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DESIGNART TOKYO 2018 REPORT

DESIGNART TOKYO 2018



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CONCEPT

INTO THE EMOTIONS

The City of Tokyo as a Museum for 10 Days!

DESIGNART TOKYO 2018 welcomed over a total of 120,000 visitors!

The organic mixing of a diverse array of fields including interior design, products, graphics, fashion, art, music, architecture, technology, accommodation, and food & drink to spark a chemical reaction that results in innovation.

Introduction

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

Event

Organizer

DESIGNART Executive Committee

Duration

2018/10/19 (Fri) – 10/28 (Sun)

Participants

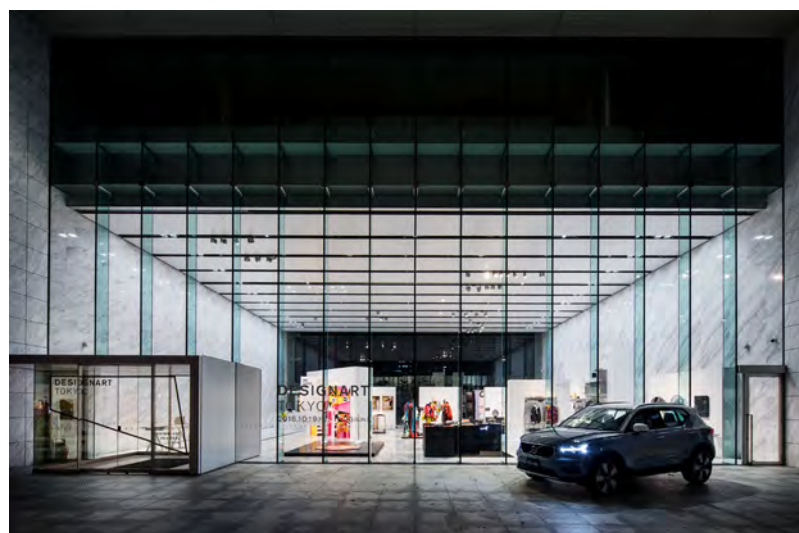
Designers, projects, brands, companies, shops, etc. from Japan and around the world.

Target Audience

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

Venues

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





RECORD

Results

Total Visitors
Approx. **120,000**

Number of Participating Brands & Creators (artists, designers, architects, etc.)
Approx. **310**

Number of Venues · Exhibitors
Approx. **90** · Approx. **120**

Press Coverage
300 Outlets (as of November 2018)

Opening Party Attendees

Approx. **1,000人**(free in 2017, paid in 2018)

Number of Creators Matched with Companies

49 pairs

Official Tabloid Circulation

50,000 copies

Official Map Circulation

50,000 copies

Official Booklet Circulation

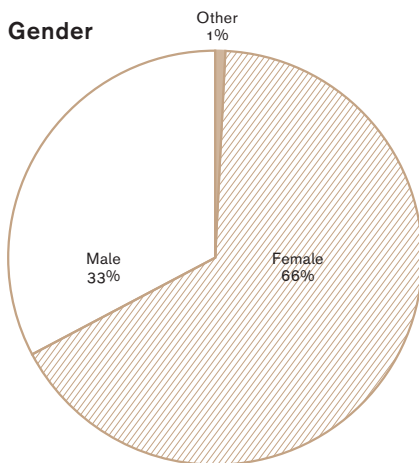
10,000 copies

Official Tabloid Distribution Locations

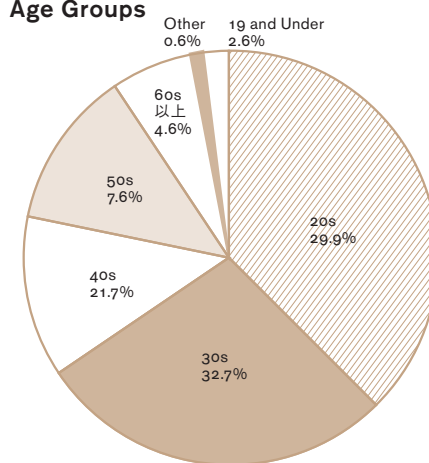
243

Visitor Questionnaire Results

Gender



Age Groups



Opinions from visitors

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

OFFICIAL CONTENTS

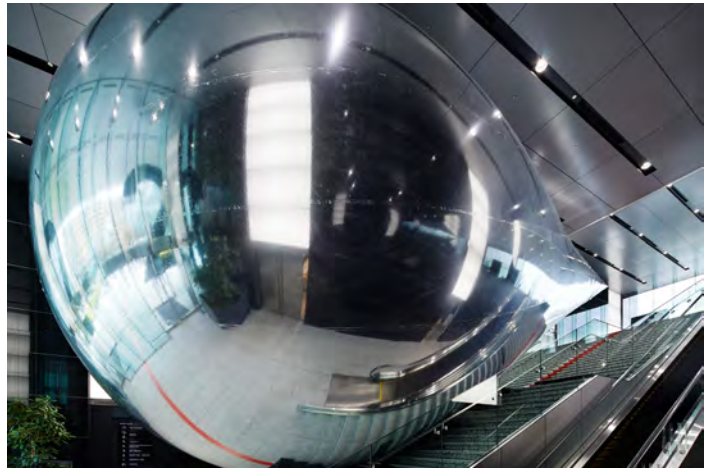
DESIGNART FEATURE

Akira Fujimoto × Yoko Nagayama

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



©OMOTE Nobutada

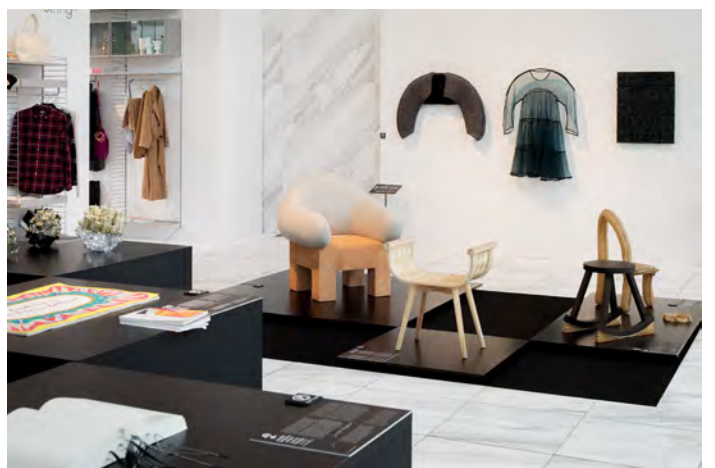


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PARTNER COUNTRY

Kingdom of Sweden UNG SVENSK FORM

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

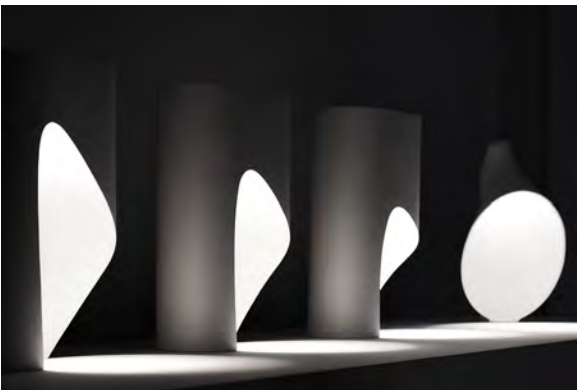


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OFFICIAL CONTENTS

DESIGNART GALLERY

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



Ryuich Kozeki



Tatiana Noritaka meets GERVASONI



Ryuta Iida



Shoto Hayakawa

EXHIBITION PLAN A



VENUE AND
ARTWORK

Exhibitors who prepared both exhibition venue and artwork

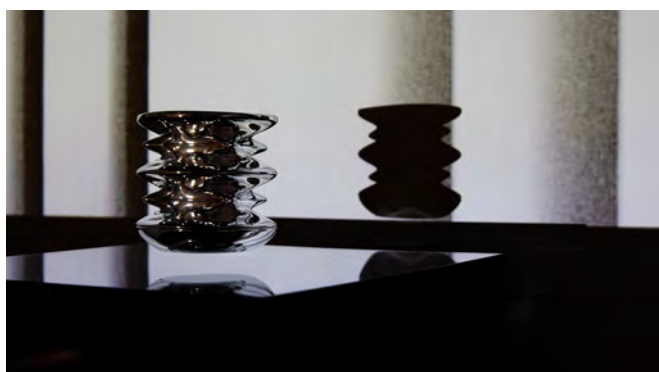
Google



Sara Lundkvist at VOLVO STUDIO AOYAMA



Yoichi Ochiai at kolor



Grand Seiko



BANG & OLUFSEN



HAY



EXHIBITION PLAN B&C



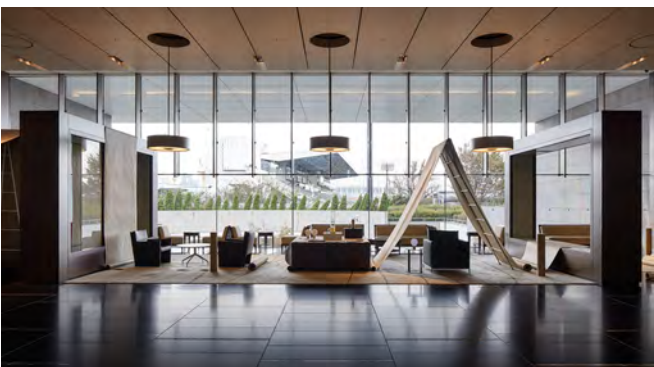
BETHAN LAURA WOOD × Kazunori Matsumura at Spiral Cafe



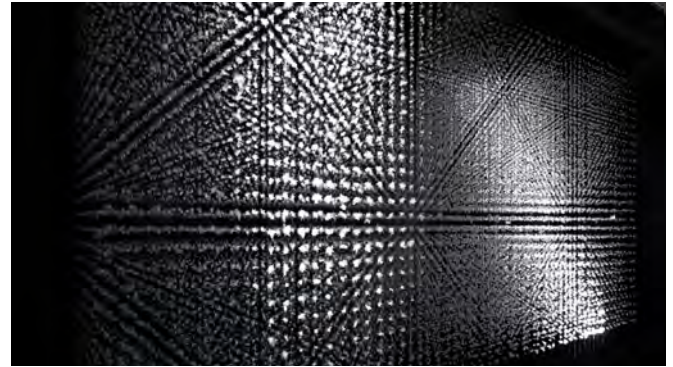
Lithuania at broadbean



JOHNNY CHIU at B&B Italia



SOU FUJIMOTO at CANADA GOOSE



MAKOTO TANIJIRI at agnès b.



YUJI OKITSU / YURI HIMURO / YOY / RHTMA at AXIS

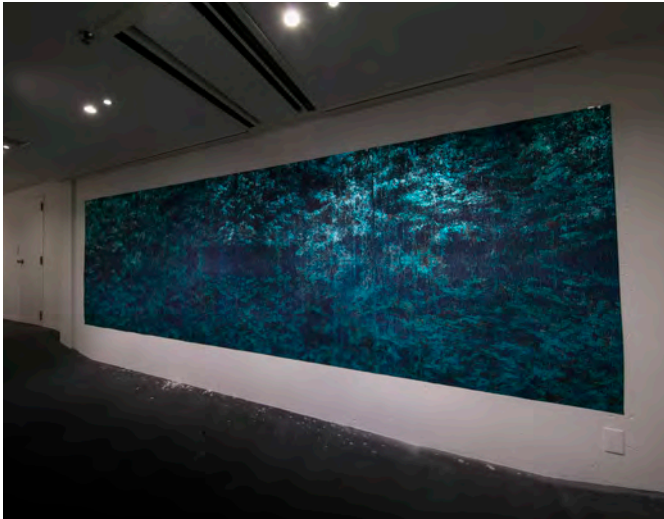


SALES RECORD

High-Priced Artworks and Design Products Sold

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

KATSUTOSHI YUASA
DESIGNART GALLERY



© Ikuo Kubota

SATOSHI ITASAKA
FRED PERRY SHOP TOKYO



TAKU OBATA
THE WATARI MUSEUM OF
CONTEMPORARY ART



KEITASUZUKI (PRODUCT DESIGN CENTER)
REPUBLIC OF FRITZ HANSEN



YUU MINAMIMURA
SHIBUYA HIKARIE



© Yuu Minamimura

NINA SAJET
SALIOT x ACOYA BY C&





EXHIBITOR

Designer / Artist

AKII FOR Y.S.M
AKIRA FUJIMOTO
ASAKO NARAHASHI
BAKU SAKASHITA
BETHAN LAURA WOOD×KAZUNORI MATSUMURA
JUN FUNAHASHI
KANSUKE AKAIKE
KOSUKE KAWAMURA
KOSUKE TSUMURA
KENSAKU OSHIRO
KEITA SUZUKI(PRODUCT DESIGN CENTER)×ICHIRO YAMAGUCHI
LAURA SATTIN
MAKOTO TANIJIRI / SUPPOSE DESIGN OFFICE
MARIKO OHYA
MATHIEU PEYROULET GHILLINI
MOTTY
NAOKI KAWAMOTO
FAYE TOOGOOD
GIMHONGSOK
GIOVANNI INNELLA
HIKARU MATSUMURA
HIROTO YOSHIZOE
HITOSHI MAKINO
HISAKAZU SHIMIZU / S&O DESIGN
INGEGERD RAMAN
KAZUKI UMEZAWA X TAKU OBATA
KATSUTOSHI YUASA
KEIICHI MURAMATSU
MAKOTO IGA
MAKOTO KAGOSHIMA
MASARU ANZAI
NICO CROZE
JOHNNY CHIU
JYUICHI YOSHIKAWA
RYO MATSUOKA
RHTMA
RYUTA IIDA
RYUICHI KOZEKI
SARA LUNDKVIST
SATOSHI ITASAKA
SAYAKA SUZUKI
SIMON CONDER
SIGERU NISHIKAWA
SOU FUJIMOTO
SHOTO HAYAKAWA
TATZU NISHINO
TATEHANA NORITAKA
TAKENOBU IGARASHI
TOMO YAMAGUCHI
YOHEI TAKAHASHI
YOSHIDA HANAKO
YOSHIKI MATSUYAMA
YOSHIROTTEN
YOICHI OCHIAI
YOY
YUJI OKITSU
YUKO NAGAYAMA
YUU MINAMIMURA
YURI HIMURO
...and more

Brand / Company / Gallery

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

OPENING EVENT OPENING CEREMONY

DESIGNART TOKYO 2018

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



OPENING EVENT PARTY NIGHT

Amazon Fashion Week TOKYO X DESIGNART TOKYO 2018

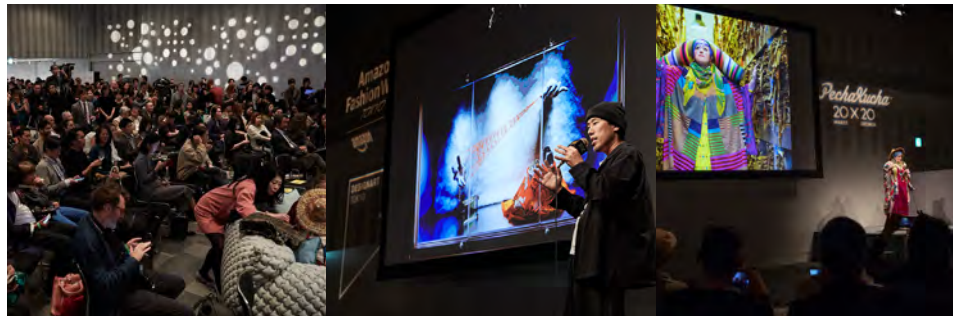
Over 1000 people across the fields of fashion, design, and art attended this year's opening event with special guests creator Kunichi Nomura and fashion model Kiko Arai.



PECHAKUCHA NIGHT

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

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



SESSION

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



DESIGNART CONFERENCE-BRIDGE-

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

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

Panelists :

CRAFTSMANSHIP :

Akira Minagawa, Ingegerd Raman, Ryuko Kida

TECHNOLOGY :

Arina Tsukada, Eisuke Tachikawa,
Tsukasa Takenaka

ART :

Bethan Laura Wood, Masamichi Toyama,
Ritsu Yoshino

WORK :

Ayumi Fujimoto, Masami Takahashi,
Takahiro Shibata

CLOTHES :

Ako Tanaka, Ivan Poupyrev, Kunihiro Morinaga

LIVING :

Jaime Oliver, Paloma Hernaiz,
Kazuya Shimokawa, Masaki Yokokawa

Venue :

Spiral Hall

Program Partner :

Spiral/Wacoal Art Center, Inc.



DESIGNART TOKYO 2018 x HOME-FOR-ALL

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

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

"What is a good home for those who have lost their home to disaster. Home For All started with the realization, through talking with victims of natural disaster, that modern design does not always equal good architecture.

The talk session resulted in a passionate discussion between the panelists and audience members. The auction raised ¥5,265,000.

Venue Sponsor :

Teruo Kurosaki
(NPO Farmer' s Market Association)

Panelists :

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

Artists Participating in the Auction :

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





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TOOLS / SERVICE

1. OFFICIAL TABLOID

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



2. OFFICIAL MAP

50,000 copies of the event's map were distributed. Visitors also used the map to collect stamps at various event locations.





TOOLS / SERVICE

3.OFFICIAL GUIDE BOOK

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



4. OFFICIAL WEB

The official website is in Japanese and English and includes information about exhibitors, a map of architectural sites, profiles of artists and brands, and additional information not included in the official guidebook. The website received almost twice as many visitors as last year. Approx. 230,000 page views Approx. 64,000 unique users (monthly total from October 2018)

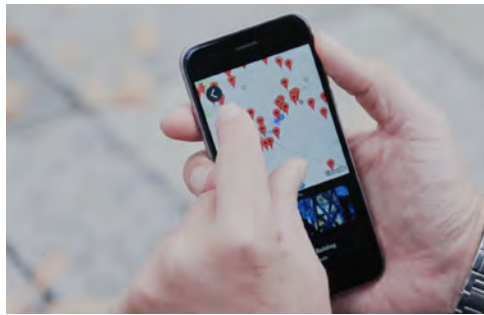




TOOLS / SERVICE

5. AUDIO GUIDE (ON THE TRIP)

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



6. OFFICIAL CAFE / INFORMATION CENTER

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

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



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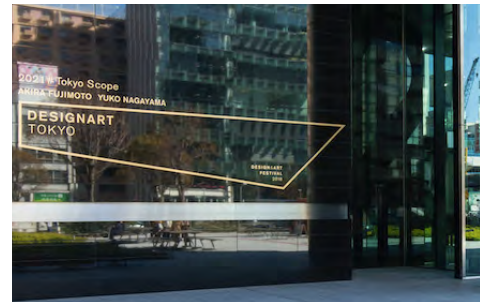
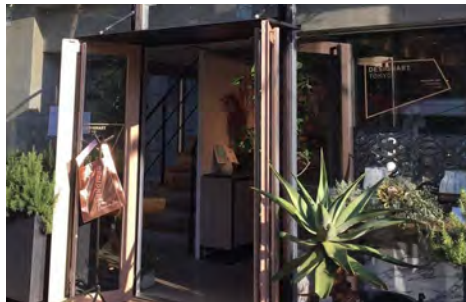
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TOOLS / SERVICE

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

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



OFFICIAL CAR

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





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PRESS

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

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

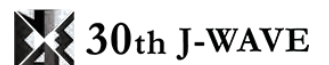
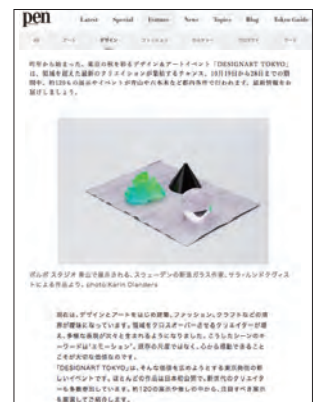
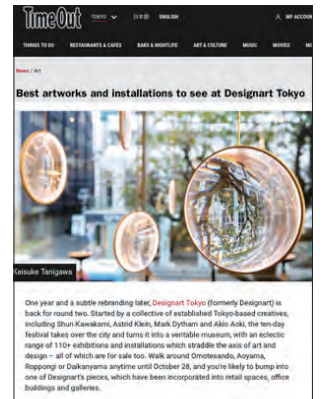
What characterizes this year's event is that many articles focused on our exhibitors, in addition to providing an overall coverage of the festival. Also, online media outlets published articles quickly, keeping pace with our updates. This allowed us to provide rich and multi-faceted information in a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

EXAMPLE

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

and more...

MAJOR MEDIA EXAMPLE





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PRESS

1. Paper Media

WWD JAPAN



ELLE DECOR



THE TOGYO JIHO



SPECIAL ISSUE OF ELLE DECOR JAPAN





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PRESS

2. WEB Media

AXIS web magazine



Bijutsu Techo



FASHIONSNAP.COM



Casa BRUTUS



Milk JAPON WEB



madame FIGARO japon





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PRESS

3. International PR

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

Feedback from International Media

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

Press Trip

Four journalists from top global media came to Japan. They wrote multiple in-depth articles spanning multiple pages.

- Augusta Pownall, Dezeen (UK)
- Christopher Beanland, The i (UK)
- Sarah Hucal, ABC (US) and Curbed (US)
- Tom Morris, Financial Times (UK)

Media Coverage Overview

General Evaluation of Media Coverage
We gained exposure in leading global news media. The articles were of very high quality, and many were run worldwide, covering the story in-depth and featuring the highlights of DESIGNART and plentiful quotes from key figures and designers.

Dezeen (WEB Media)



abc NEWS (WEB Media)



Financial Times (Paper Media)



Wallpaper magazine (WEB Media)





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PRESS

Facebook

REACH:295,000



Instagram

REACH:185,000

The number of followers has increased from about 700 reach last year to about 1970 this year.





CREDIT

ORGANIZER

DESIGNART COMMITTEE

PARTNER COUNTRY

KINGDOM OF SWEDEN

SUPPORT

Arts Council Tokyo
Tokyo Metropolitan Foundation for
History and Culture

SPONSOR

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

COOPERATION

APOLIS
APROZ.
Arakawa & Co., Ltd
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
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.

MEDIA PARTNER

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

SUPPORT

Embassy of Sweden
Minato City

MEDIA SUPPORT

J-WAVE 81.3 FM

FOUNDERS

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

DESIGNART COMMITTEE

Director
Kimiaki Tanigawa
Creative Director
Akio Aoki / MIRU DESIGN
Project Manager
Takahiro Fueda
Coordinator
Yoko Yamazaki / Knot Japan
Keena Yoshida
Project Director
Akiko Moriguchi

DESIGNART MEMBERz

Art Director
Shun Kawakami / artless Inc.
Chief Designer
Koyuki Inagaki / artless Inc.
Designer
Kanako Ueno / artless Inc.
Ayako Shien / artless Inc.
Project Manager
Asami Kinoshita / artless Inc..
WEB Creative Director
Hiroshi Koike / NON-GRID / IMG SRC
WEB Director
Takuya Nishi / NON-GRID
WEB Design & Coding
Junichi Okamoto / jojodesign inc.

Yukinari Hisayama / Klein Dytham architecture
Yumiko Fujiki / Klein Dytham architecture
Takashi Ono / Klein Dytham architecture
Yuko Yoshikawa / Klein Dytham architecture
Wakako Tanjo / MIRU DESIGN
Imari Shimada / MIRU DESIGN
Noriko Sasaki / MIRU DESIGN
Tomoko Kawasaki
Hiroshi Yoshimine
Shigeaaki Ishikawa / Ore LLC
Yoshikazu Kumada / KINGBEAT
Kota Nakahara / KINGBEAT
Ikuko Tanizaki

PRESS

Ai Yoshida
Hitomi Kodaka / REHEARSALL

INTERNATIONAL PR

Judy Dobias / CAMRON PR
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