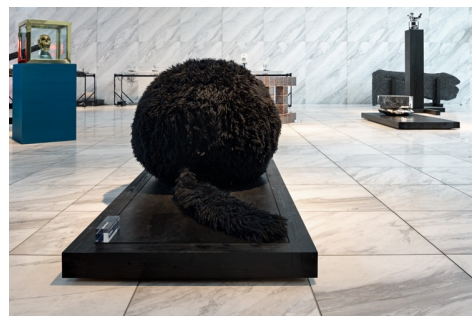
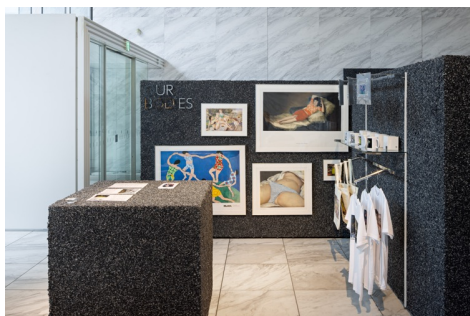
Curators :

**Kanazawa Kodama(ART)** Contemporary Art Curator / Artistic Director, Code-a-Machine Inc.

**Yudai Tachikawa (CRAFT)** Director of Traditional Techniques

**Ryuta Aoki (TECHNOLOGY).** Artistic Director / Social Sculptor

**Masato Kawai(DESIGN)** Interior Stylist / Space Designer, Director of BUNDLESTUDIO Inc.



Participating creators (18 groups): ARKO / Ben Storms / Human Awesome Error / Hiromine Nakamura / Jiabao Li / India Mahdavi / José Zanine Caldas / Kei Hasegawa / Kenji Hirasawa / Kenji Hirasawa and Yoshiki Masuda / Marion Baruch / Namae Myoji/ nendo / nor / Noritaka Tatehana ryo kishi / STUDIOPEPE The TEA-ROOM

Sponcer:

WORLD

B|NOMURA

STYLEM

SET UP CO., LTD.

TIMBER CREW®

MDES

RE:SET

K3

Mimaki®

リノテックシステム株式会社

Organizer: DESIGNART TOKYO Committee (DESIGNART Inc.)

Grant: ARTS COUNCIL TOKYO 【Grant for Artistic City】 ARTS COUNCIL TOKYO

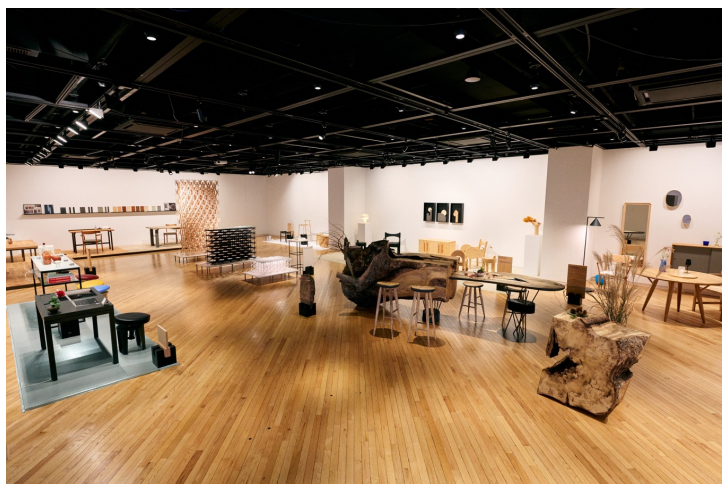


# JOINT EXHIBITION

## JOIN EXHIBITON : WOODWORK at AXIS GALLERY

Joint exhibition of designers and brands that create works from wood.

Participating exhibitors (7 groups): CONSENTABLE / iwakagu / MARUHON / ODS | Oniki Design Studio / Shinya Yamamoto / TGDA+639 / tossanaigh



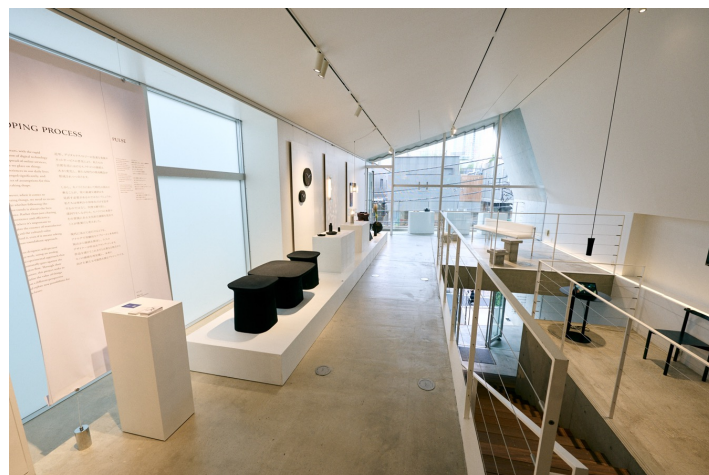
## Sumitomo Mitsui Banking Corporation East Tower, Earth Garden

DLX Design Lab / HINODE, cmyk Kenichi Yoshizato / matsuri technologies creative unit / The Conran Shop, N.HOOLYWOOD / TOMOMI YOKOYAMA DESIGN / tsumichara Participating exhibitors (6 groups)



## TIRES GALLERY

FARM AND BUILD / HOJO AKIRA / Masaya Kawamoto / PULSE Participating exhibitors (4 groups)





# OFFICIAL PROGRAMS

## OFFICIAL CHAMPAGNE

### Perrier-Jouët

This year, Perrier-Jouët, the prestigious champagne house with over 200 years of history, added elegance to the event as the official champagne of DESIGNART TOKYO. Over 500 guests enjoyed champagne and interacted with creators at the opening party.



## OFFICIAL CAR

### VOLVO EX30

The official car, a Volvo EX30 wrapped with the DESIGNART TOKYO 2024 logo, was displayed. This compact electric SUV features eco-friendly recycled materials, appealing to design-conscious visitors.



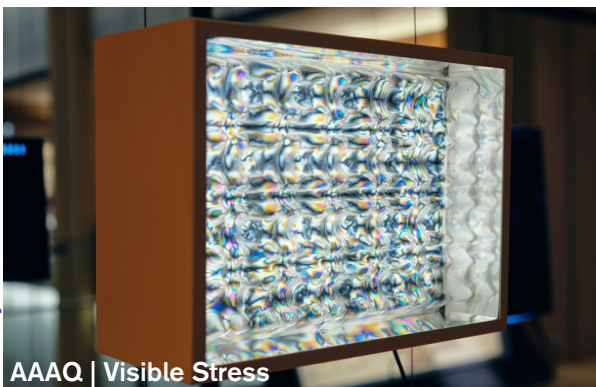


# AWARDS

## 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



AAAQ | Visible Stress

A creative unit consisting of product designer/producer Atsuro Miyako and UI designer So Ohta. AAAQ's work is based on sensitivity and research, guided by the philosophy of "creating, creating, and creating answers to generate new questions." A phenomenon called "photoelasticity" vividly visualizes the invisible force of stress. They will introduce "Visible Stress", a work that uses this photoelasticity to appreciate the texture of light created by stress.

Selected by Akio Aoki / MIRU DESIGN



Saki Takeshita | Eeyo

Graduated from the Department of Industrial, Interior and Craft Design at Musashino Art University. With a focus on the relationship between objects, people, and spaces, she values the process of thinking and creating by hand while interacting with materials. She will exhibit the work "Eeyo", which involves dyeing balsa wood, and then exposing it to hot air at nearly 200 degrees, changing the color and creating a graphical representation.

Selected by Shun Kawakami / artless inc.



HOJO AKIRA | Is that structure essential?

Graduated from Kanazawa College of Art. Currently works as an in-house designer and also works as a freelancer. He is focusing primarily on mass-produced products. He deconstructs and reconstructs the advantages and discomforts, proposing products that focus on structure and joining methods. His exhibition titled "Is that structure essential?" will focus on the discomfort felt in the distortion that mass products entail, considering whether these distortions are fundamental and what something's true essence is.

Selected by Astrid Klein, Mark Dytham  
(Klein Dytham architecture)



Hiroto Ikebe | COCOON ANATOMY

Textile Artist / Designer. He views "fabric" as a "soft fossil" accumulating memories of the culture, customs, and beliefs inherent in ethnicity and creates textile designs and artworks through his unique experimental approach. "COCOON ANATOMY" is focusing on the declining sericulture traditions, showcase a new production process at DESIGNART TOKYO 2024.

Selected by Okisato Nagata / TIMELESS



Straft | Nest

Craft unit consisting of Tamaki Ishii and Kazuma Yamagami. Graduating from Tokyo Zokei University with degrees in industrial design. Using rice straw left over after harvesting as their main material, they create works that incorporate traditional styles with a modern sensibility. The title Exhibition "NEST", works using rice straw, which has been respected as objects of prayer, rather than just consumed as a resource for roofs, walls, and as tools for daily life, will be exhibited.

# EVENTS

Throughout DESIGNART TOKYO 2024, various talks and parties hosted by exhibitors provided opportunities for interaction, adding to the excitement of the festival.



## DESIGNART TOKYO × DESIGN TOUCH Talk salon

at Tokyo Midtown International Design Liaison Center

Talk events in collaboration with DESIGN TOUCH drew around 200 participants despite being held on a weekday, making it a highly anticipated event.

October 24th 11:30- <1> "Innovative Branding" featured:

Kinya Tagawa (CEO of Takram)

Masataka Hosoo (President of Hosoo Co., Ltd.) Moderator: Ryuko Kida (Design Journalist)



October 24th 18:00- <3> "Reframing: The Beginning of a Shift" featured:

Kodama Kanazawa (Contemporary Art Curator / Code-a-Machine/ Artistic Director)

Masato Kawai (BUNDLESTUDIO Inc. Director / Interior Stylist / Space Designer)

Ryuta Aoki (Artistic Director / Social Sculptor)

Yudai Tachikawa (Management Director of t.c.k.w inc. / Director of Traditional Techniques)

Moderator: Yuka Tanimoto (Executive Director, Managing Editor Web Editorial Team at Forbes JAPAN)



© Brian Scott Peterson

## PechaKucha Night × DESIGNART TOKYO Special

at THE CORE KITCHEN/SPACE

On October 22, PechaKucha Night, held as a DESIGNART TOKYO Special, featured Straft, a standout participant of the U30 program, alongside creators like the Sony Group Creative Center and Michael Young, known for his collaboration with KEF. The session was an inspiring exchange of ideas and creative perspectives.



## Today at Apple at Apple Marunouchi

On October 22, Apple Marunouchi hosted a talk session with DESIGNART TOKYO representative Akio Aoki and Ryuta Aoki, an artist exploring the intersection of art and technology. Under the theme of this year, "Reframing: The Beginning of a Shift," they discussed key elements of innovation and its impact on society, offering insights into reshaping perspectives and discovering future opportunities.



# SALES RECORD

## Sales Highlights

**Approx. 23million yen** for the period Oct 18<sup>th</sup> – Oct 27<sup>th</sup>

During DESIGNART TOKYO, exclusive items, including interiors and collaborations, boosted sales by tapping into heightened purchasing interest. Many exhibitors also embraced online payments and their own e-commerce sites, showcasing the expanding possibilities beyond mere exhibitions.



MUUTO



Paola Lenti



nimble art "DESART" at Bunkitsu



Matsuya Ginza Design Collection



LIONRUGS × KAORUKO



# OPENING CEREMONY

## Opening of DESIGNART TOKYO 2023

Friday October 18<sup>th</sup> at Wold kita-Aoyama Bldg.

The festival opened on Friday, October 18 with a ceremony at the World Kita-Aoyama Building, the official exhibition venue. Co-founder Astrid Klein introduced this year's theme, while curators provided insights into the featured works in the "Reframing" exhibition. Approximately 90 domestic and international media representatives attended, setting the stage for the 10-day celebration of creativity and design.

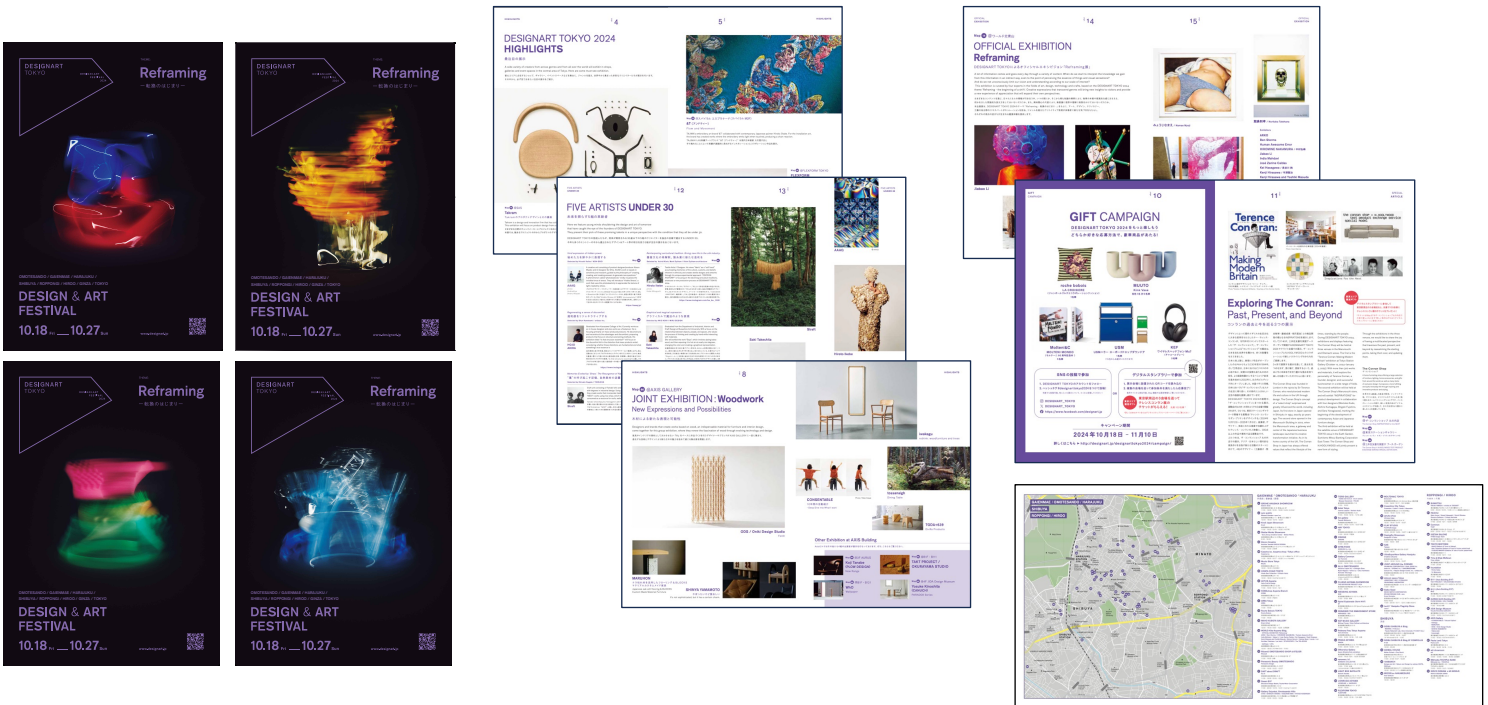




# TOOLS

## OFFICIAL GUIDEMAP

In line with the theme “Reframing: The Beginning of a Shift,” four key visuals were created with photographer Masaki Ogawa and featured across guide maps, posters, and the official website. The A4-sized, 24-page guide map highlighted key exhibitions and programs like UNDER 30, while a separate map detailed all exhibitors. A total of 30,000 copies were distributed at venues and 200 locations in Tokyo.



## INFORMATION CENTER

As in previous years, an information center was set up at the World Kita Aoyama Building. Staff distributed guide maps, guide assistance, and displayed exhibitor flyers and sample publications from media partners.



## OFFICIAL SIGNAGES

Exhibitors were provided with posters, signage, and QR code stands for a digital stamp rally, enhancing attendee interaction and visibility.



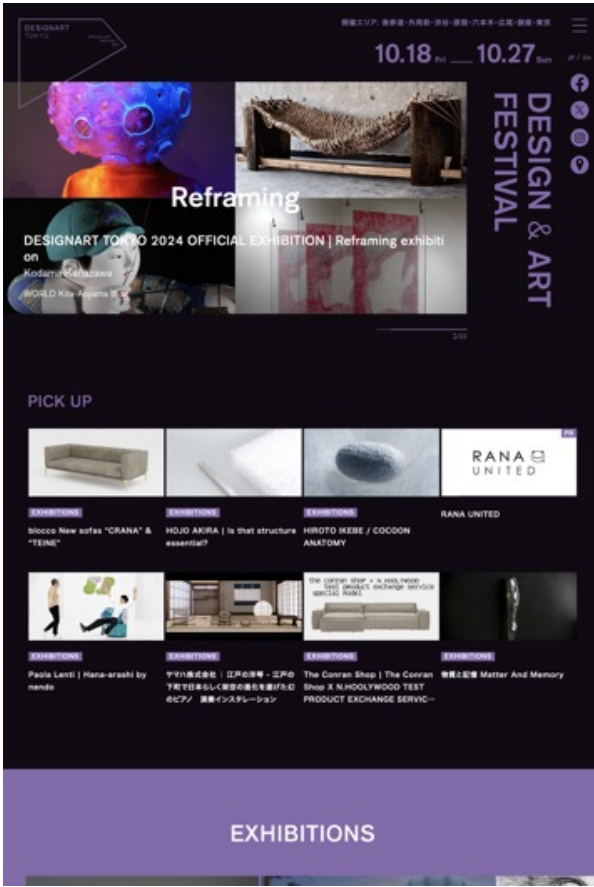
# ONLINE CONTENT

To reach more followers on social media, standardized designs, and well-planned posts were used to promote attendance, highlighting exhibitors by area. The digital stamp rally introduced last year continued, enhancing visitor flow between venues and fostering communication between exhibitors and attendees, adding energy to the festival.

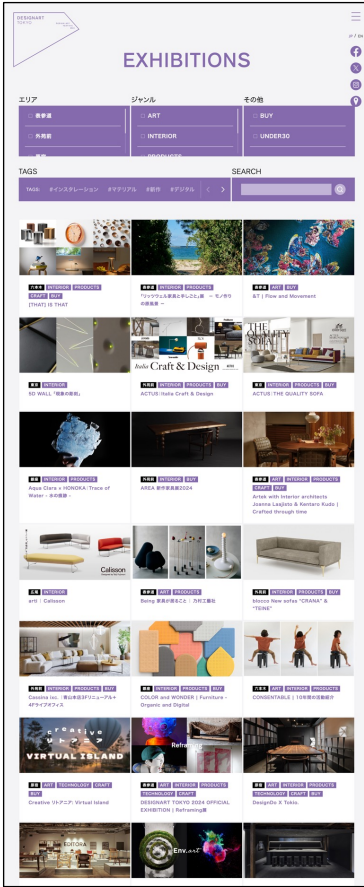
# OFFICIAL WEB SITE

The official website was designed with a user-friendly interface, incorporating search features by area and tags to help visitors easily find exhibitor information, creator and brand profiles, and event details. The front page showcased a slideshow of featured exhibitions and content, with daily updates to refresh visuals, ensuring a dynamic and engaging experience for repeat visitors.

DESIGNART TOKYO 2024 Event website: Arrox. 205,800 PV  
(during the period 3<sup>rd</sup> August – 10<sup>th</sup> November)



Design : RANA UNITED



# ONLINE CONTENT

## OFFICIAL SOCIAL MEDIA

On social media, DESIGNART TOKYO shared a variety of content, including exhibitor features, event updates, and introductions to media partners and sponsors. Posts were organized by category for better accessibility. During the event, live updates of exhibitions were posted in coordination with MapNo., aligning social media content with the guide map. Optimizing Instagram thumbnails led to increased video views, further enhancing engagement.

(Data reflects results from August 3 to November 10)

### Instagram (16,763 follower)

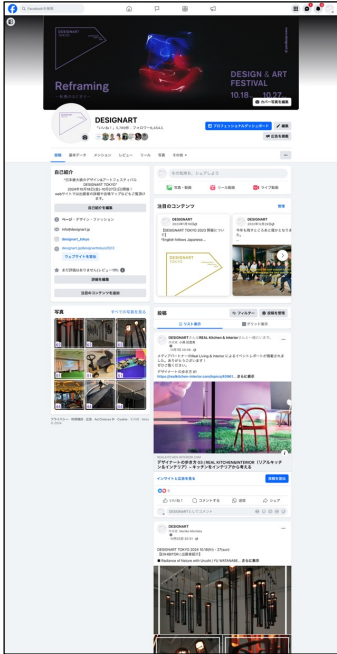
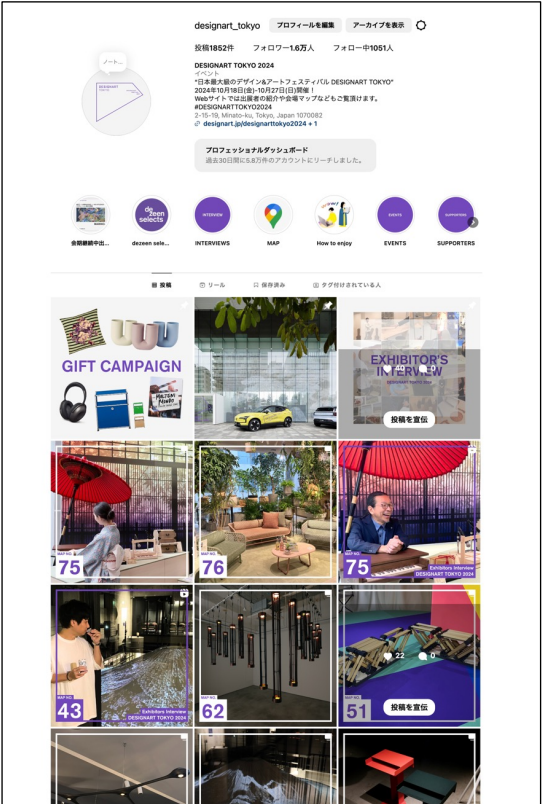
Reach / Impressions	129,413 / 1,149,479
Feed	314
Story	266
New followers	+3,903

### Facebook (6,455 follower)

Impressions	32,427
Feed	297
New followers	+65

### Twitter (2,182 follower)

Impressions	223,300
Feed	258投稿
New followers	+413





# ONLINE CONTENT

## Instagram REPORT

The Instagram short interview series featured over 70 exhibitors, with reports led by a diverse group of personalities: DESIGNART TOKYO representative Akio Aoki, interior writer Yoko Dobashi, actress Yui Ichinose, branding director Hisako Namekata, and YouTuber Rikki. Each reporter offered a unique perspective, diving into the creative processes behind the works from their respective fields.

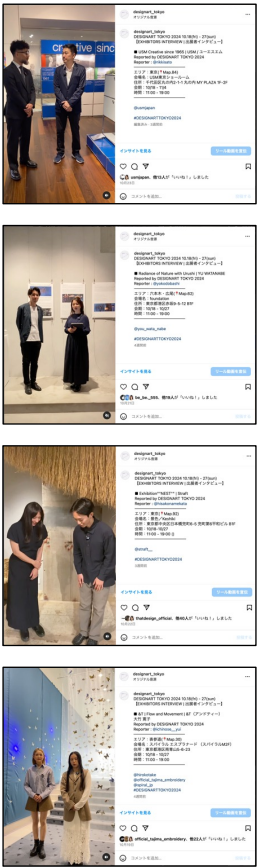
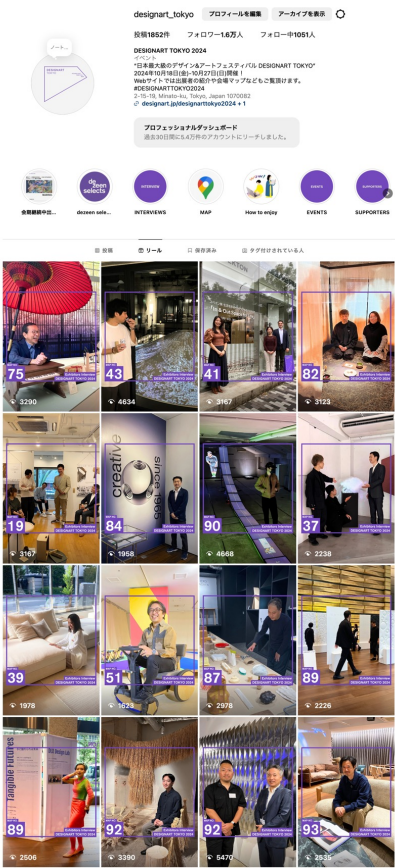
The videos garnered an average of over 3,000 views, helping visitors discover exhibitions that piqued their interest amidst the wide array of displays.

Instagram REPORT Total reach : 166,575

Instagram REPORT Total views : 261,904

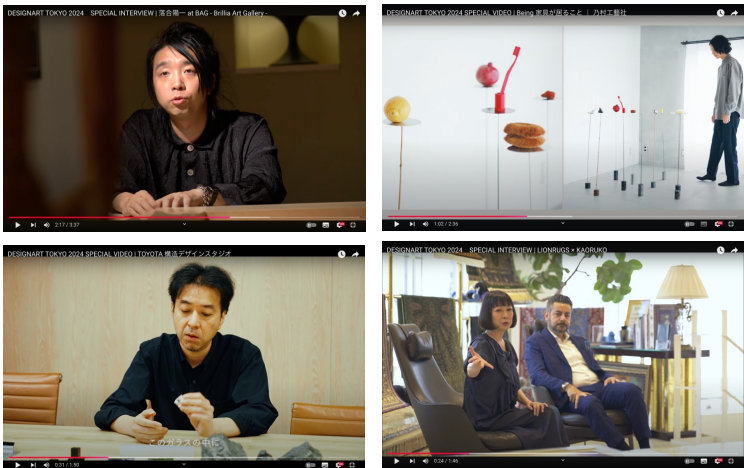
\*Instagram REPORT is available in the archive from DESIGNART TOKYO's official Instagram account (@designart\_tokyo).

\*The numbers are current as of 17 November.



## PR VIDEO

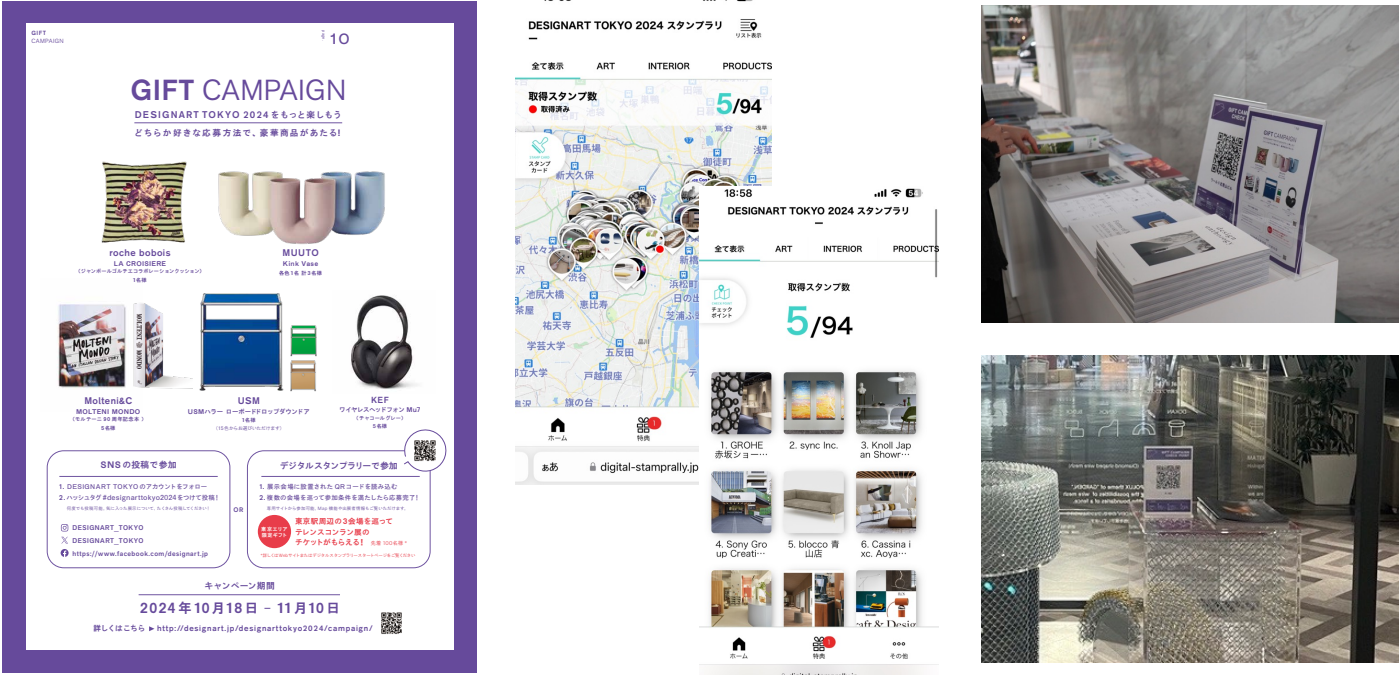
Ahead of the event, we produced seven teasers and interview videos that show the stories behind the exhibitions. These videos were shared on social media, featured on the website, and displayed at the venue as part of the exhibition experience.



ONLINE CONTENT

GIFT CAMPAIGN

In addition to our annual social media hashtag campaign, the digital stamp rally returned this year. QR codes at venues allowed visitors to collect stamps from five or more locations for a chance to win luxurious prizes, encouraging the exploration of multiple exhibits. This easy participation also appealed to those hesitant about hashtag campaigns, attracting a wide range of attendees.



Number of digital stamp rally participants

Number of QR codes placed	96 locations
Total number of participants	581 people
Gift entries	464 people

Number of Social media posts (#designarttokyo2024)

Number of posts	Approx. 510 posts
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Google MAP

The website featured an interactive Google Map that mapped all exhibitors, helping visitors navigate multiple exhibition venues efficiently.



# PRESS

## Media Coverage : 601 articles (newspapers / magazines / website / radio / SNS)

\*The numbers are current as 12<sup>th</sup> November

## Media Partners : 20

DESIGNART TOKYO's PR team collaborated with domestic and international media, promoting the festival via press releases and social media. By November 12, it had been featured in 601 outlets, enhancing its reputation globally. The UNDER 30 program drew significant pre-event media attention, building anticipation for the exhibitions.

During the event, social media posts by journalists, influencers, and designers were active, while the official DESIGNART TOKYO account contributed, strengthening outreach to attendees. International media representatives who visited Japan showed growing global interest in Japan's design and art scene, highlighting the forefront of Tokyo's design and art.

## Media Partners for 2024



design  
anthology



by ARTMARKET

**AXIS**  
Web Magazine

知財  
図鑑

**de  
zeen**

THE  
DECOR  
DESIGN  
WALK  
2024

**JDN**

**Lula**  
Japan



**ONBEAT**



qui.tokyo

REAL LIVING  
& INTERIOR

**SHIFT**

商店建築

**[ ] TECTURE**

**the  
Artling**

**TimeOut**  
TOKYO

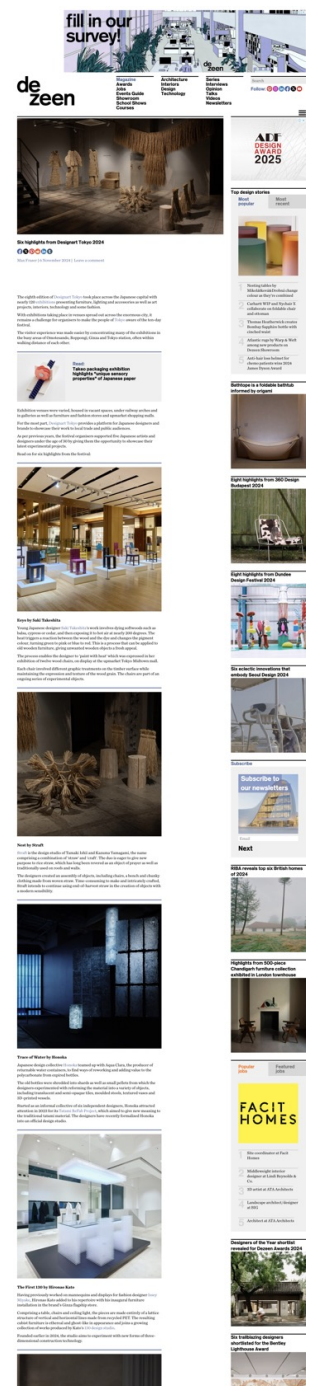
**W** World  
Architecture  
Community



## Media Listing (JAPAN)



## Dezeen





## PRESS

## Media Listing (Printed media)

## ONBEAT vol.21



## SWITCH November issue



## ELLE DECOR DESIGN WALK 2024

ELLE DECOR  
DESIGN WALK

秋のデザインイベント、今年のおすすめは？

今秋のデザインイベント、今年のおすすめは？



## Tokyo Midtown DESIGN TOUCH



## Radio

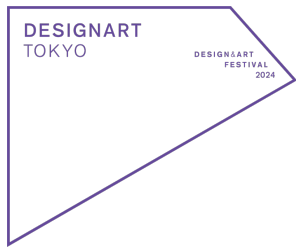
## J-WAVE 81.3FM

【 Programme overview 】

Programme name: DIG UP!

Broadcast date: Monday 21<sup>st</sup> October 18:50-19:00

Navigator: Takumi Fujita



# CREDIT

## ORGANIZER

DESIGNART TOKYO COMMITTEE

## SUPPORTING MEDIA

J-WAVE 81.3 FM

## SPONSORS

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LIXIL  
Molteni&C  
Sony Design  
Paola Lenti  
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## VENUE SPONSOR

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SEIBU SHIBUYA  
HIBIYA OKUROJI  
AXIS inc.  
3rd. Inc

## HOTEL PARTERS

The Tokyo EDITION, ginza  
DDD HOTEL

## SPECIAL COOPERATION

RANA UNITED

## COOPERATION

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SET UP CO.,LTD.  
TIMBER CREW  
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kabega.jp  
LINTEC SIGN SYSTEM, INC.  
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USM modular furniture  
Molteni&C  
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## MEDIA PARTNERS

Architecture Hunter  
Artprice.com by  
ARTMARKET  
Web Magazine AXIS  
Chizai Zukan  
Design Anthology  
designboom  
Dezeen  
ELLE DECOR DESIGN WALK 2024  
JDN  
Lula Japan  
merci magazine  
ONBEAT  
QUI  
REAL LIVING & INTERIOR  
SHIFT  
SHOTENKENCHIKU  
TECTURE MAG  
The Artling  
Time Out TOKYO  
World Architecture Community

## FOUNDERS

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Mark Dytham  
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Hiroshi Koike  
Okisato Nagata

## DESIGNART TOKYO COMMITTEE

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Kaede Ueda  
Haruto Hirokado

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Nana Hashimoto

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Masaki Ogawa

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Ayako Shien  
Ryohei Sato  
Kohei Ashino

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RANA UNITED

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Nacása & Partners

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Hokei Yamamoto  
Takuya Yamauchi  
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studiolab404.com  
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Keiko Kusano

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Natsuko Fujiwara  
Tomohiro Iizuka

## SPECIAL THANKS

Yukinari Hisayama  
Yuko Yoshikawa  
Masato Warita  
Wakako Tanjo

## EVERLASTING MEMBER

Dai Takeuchi river