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# DESIGNART TOKYO 2019 REPORT

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# CONCEPT

# EMOTIONS

## The City of Tokyo as a Museum for 10 Days! DESIGNART TOKYO 2019 welcomed over a total of 220,000 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 2019, held from 2019/10/18 (Fri) – 10/27 (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**  
2019/10/18 (Fri) – 10/27 (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.

### Venue

Over 104 shops and galleries (approximately 147 exhibitors) in Omotesando, Harajuku, Shibuya, Roppongi, Shinjuku, and Ginza.





# RECORD

## Results

Total Visitors  
Approx. **227,400**

Number of Participating Brands & Creators (artists, designers, architects, etc.)  
Approx. **390**

Number of Venues · Exhibitors  
Approx. **104** · Approx. **147**

Press Coverage  
**170 Outlets** (as of December 2019)

Opening Party Attendees  
Approx. **1,000**

Number of Creators Matched with Companies  
**39** pairs

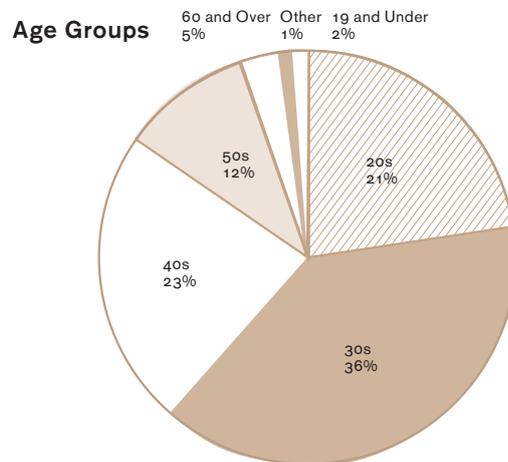
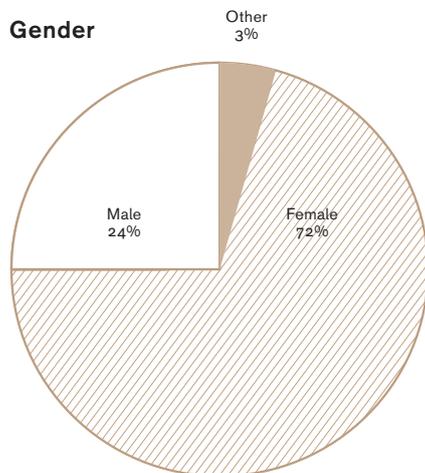
Official Tabloid Circulation  
**50,000** copies

Official Map Circulation  
**50,000** copies

Official Booklet Circulation  
**20,000** copies

Official Tabloid Distribution Locations  
**265**

## Visitor Questionnaire Results



### Opinions from visitors

- Time well spent, visiting places I normally couldn't go and see!
- It's an intriguing activity, offering insight into the system, as well as providing information on the pieces of work themselves.
- I'm very impressed with this event and so happy to have discovered it. I hope to see as much as possible of this inspiring work.

# EXHIBITION PLAN A



VENUE AND  
ARTWORK

## CONDE HOUSE / Design: Raw-Edges / Design: Jin Kuramoto

A new series of furniture made of hardwood from Hokkaido, produced by two groups of designers, were unveiled.



## Masashi Hirao at kolor Minamiaoyama

A collection of works that would broaden the bonsai world as a 'living art' with inherited tradition, were exhibited, blending in to the boutique space.



## Freedom of driving with your instinct Honda R&D Co.,Ltd. x Shunji Yamanaka

The future technology 'Augmented Driving' beyond automated drive was interactively experienced with the simulator and discussion board.



## Google Design Studio | comma at 21\_21 DESIGN SIGHT Gallery 3

The installation of daily necessities and textiles under the theme of 'comma' represented how technology is integrated into our life.



## Perrier-Jouët / Andrea Mancuso at PERROTIN TOKYO

New champagne glasses crystallizing the brand's worldview in a piece of art, were unveiled in the gallery.



## Yu Nagaba at VOLVO STUDIO AOYAMA

The life-size installation with black-and-white illustrations and images created a unique scene in the showroom.



# EXHIBITION PLAN B&C



VENUE ONLY +



ARTWORK ONLY

## spinoff Mai Sisikura + Mai Yukihiro at DS STORE TOKYO

The installation of mobiles made of copper plates was displayed as a 'floating forest' in the showroom.



## Fumihiko Sano at Salvatore Ferragamo GINZA FLAGSHIP

Sculptures using massive trunks of Yoshino cedar with wax poured in were displayed in the store, in a way that responds to the brand's expression of materials and styles.



## studioart x SOMA DESIGN at B&B Italia Tokyo

The exhibition was to integrate interior and fashion by three parties who met through a business matching. It led to a further collaboration between the creators and the brands after the exhibition.



## Natsuki Takayama at Brooks Brothers Aoyama

A sculpture using the brand's iconic button-down shirts and rep ties were displayed along with paintings as a special collaboration between Takayama and Brooks Brothers.



## Chialing Chang at BUNKITSU Roppongi

The works made of wood were exhibited with an underlying concept of the characters of nature. In collaboration with the book store hosting the exhibition, a selection of books that match the theme of the creator were also displayed.



## OKURAYAMA STUDIO x Teruhiro Yanagihara x Yuna Yagi at KASHIYAMA DAIKANYAMA

Photos and products that express the power of 'Date Kan stone' mined in Okurayama, Miyagi prefecture were displayed in the gallery of the facility.





# OFFICIAL CONTENTS

## DESIGNART GALLERY at TENOHA DAIKANYAMA

TENOHA is a complex of shops, restaurants, cafes, co-working spaces and private offices. Closing after five years in October 2019, the last event was a group exhibition by various creators and artists who pursue borderless, free and creative expressions beyond the constraints of design and art. It served as an international bridge along "TENOHA Milano" which opened in April last year.

ARTIST : Triple A, Atsushi Onuma, Enza Migliore, FIL, HAFT DESIGN, Katsuki Connection  
Kosuke Araki, TANSAN DESIGN STUDIO, TARAMAN+, TIMON



# OFFICIAL CONTENTS

## DESIGNART GALLERY at Shinjuku Park Tower

The Living Design Center OZONE, celebrating its 25th anniversary this year, participated for the first time in Shinjuku, DESIGNART TOKYO's newly designated neighborhood. In the gallery on the first floor, several Swedish and Lithuanian designers and artists exhibited their latest works from each country. It was an exhibition where the innovative European creative mind could be felt.

ARTIST : Euthanasia Coaster, Interwar Poster Ads, Four Lithuanians, Code of Freedom 1991, Ignorance is a Bliss  
Stina Randestad, Rob Curran, Jan Klingler



# SALES RECORD

**Total Sales Approximately 20 Million Yen**  
**Total Quantity of 718 Design Products and Artworks Sold**  
**(Valid Responses at 23 Venues)**

Sales of exhibited works were strong, with sales of artworks and design products on the scale of several ten thousand to several million yen. This demonstrates the rise of Japanese design and art on the global stage.

## Nissa Kinzhalina

1% for Art EXHIBITION at WORLD Kita-Aoyama Bldg.



## MAD DOG JONES

DIESEL ART GALLERY



## Shigeki Yamamoto

1% for Art EXHIBITION  
at WORLD Kita-Aoyama Bldg.



## OKURAYAMA STUDIO

KASHIYAMA DAIKANYAMA



## Natsuki Takayama

Brooks Brothers Aoyama



## Koichi Futatsumata

Artek





# EXHIBITOR

## Designer / Artist

AIKA NISHIYAMA  
ALVIN T  
ANDREA MANCUSO  
APIWAT CHITAPANYA  
ASAKO TAKI  
ATSUSHI ONUMA  
ATSUSHI SHINDO  
AYA SASAKURA  
BINGQI LEE  
CHIALING CHANG  
CHIHARU SHIOTA  
CHRISTIAN BOLTANSKI  
DAI FUJIWARA  
DAISUKE AKIYAMA  
DAMIEN HIRST  
ENZA MIGLIORE  
FUMIHIKO SANO  
GAKU TAKASU  
HAMID SHAHI  
HANAKO YOSHIDA  
HIDEMI NAKANIWA  
HIDEYUKI NAKAYAMA  
HIROSHI SEO  
HIROYUKI NISHIMURA  
HOKUTO KATSUI  
HOUSAI MATSUBAYASHI  
ISMAIL BAHRI  
JAY CHUNG & Q TAKEKI MAEDA  
JIN KURAMOTO  
JOHNNY CHIU  
JUN MURAKOSHI  
KAORI AKIYAMA  
KAZUAKI SEKI  
KAZUKI KUMONO  
KAZUNAGA SAKASHITA  
KENJI ABE  
KIZUKI NAKANO  
KOHEI KYOMORI  
KOHEI NAWA  
KOICHI FUTATSUMATA  
KOICHIRO ONIKI  
MAD DOG JONES  
MADE THOUGHT  
MAI SHISHIKURA  
MAI YUKIHARA  
MASASHI HIRAO  
MASAYUKI KUROKAWA  
MIYU IKEDA  
NAO TSUDA  
NATSUKI TAKAYAMA  
NISSA KINZHALINA  
NORIIHIKO TERAYAMA  
PAOLA NAVONE  
RAW-EDGES  
RYOKO UEYAMA  
SATOSHI ITASAKA  
SHIGEKI YAMAMOTO  
SHIGEO MASHIRO  
SHINSUKE YOSHITAKE  
SHORYU HATOBA  
SHUN KAWAKAMI  
SHUNJI YAMANAKA  
TAKUTO KURASHIIMA  
TEAM BALANCO  
TOSHIO IEZUMI  
VIVIDEEP UNO  
YOHJI HATOBA  
YOKO FRAKTUR  
YOTA KAKUDA  
YU NAGABA  
YUKIO HASHIMOTO  
YUKO NAGAYAMA  
YURI UENISHI  
YUTAKA HIKOSAKA  
...and more

## Brand / Company / Gallery

A.PETERSEN  
ACTIU  
ACTUS  
AGC  
ANOVA DESIGN  
ANREALAGE  
AO.  
AQUACLEAN  
ARAKAWA GRIP  
AREA  
ARFLEX  
ARTEK TOKYO STORE  
ARTELESS  
ATELIER KIKA  
AXIS  
B-SIDE  
B&B ITALIA TOKYO  
BA-TSU ART GALLERY  
BALMY CAFÉ  
BESTILE  
BRONZE ROOM J  
BROOKS BROTHERS AOYAMA  
BUBBLE LAB  
BUNKITSU  
CALL  
CONDE HOUSE  
CARL HANSEN & SØN  
CASSINA IXC.  
CLASS  
CLEANUP  
COOL HUNTING  
CRÉATION BAUMANN  
DAIKANYAMA T-SITE GARDEN GALLERY  
DAIKANYAMA TSUTAYA BOOKS  
DIESEL ART GALLERY  
DIESEL LIVING  
DOINEL  
DOTCOM  
DRIADE  
DS STORE TOKYO  
DUNE  
EMBASSY OF ISRAEL  
EMBASSY OF SPAIN  
EMBASSY OF SWEDEN  
EMBASSY OF SWITZERLAND IN JAPAN  
ESPACE LOUIS VUITTON TOKYO  
ESTIC FORMAX  
EXPORMIN  
FERRAGAMO GINZA  
FIL  
FLOOVER  
FONTANAART  
FORMAX  
FRAMA  
FRED PERRY  
FUJIFILM  
GANDIA BLASCO  
G GIFT AND LIFESTYLE  
GEORGE CREATIVE COMPANY  
GERVASONI  
GINZA MAISON HERMÈS  
GOOGLE  
GRAND SEIKO  
HAY  
HAKUTEN  
HIDA  
HONDA ADVANCED DESIGN STUDIO TOKYO  
HOTEL KOÉ TOKYO  
IFS FUTURE LABORATORY  
IMG SRC  
INTERSECT BY LEXUS - TOKYO  
ISIMAR  
JACADI PARIS  
JING  
K PLAZA  
KARAKTER  
KASHIYAMA DAIKANYAMA  
KATE SPADE NEW YORK  
KATSUKI CONNECTION  
KNOLL  
KOKUYO DESIGN WORKSHOP 2019  
KOLOR  
KOSHIN PLANNING  
KYOGEN  
LALIQUE  
LIVING DESIGN CENTER OZONE  
LIXIL  
LLOYD'S ANTIQUES AOYAMA  
LOHACO  
M0851 GINZA  
MAGIS  
MANU MOBILES  
MARUMASU  
MATERIAL CONNEXION TOKYO  
MITSUI CHEMICALS  
MORI ART MUSEUM  
MORIOKA SHOTEN  
MUNI  
NIESSING  
NOMLAB  
NOMURA  
NON-GRID  
ODAKYU SOUTHERN TOWER  
OKURAYAMA STUDIO  
ONFADD  
ORANGE BRAINERY BY ORANGE AND PARTNERS  
PERRIER-JOUËT  
PETIT BATEAU  
POST  
PROPELLAHEART  
RATIO&C  
REAL STYLE  
RENOVERU.  
RHYTHM WATCH  
ROCHE BOBOIS  
SEISHO-EN  
SELLEX  
SEMPRE  
SHIBUYA HIKARIE  
SHISEIDO GALLERY  
SOMARTA  
SOMEWHERE TOKYO  
SPIRAL  
STUDIOART  
TAKEO KIKUCHI  
TAKRAM  
TENOHDA DAIKANYAMA  
THE GINZA SPACE  
THE MICRO MUSEUM AOYAMA  
THINK OF THINGS  
TMH.&L'INTERIEUR  
TOKYO MIDTOWN  
TOKYU PLAZA GINZA  
TOMORROWLAND SHIBUYA  
TORAYA  
TORY BURCH  
TUPERA TUPERA  
TURN TABLE  
UNBUILT TAKEO KIKUCHI  
VALCUCINE  
VIA BUS STOP MUSEUM  
VICCARBE  
VOLVO STUDIO AOYAMA  
WAKABAYASHI BUTSUGU  
WEWORK  
WHY JUICE?  
WORLD KITAAOYAMA BLDG.  
YOKOHAMA MAKERS VILLAGE  
21\_21 DESIGN SIGHT GALLERY 3  
(RE)PICTURE

# OPENING EVENT    OPENING CEREMONY

## DESIGNART TOKYO 2019

This year's opening ceremony was held at World Kita-Aoyama Building on the first day, Oct 18, amidst the DESIGNART Feature exhibition. Marking the official kick-off of the event, there was an address from the Governor of Tokyo Yuriko Koike, as well as Ambassador of Israel to Japan Yaffa Ben-Ari, Zsofia Ilosvai, the curator of the main exhibition and Ivy Ross, vice president of Hardware Design at Google.



# OPENING EVENT    OPENING PARTY

## OPENING CEREMONY

The First Part was an invitation-only talk session with three guests, Ivy Ross, Lidewij Edelkoort, and Ryuko Kida. The Second Part was an open house format, where more than 1,000 various members of the design and art community enthusiastically interacted.



## SESSION

The session at the end of the opening event was the time for creators and members of creative industries from different genres around the world to interact across the borders of industry and nationality. In keeping with last year's tradition, Perrier-Jouët Champagne was served.



## PECHAKUCHA NIGHT SPECIAL

Following last year, a special DESIGNART version of the event originated in Tokyo and now held in more than 1,000 cities around the world, where each speaker presents 20 slides for 20 seconds each, was hosted. This year also, leaders at the forefront of design, art and fashion joined onstage.

Motohiro Tanji / Designer  
 Andrea Mancuso / Designer  
 Daniel Nahmias / Designer  
 Bar Horowitz / Designer  
 Asako Taki / Art Director  
 Chiara Rimella / Editor of "MONOCLE"



# DESIGNART CONFERENCE-BRIDGE-

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

On October 20th, a conference entitled BRIDGE was hosted. This time, the main theme was "Change the World from 1%". A total of three talk sessions were held with renowned visionaries who are currently taking solid steps one by one towards their passion for "1%".

Visitors were inspired by the passion and ideas of the speakers, based on their visions for the future of manufacturing, society, and art. By inviting the listeners to communicate with the people around them, the audience was enthusiastic and engaged in substantial content including Q&A.

### Panelists :

#### 1% for Future :

Takeyuki Suzuki  
Shunji Yamanaka

#### 1% for Society :

Eisuke Tachikawa  
Hiroko Sasaki  
Naoki Ono  
Yuji Ono

#### 1% for Art :

Johnny Chiu  
Ryan L. Foote  
Dan KaLi  
Reiko Tsubaki

### EPILOGUE :

Reiko Tsubaki  
DESIGNARTFOUNDERS

### Venue :

WeWork Iceberg 1F

### Program Partner :

WeWork/Honda R&D Co.,Ltd./Moleskine



## BIG EMOTIONS AWARD

The newly inaugurated DESIGNART AWARD saw the five founders serve as judges in a panel to select the three best participants and the award ceremony was held on the 26th at Minami-Aoyama Spiral Building, the location of the exhibition from partner country Israel. The winners received a trophy titled the BIG EMOTIONS AWARD, which was designed by Shinya Yoshida, who designed the medals for the Tokyo Olympics and Paralympics. These trophies were made from a glass surface that shone with different hues of light depending on the angle it was viewed from, which was a fitting expression of the bright futures of the recipients in both the fields of art and design. The event was capped off with an invigorating performance from DKILA, and Israeli musician who is



### Award Winners



#### M&T

Works selected for this year's 'Under30 Prize'

Judge's Comment : Hiroshi Koike

This design realized through the natural phenomenon of heat is not bound by preconceptions and has an interesting side whereby the way it is felt changes depending on the viewer. Last year digital products that incorporated an element of movement were popular, but here Koike used the principals of air balloons, which many people are familiar with, in a machine-like system. This combination and balance is beautifully worked into the piece, making it deserving of the BIG EMOTIONS AWARD. The work is interesting not only for adults but also children and is a piece that has the power to attract people.

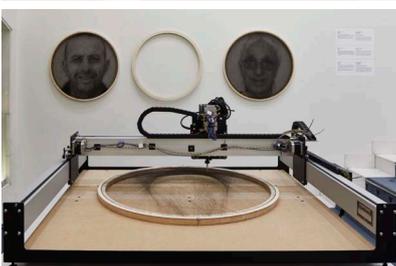


#### OKURAYAMA STUDIO

Judge's Comment: Akio Aoki

Okurayama Studio presented their works at KASHIYAMA DAIKANYAMA using a type of stone loved by Isamu Noguchi. These rocks, formed 20 million years ago, are beautiful without being manipulated by human hand and had a strong, primitive aura. A low table made for New York design gallery Philia totally resembles a sculpture.

Furthermore, thanks to the exhibition design by Teruhiro Yanagihara that brought to mind a wooden specimen box, the viewer's focus was directed to the various different qualities of the stone. Also the photographs by Yuna Yagi turned into art works with thick layers of acrylic paint, also brought out the otherworldly quality of stone. Making the most of the materials, this exhibition was like



#### ISRAEL : Jerusalem Design Week

Judge's Comment : Klein Dytham architecture

Like a real garden full of flowers, lush greenery and delicious fruits, Jerusalem Design Week's 'Garden of Eden' offered a delightful array of work. The matchmaking project that paired traditional craftspeople with young artists made for particularly charming art pieces. Then again the algorithm technology of a hacked CNC machine of 'The Common Thread' bedazzled audiences right in front of them. While the beauty of the glowing wheat cloud and the pure impact of five tons of white salt brought it all back to myth and history in a very visceral way.

# TOOLS / SERVICE

## 1. OFFICIAL TABLOID

50,000 copies of the 20-page official brochure for pre-event promotion were distributed at approximately 265 locations in Tokyo.

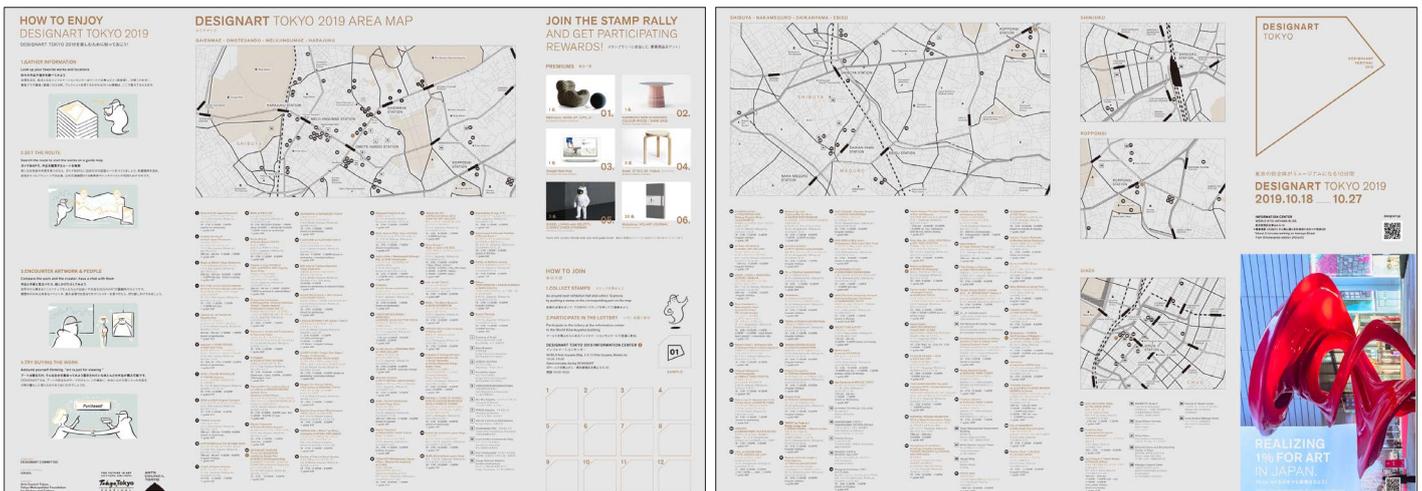
The content included an interview with Zsafia Ilosvai of Design Pier who was chosen as the DESIGNART Feature, as well as highly anticipated exhibition information and an introduction of young creators selected for UNDER30.



## 2. OFFICIAL MAP

50,000 copies of the event's map were distributed.

The stamp rally (stamp collecting) was held in keeping with the previous year, and the map was used as a stamp rally sheet.





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# TOOLS / SERVICE

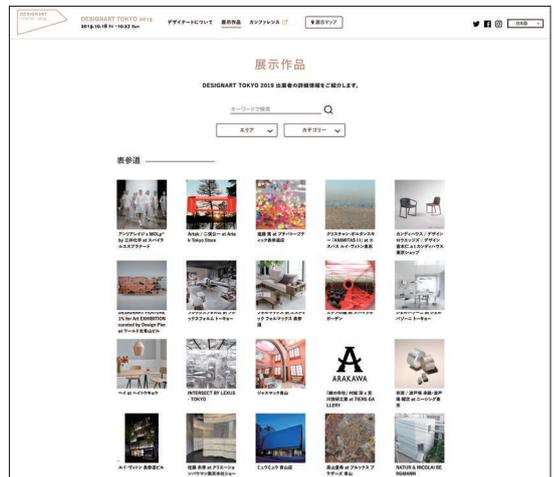
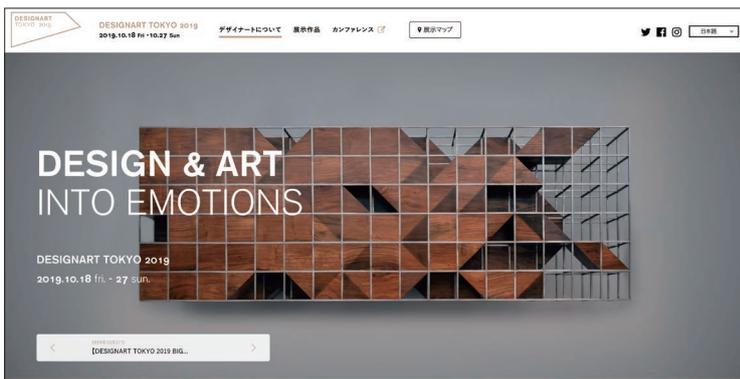
## 3.OFFICIAL GUIDE BOOK

The 124-page official guidebook included information about all the exhibitors and interviews with exhibitors. 20,000 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. Approx. 221,966 page views  
Approx. 43,755 unique users (monthly total from October 2019)



## TOOLS / SERVICE

### 5. OFFICIAL CAFE

Three Dean & DeLuca locations became the official café and rest stop for DESIGNART TOKYO 2019. The cafes served original DESIGNART TOKYO 2019 drinks and offered free size upgrades.



### 6. INFORMATION CENTER

Information Centers were set up at three locations: WORLD Kita-Aoyama Bldg., BUNKITSU Roppongi and the Tokyu Plaza Ginza building. Visitors could pick up an official guidebook, get information about near exhibitions, and sign-up for the stamp gathering competition.



## TOOLS / SERVICE

### 7. OFFICIAL GOODS (SIGN, CUTTING SHEET, OFFICIAL T-Shirts)

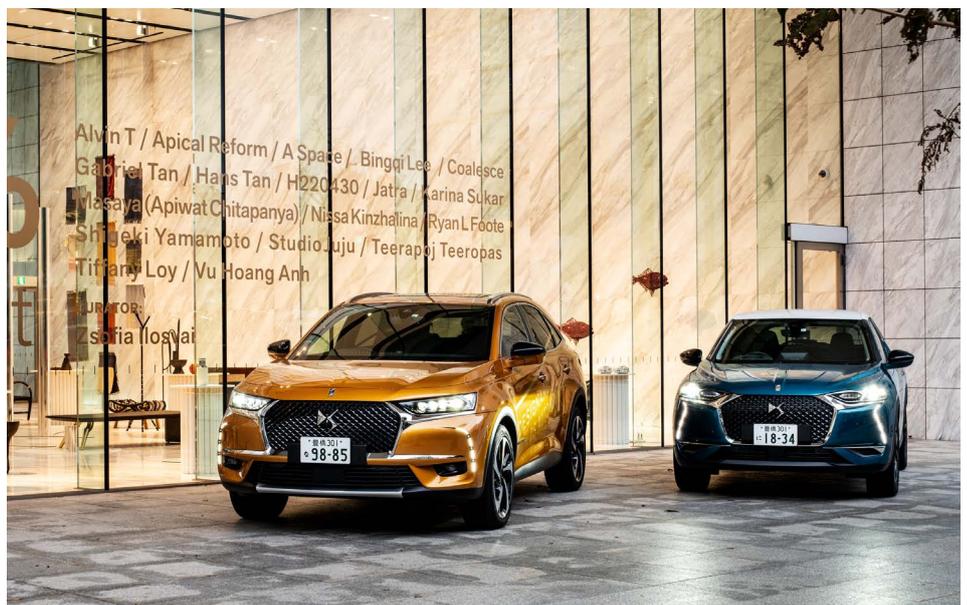
The official flag was produced by Koshin Planning, a group of professionals for signs and displays. The design was updated for enhanced visibility, and the new flags were made reversible with black and metallic gold as two main colors. The flags and flag stands used until last year continued to be in use, embodying DESIGNART's sustainability concept.

Nakagawa Chemical Inc. fabricated the cut-out vinyl sign of DESIGNART logo for windows, doors and walls at the exhibition venues. They helped visitors to find the sites when they walked around town to go to different venues. The official T-shirt has a simple but impactful design arrangement with a large DESIGNART logo in gold on a black background.



### 8. OFFICIAL CAR

DS 3 CROSSBACK and DS 7 CROSSBACK were the official cars sponsored by DS AUTOMOBILES for this year's DESIGNART event. Both cars played a great role for the transport of the VIPs who moved from one exhibition place to another. DS 3 CROSSBACK was also exhibited in front of the WORLD Kita-Aoyama Bldg. where the Main Exhibition was held. Having an appearance comparable with a piece of modern art such as metallic sculptures through their deeply chiseled lines, DS 3 CROSSBACK and DS 7 CROSSBACK were the representation of a fusion between technology and luxury, and express the permanent challenging spirit of French design.





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# PRESS

Coverage : Approx. 170 outlets (newspapers, magazines, websites, radio)

The number of domestic and overseas media partners increased from 12 outlets last year to 16

The biggest feature of DESIGNART TOKYO 2019 was that our global media partners have increased from 2 outlets to 8 this year.

This trend demonstrates increasing attention from overseas towards DESIGNART TOKYO,

and we can acknowledge the steady progress being made by DESIGNART's activities in sharing and transmitting the wonderful work of participating creators, brands and companies, from Tokyo to the world.

Regarding domestic media coverage, the event was publicized not only through the media specializing interior and other design fields as well as art, but also through media in a wider range of genres such as fashion, lifestyle, specialized magazines and posts contributed by influencers, resulting in a higher local recognition.

## EXAMPLE

The Artling

designboom

Wallpaper magazine

The japan times

artprice

MERCI MEDIA

Spoon & Tamago

J-WAVE

ELLE DECOR

pen

Casa BRUTUS

WWD JAPAN

Fashionsnap.com

SHOTENKENCHIKU

Roppongi Future Conference

Bijutsu Techo

Fashion Press

GINZA

AXIS web magazine

ELLE ONLINE

METROPOLIS

TOKYO ART BEAT

Numero

LEE web

MEN's Precious

Pen

anan

and more...

## MAJOR MEDIA EXAMPLE



# PRESS

## 1. Paper Media

### WWD JAPAN



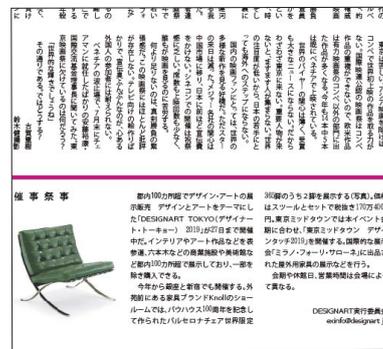
### ELLE DECOR



### DISCOVER JAPAN



### NIKKEI The STYLE



### THE TOGYO JIHO





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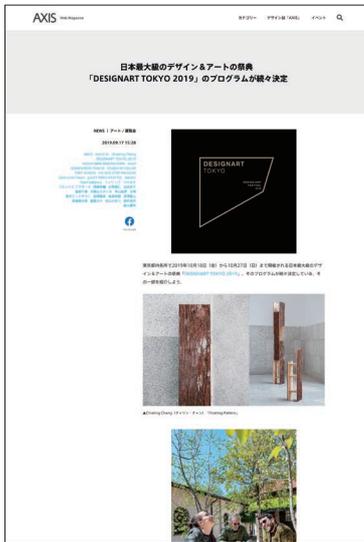
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# PRESS

## 2. WEB Media

### AXIS web magazine



### Bijutsu Techo



### FASHIONSNAP.COM



### Casa BRUTUS



### SHIFT



### WWD JAPAN





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# PRESS

## 3. International PR

Press release for overseas media was sent out to the world, mainly to the media partners, before the opening, resulting in the articles being published from the perspective of each media during the exhibition period.

### Feedback from International Media

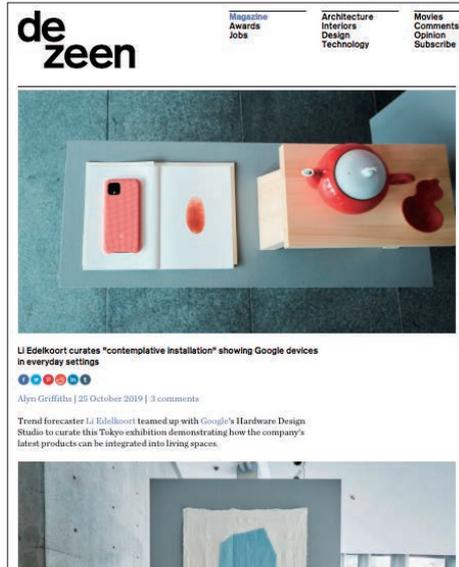
From designboom

We are most pleased to receive news that an article featuring the exhibit from Jerusalem Design Week of Israel was one of the most accessed articles of the week.

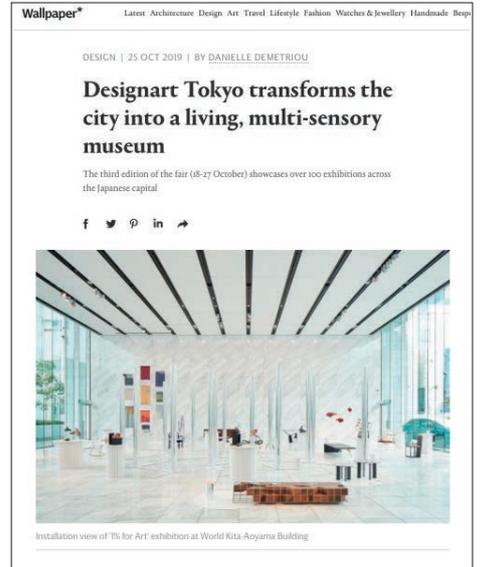
### Media Coverage Overview

Alongside the articles written on dezeen, designboom, The JapanTimes, Wallpaper, Design Milk and other renowned global WEB media, posts by media and influencers who are independently active on SNS are increasing, resulting in high quality information sent out to the international audience.

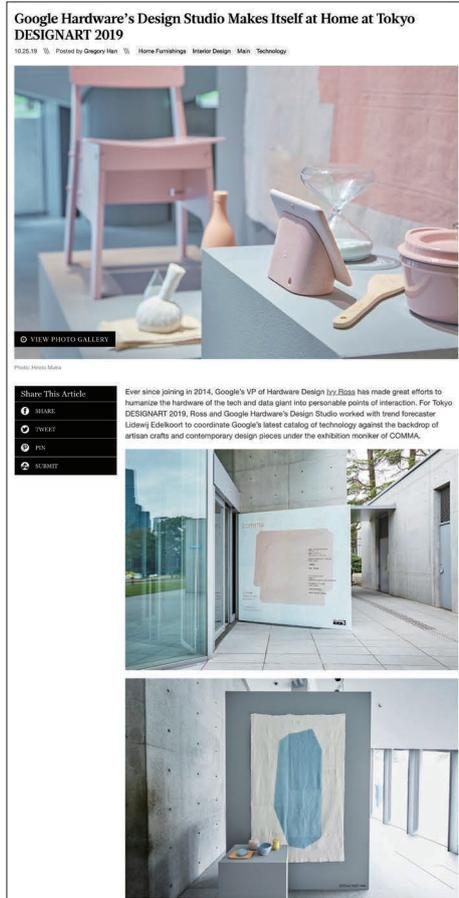
### dezeen (WEB Media)



### Wallpaper



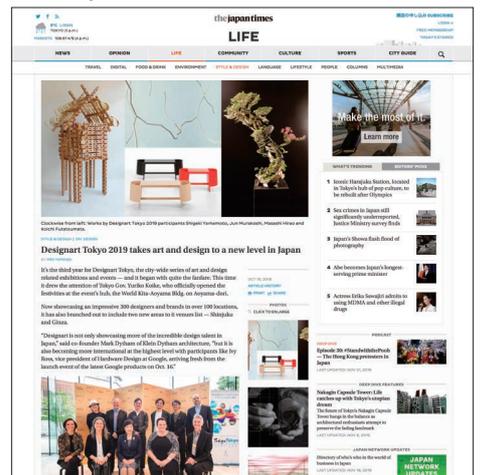
### Design Milk



### designboom (WEB Media)



### The Japan Times (WEB Media)





t design & art festival 2019

w www.designart.jp

m info@designart.jp

# PRESS

## Facebook

REACH : 243,575



## Instagram

“Likes” during DESIGNART exhibition Period : 5,322 (number of posts 131)  
The number of followers has increased from about 1,970 reach last year to about 3,500 this year.



## Twitter

“Tweeter Impression” : 217,795





# CREDIT

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DESIGNART COMMITTEE

## PARTNER COUNTRY

ISRAEL

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History and Culture

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