



t
design & art festival 2021

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DESIGNART TOKYO 2021 REPORT

DESIGNART TOKYO 2021



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CONCEPT

CHANCE!

Introduction

DESIGNART TOKYO, one of Japan's largest design and art festivals, took place in Oct 2021 in Tokyo bringing together various genres of art and design from the world. The annual festival celebrated its 5th year, themed "CHANCE!". We now live in unpredictable times especially with the ongoing impact of COVID-19. However, we strongly believe that now is the time when new ideas and creative thinking are needed more than ever. The festival showcased the latest design and art that are committed to creating new value for the future.

As a multi-venue festival with careful safety measures, the exhibitions took place at 84 venues throughout Tokyo, bringing many precious encounters. With a continuous focus to enhance online content including social media and website, the festival delivered new discoveries and excitement in hybrid and international ways.

Event Outline

Organizer
DESIGNART TOKYO COMMITTEE

Dates
October 22 – 31, 2021

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

84 venues (91 exhibitors) - shops and galleries in Omotesando, Aoyama, Harajuku, Shibuya, Roppongi, and Ginza in Tokyo.





RECORD

10 days festival filled with encounters and excitement through unique artworks and design pieces from all over the world, recording over 180,000 visitors.

Total Visitors

Approx. 181,600

Web & Social Media

Approx. 1,130,000 views

(during Sep 1 - Nov 18 *date depending on the platform)

Press Coverage

512 articles

(as of Nov18)

Number of Venues

84 venues

Number of Exhibitors

91 exhibitors

Creators and Brands participated

Approx. 300

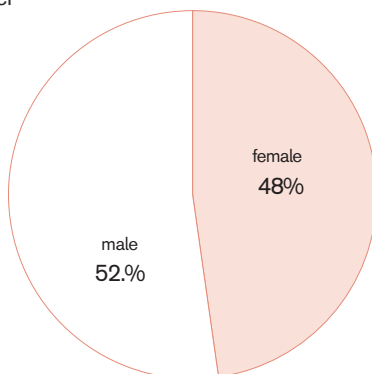
Exhibitors matched through DESIGNART's matching program	44 pairs
Circulation of the Official Poster	500 copies
Circulation of the Official Guidemap	30,000 copies

Online Content:

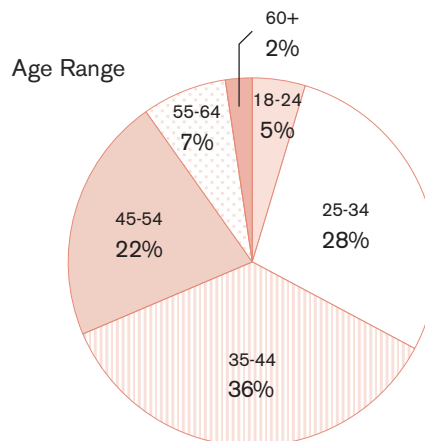
- Exhibitors' Presentation Movies (YouTube)
- Digital Guide Map (issuu)
- Online Map (Google Map)
- Live Report (Instagram)
- Online Exhibitions (Matterport)
- Best Report Challenge (Instagram)

Social Media Followers

Gender

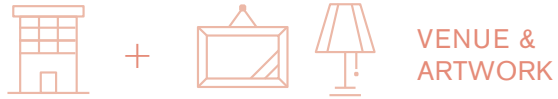


Age Range





EXHIBITIONS PLAN A



Velocity of Colours at FLEXFORM TOKYO

A special space with installations by architect Kentaro Ishida and a selection of artworks curated by MAHO KUBOTA Gallery put together with FLEXFORM furniture.



Window on the Future - Gaudi Meets 3D Printing at TOKYO MIDTOWN

Inspired by the works of Antonio Gaudi, YKK AP and designer Keita Suzuki / PRODUCT DESIGN CENTER have proposed windows of new concept that nobody has ever seen.



Sho Ota x januka jewelry at januka shop

Iconic wooden works by the Netherlands-based designer/artist Sho Ohta and a jewelry brand, januka, showcased their unconventional approaches.



Julio Le Parc at Ginza Maison Hermès Le Forum

Fondation Hermès hosted Julio Le Parc's first solo exhibition in Japan, giving a lasting impression with "colors".



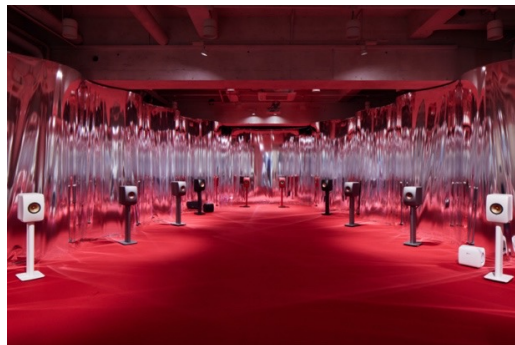
KNS / Karimoku Case Study /MAS / ILBK at Karimoku Commons Tokyo

Unveiled a new collection of chairs in collaboration with ZAHA HADID DESIGN and KARIMOKU FURNITURE, while tracing back the works of Zaha Hadid.



KEF 60 YEARS - Listen & Believe at Polygon Aoyama

An unforgettable immersive experience surrounded by high-resolution audio systems of KEF, created by Klein Dytham architecture.



EXHIBITIONS PLAN B&C



VENUE ONLY +



ARTWORK ONLY

MULTISTANDARD at shibuya serumo building

Young designers collective: MULTISTANDARD and the fellow creators of their generation took over an abandoned building in Shibuya.



Tatsuro Shoji – ATOMIC ELEMENTS At BUNKITSU ROPPONGI

Shoji Tatsuro developed his experimental project that redefines the possibilities of geometric shapes at Bunkitsu Roppongi.



Kazuto Imura - opticalverse at Salvatore Ferragamo GINZA FLAGSHIP

AW collection of Salvatore Ferragamo resonated with the works of Kazuto Imura, creating an optical universe on the window of the brand's flagship store.



ambi - ghost at Y's OMOTESANDO

Mysterious objects by a design duo, ambi seeking for a unique use of materials and production approaches.



Bloom by Johnny Chiu x KOBE Leather at World Kita Aoyama

The one-and-only chair by Taiwanese architect Johnny Chiu and a group of Japanese Meisters, "KOBE LEATHER" bringing ultimate luxury in outdoor life.



TSUYAMA FURNITURE and 8 exhibitors at HIBIYA OKUROJI

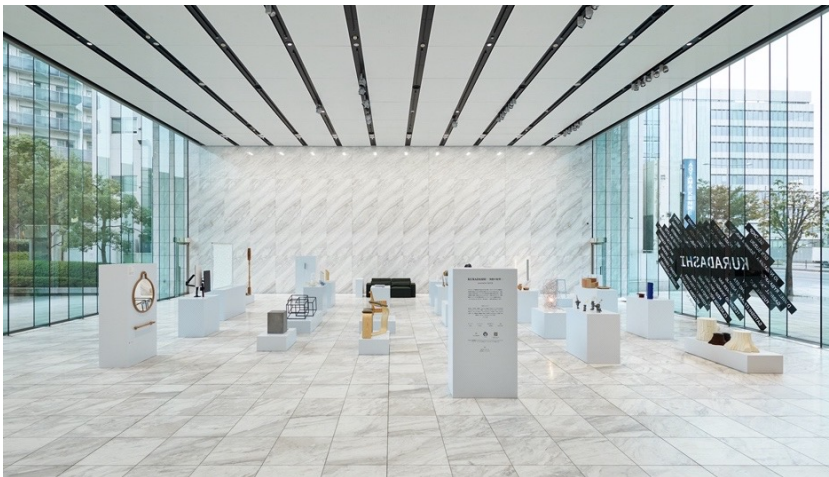
Hibiya OKUROJI, a 300m-long underpass space connecting Yurakucho and Shinbashi stations hosted 8 exhibitors, including Tsuyama Furniture.



OFFICIAL PROGRAMS

KURADASHI – the archetypes – at WORLD Kita-Aoyama

“KURADASHI” is a new creative marketplace with a new concept produced by DESIGNART TOKYO and a crowdfunding service “ubgoe”. It focused on the treasured prototypes of creators that have been kept in their ateliers. Product designer Jin Kuramoto curated the exhibition at World Kita-Aoyama, inviting 30 other creators - from young to established – and gathered a rare selection of works that have never appeared in the market so far. All the exhibited pieces were available on sale at “ubgoe”, which made it a unique project crossing over online and offline spaces. More than half of the pieces were sold out in the first few hours after the sales opened on the online crowdfunding, which eventually marked total sales of 2,468,800 yen with 38 items during 10 days of the project period. The rare pieces filled with creators’ ultimate ideas are delivered to the new users who cherish its value.



Curator: Jin Kuramoto

Coordinator: Takuto Imagawa

Space Design: Soshi Matsunobe

Exhibitors:

Ryota Akiyama, Keiji Ashizawa, Tomoko Azumi, Anker Bak, Satoshi Itasaka/h220430, we+, Victoria Wilmotte, Øivind Slaatto, Gabriel Tan, Wataru Kumano, Claesson Koivisto Rune, Jin Kuramoto, GELCHOP, Fumie Shibata, Sho Ota, Gen Suzuki, Yusuke Seki, Daniel Rybakken, Norihiko Terayama, DRILL DESIGN, Jo Nagasaka / Schemata Architects, Shigeki Fujishiro, Baku Maeda, Yoshiki Matsuyama, minä perhonen, Daisuke Motogi, Teruhiro Yanagihara, Kazuhiro Yamanaka, YOY, Ryohei Yoshiyuki

Posered by ubgoe Inc.

Supported by NOMURA DUO Co., Ltd & EAST WEST INC.



The graphic films used at the exhibition were made from environmentally friendly materials that do not contain harmful substances. The production was supported by NOMURA DUO Co., Ltd and EAST WEST INC.

Crowdfunding project page on ubgoe were open during the exhibition. Visitors could purchase their favorite piece while enjoying the exhibition at: <https://ubgoe.com/projects/95>.



OFFICIAL PROGRAMS

OFFICIAL CHAMPAGNE Perrier-Jouët

The supreme champagne maison with over 200 years of history, Perrier-Jouët was gracing DESIGNART TOKYO 2021 again.

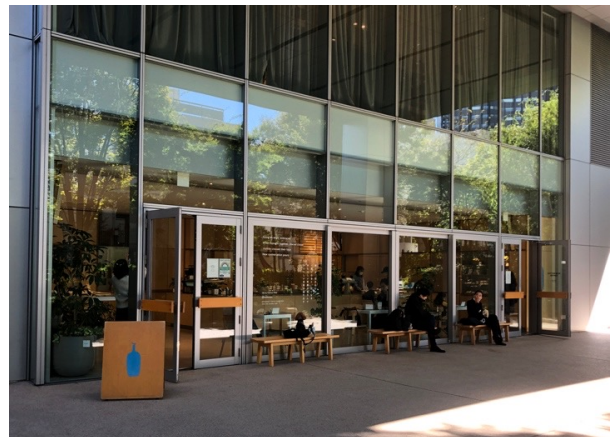
Perrier-Jouët also unveiled a new artwork titled "I am Nature" by Austrian design duo mischer'traxler at GYRE.FOOD in GYRE Omotesando. This interactive digital artwork is a reflection of the respect towards "biodiversity" that both Perrier-Jouët and mischer'traxler share, which invited us to reconsider how humans coexist with nature.



OFFICIAL CAFE Blue Bottle Coffee

BLUE BOTTLE COFFEE became the official cafe of DESIGNART TOKYO 2021, where you could stop by during your stroll of exhibitions. At the six BLUE BOTTLE COFFEE cafes in Aoyama, Roppongi, Ebisu, Ginza, Hiroo, and Shibuya, a special campaign (one free "Blue Bottle Yokan" for every drink ordered) was enjoyed by many of our visitors.

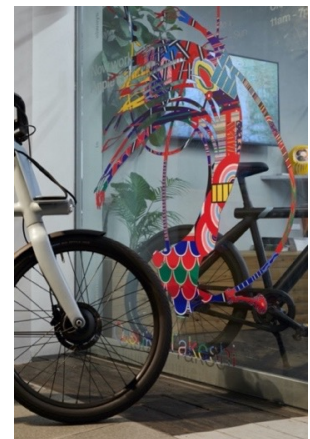
Blue Bottle Coffee Roppongi cafe also hosted an exhibition of Kathleen Reilly, one of the winners of UNDER30 program.



OFFICIAL E-BIKE VanMoof

With a powerful motor in a sleek body, e-bike "VanMoof" realizes a smart ride with style. This DESIGNART TOKYO's mobility partner was back again, giving the opportunity to try the ride at World Kita-Aoyama Building.

At VanMoof Brand Store Tokyo in Harajuku, artist Ken Otsuka illustrated his colorful universe on the store window.



AWARDS

UNDER30

DESIGNART is committed to supporting young talents. For UNDER30 program, 5 young creators shouldering the design and art of tomorrow that have caught the eye of the founders showcased their fresh and unique perspectives.



Atsushi Shindo: Interior designer born in 1991. His works focus on the primitive charm of unremarkable materials that are closely related to our life.



Salt in: Design unit by Shanshan Liu and Xiulai Zhou from China, graduated from Musashino Art University. Learning by trial and error, they are exploring the "seasoning" of design.



AROUNDANT: Kentaro Takagi (1997) and Soichiro Tanaka (1996) based in Tokyo, also work as a carpenter and a furniture designer.



Kathleen Reilly: Scottish artist and metalworker based in Tsubame city in Niigata prefecture. She graduated from the Royal College of Art in 2018 and is represented by Gallery S O in London.



Hiromasa Fukaji: Designer, artist, born in 1990. Continuing the pursuit of original graphic expression between digital and real by a plotter with various writing materials.

CREATIVE CONFERENCE BRIDGE

Theme: Co-Circulation

DESIGNART hosts "DESIGNART CREATIVE CONFERENCE BRIDGE" inviting top professionals in the fields. This year, under the four themes of design, art, architecture and city, and technology, we invited those who lead the world to boost the society and environment to discuss what will be the cycle of "Co-Circulation" required for the future.

The online talk sessions were co-organized by Institut français du Japon, and broadcasted via the online streaming platform "ZAIKO". Session 1 and 2 were connected with speakers based in Paris and Taipei, which were also delivered in French and Chinese.

■ Session1:

Architecture and Urbanism in Post-COVID Age That Bridges to Paris 2024

Language: Japanese / French

Panelists:

Kengo Kuma (Architect)
Dominique Perrault (Architect, Urban Planner)

Facilitator:

Yoshiyuki Yamana (Architect, Art Historian, Professor of Tokyo University of Science)



photo: Yosuke Owashi

■ Session2:

Japan x Taiwan! Share New Language to Discuss Asian Design.

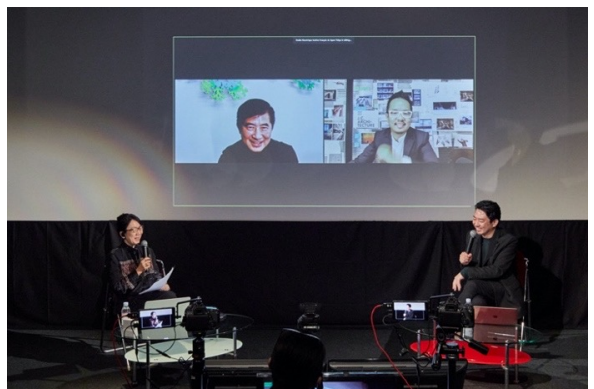
Language: Japanese / Chinese

Panelists:

Chi-Yi CHANG (President of Taiwan Design Research Institute)
Johnny Chiu (Architect, Founder of J. C. Architecture)
Keita Suzuki / Product Designer, PRODUCT DESIGN CENTER

Facilitator:

Ryuko Kida (ELLE DECOR Brand Director)



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■ Session3:

Art is Lifeline. Will the Democratization of Art Happen in Japan?

Panelists:

Kyoko Hattori (Phillips Auctioneers Japan Regional Director)
Takayuki Ishii (Taka Ishii Gallery)

Facilitator:

Teiya Iwabuchi (Editor in Chief of Bijutsu Techo Magazine)

■ Session4:

Sustainable Manufacturing Through Craftsmanship and Technology

Panelists:

Jin Kuramoto (Product Designer, JIN KURAMOTO STUDIO)
Keisuke Toyoda (Project Professor at Institute of Industrial Science,
The University of Tokyo, noiz, gluon)

Facilitator:

Arina Tsukada / Editor, Curator, Whole Universe

Co-organized by Institut français du Japon
Powered by ZAIKO PTE Ltd.





EVENTS

On top of exhibitions, DESIGNART TOKYO 2021 hosted varieties of events specially organized during the 10 days festival. Reception parties, talk sessions, workshops, concerts hosted by each exhibitor were enjoyed by many of our audiences both online and offline.

Velocity of Colours: Talk Show at FLEXFORM TOKYO (YouTube)

A talk session inviting the curator and the architect of the art installation at FLEXFORM TOKYO covered various topics from the design concept of the brand to life with artworks. The talk session was streamed online on the brand's YouTube channel.

ONLINE



CLAY 10 minutes BAR at FUJIFILM DESIGN CENTER CLAY STUDIO

FUJIFILM design CLAY and mitosaya BOTANICAL DISTILLERY opened "CLAY 10 minutes BAR", a small reservation-only pop-up bar in the basement of CLAY Studio, exclusively during DESIGNART TOKYO 2021.

OFFLINE



Kagoshima Prefecture Shuzo Kumiai at HIBIYA OKUROJI

At Hibiya Okuroji, Shochu, craft spirits from Kagoshima prefectures were introduced with a new concept. The lucky visitors could win limited edition bottles of Kagoshima Shochu, with an original label designed by YOSHIROTTEN, who is also from Kagoshima.

OFFLINE



SALES RECORD

Total Sales: Approx. 21 million yen (valid responses from 20 exhibitors)

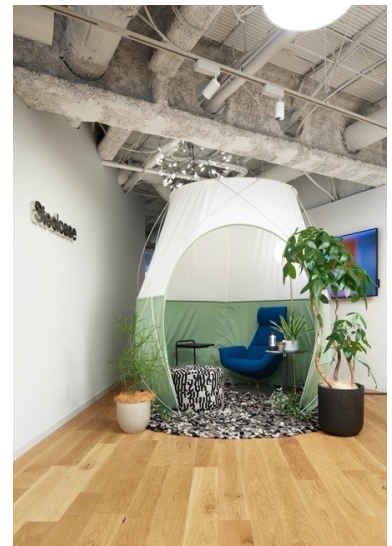
DESIGNART encourages our exhibitors to sell the works during the festival. This year again, many artworks and design products were sold and marked increased sales result compared to last year (11 million yen).



RISA MURAKAMI
at AREA TOKYO



H220430 / SATOSHI ITASAKA
curated by Design Pier & Merci Magazine
at Seibu Shibuya



Steelcase / Workplace Solutions Inc.
at Steelcase | WSI WorkLife Tokyo



EXHIBITORS

Designers / Artists

Akie Yoshida
ALUMIUM / ASAO TOKOLO, BEN NAGAOKA, KENICHI SHIKATA
ambi
Anker Bak
AROUNDANT / Kentaro Takagi, Soichiro Tanaka
ATSUSHI SHINDO
Baku Maeda
Brajak Vitberg
Claesson Koivisto Rune
Daisuke Motogi
Daniel Rybakken
DRILL DESIGN
FLOWER RIBBON SHOP / Miho Machida
Fudeya Corporation/Tadashi Takahashi & B6 studio/Tatsu Ogata
Fumie Shibata
fushigi design
Gabriel Tan
GELCHOP
Gen Suzuki
Hiromasa Fukaji
Hitomi Usui
Ilmari Tapiovaara
IMURA Kazuto
Inge Rylant
Jin Kuramoto
Jo Nagasaka / Schemata Architects
Johnny Chiu
Kathleen Reilly
KAYOKO KIMURA
Kazuhiro Yamanaka
KEIJI ASHIZAWA
Keita Suzuki (PRODUCT DESIGN CENTER)
Kensho Tambara
Klein Dytham architecture
KOHEI NAWA
M&T
MAKIKO TANAKA
Manami Numata
Masa Hayami
MAZZI FRANCESCO
Miho Machida
mischer*traxler
MULTISTANDARD
myna
Naoki Iijima
Norihiko Terayama
NORIKO HASHIDA
Øivind Slaatto
Oniki Design Studio
Otsuka Takeshi
Risa Murakami
Ryohei Yoshiyuki
ryoji takahashi
Ryota Akiyama
Sakiko Nomura / Masato Kawamura / Ryu Ika
salt in
Satoru Shimizu
Satoshi Itasaka / h220430
SEIKI DESIGN STUDIO / SEIKI ISHII
Shigeki Fujishiro
Sho Ota
SHOFU KOYAMA
Shota Suzuki
Sini Majuri
STUDIO KAZ + YASUTA Veneered Surfaces & Design
Takao Kawasaki
Talking about Curtains / Miki Sato
Tatsuro Shoji
Teruhiro Yanagihara
tetsuji tadokoro
TETSUO SUZUKA
Tomohisa Nagai

Tomoko Azumi
Tuulia Penttila
UNLABELED
Victoria Wilmotte
VITRO/RYOJI TAKAHASHI
Wataru Kumano
we+
YASUKO SATO
Yohei Chimura
Yoshikazu Yamagata
Yoshiki Matsuyama
YOY
Yuri Matumoto. Satoru Ookubo. Syunsuke Takase
Yusuke Seki

Brands / Companies / Galleries

ACOC
ACTUS
ALONGU / Tokyo Saikai Co., Ltd.
AREA Tokyo
ARIAKE COLLECTION
ars gallery
Artek
Atelier matic
athalie
B&B Italia
BLUE BOTTLE COFFEE
bud brand
BUNKITSU ROPPOINGI
CAL TOUGH
CIBONE & HAY / CIBONE CONNECT
complex665
Courtyard HIROO
COWORKINGSALON SLOTH JINNAN
Création Baumann
DAIKANYAMA HILLSIDE TERRACE SALON WEST
DAIKANYAMA TSUTAYA BOOKS
De Castelli
Design Pier & Merci Magazine
dotcom space Tokyo
elephant STUDIO
emeco / Naoto Fukasawa
ESPACE LOUIS VUITTON TOKYO
FLEXFORM TOKYO
Fondation d'entreprise Hermès
JIFILM DESIGN CENTER CLAY STUDIO
g KEYAKIZAKA
Gallery-SIGN
GAME/LIM/MINX/Of HAIR/Rougy/ZELE
GEIDAI FACTORY LAB
GINZA innit
Ginza Maison Hermès Le Forum
GINZA SIX
GYREFOOD (uni / bonélan)
HIBIYA OKUROJI
hotel koe tokyo
Iittala / Fiskars Japan Co., Ltd.
IMAGAWA / SUEMOKKO / TAKAHASHI KOUGEI / T-KRAFT /
Matsunagakenzaiten
Irifune studio
ITOSHIMA SEASIDE FACTORY
Jacadi GINZA
JAM HOME MADE
januka shop
JAPAN DESIGN BANK
JASMAL AOYAMA
Johanna Gullichsen & Rakusai Creations
KARAKURI powered by EPL inc.
KARE
Karimoku Commons Tokyo
Katsuki Connection
KEF
KINJO JAPAN / Shinya Kobayashi

KITSUCA / Takashi Umekawa
Knoll
Karimoku Furniture Inc. / KNS /
Karimoku Case Study / MAS / ILBK
KOBE Leather Cooperative
KOGEI Next
KOTARO NUKAGA
koyart
LIGHT BOX Studio Aoyama
London Gallery
Manu Mobiles
marumasu
minä perhonen
MITOSAYA BOTANICAL DISTILLERY
MOLp - Mitsui Chemicals
Nakano Seiyaku Co., Ltd.
Oji Holdings Corporation
OTA FINE ARTS
Paola Lenti
PaPiPress
PATIO PETITE WA Series
Perrier-Jouët
PERROTIN TOKYO
PHILLIPS
Piramide
pivoto
Poltrona Frau
Polygon Aoyama
PRADA JAPAN
RESONANCE MATERIALS Project
RIKKA gallery
Ritzwell & Co.
Roche Bobois
ROLF BENZ
Royal Furniture Collection Co., Ltd.
Salvatore Ferragamo
SankyoTateyama,inc. SankyoAlumi-Company
SCAI PIRAMIDE
SEIBU SHIBUYA
SHIBUYA PARCO / COMINGSOON
shibuya serumo building
ShugoArts
SPACE R
Steelcase/ Workplace Solutions Inc.
STUDIO ROW
Swiss FDFA, ICRC, Musée de l'Elysée and so+ba
Taka Ishii Gallery
TARO NASU
The Embassy of Switzerland in Japan
THINK OF THINGS
TIERS GALLERY by arakawagrip
Time & Style
TOKYO MIDTOWN
TOKYU PLAZA SHIBUYA
TOME HANE HARAI / SHOFU KOYAMA
TOMIO KOYAMA GALLERY
TORY BURCH GINZA
TSUYAMA FURNITURE / SEIKI DESIGN STUDIO
UNKNOWN HARAJUKU
VanMoof
WAKO WORKS OF ART
WORLD Kita-Aoyama
WOW! lab
Y.S.M PRODUCTS designed by SALTCO & akii
Y's OMOTESANDO
Yebisu Garden Place/
Tokyo Photographic Art Museum
YKK AP Inc.
Yushima Art & Okunote
ZEN FOTO GALLERY

OPENING CEREMONY

Opening of DESIGNART TOKYO 2021

Friday, October 22 at WORLD Kita-Aoyama

On October 22, the opening ceremony of DESIGNART TOKYO 2021 took place with around 80 participants including the press, at WORLD Kita-Aoyama, where KURADASHI, the main exhibition of the festival, and the information center were located.

The founders of DESIGNART, Akio Aoki and Astrid Klein opened the ceremony by talking about the hope for the creative industry that takes the chance in this difficult time. On top of the 5 founder members of DESIGNART, Jin Kuramoto, curator of KURADASHI, Misako Fujimoto, ubgoe.inc as well as designers of KURADASHI; Fumie Shibata, Gen Suzuki, Jo Nagasaka, and Norihiko Terayama celebrated the opening of the 10 days festival.

The ceremony is followed by the presentations of the exhibited pieces by the designers of KURADASHI, as well as String Furniture, Bloom by Johnny Chiu x Kobe Leather, and VanMoof.





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TOOLS

OFFICIAL GUIDE MAP

This year, the OFFICIAL GUIDE BOOK, which was published until last year, has been digitally migrated to the website. Alternatively, the upgraded OFFICIAL GUIDE MAP became a convenient navigation guide for the visitors. 30,000 copies with map information, highlights of the exhibitions, special interviews were circulated at each venue as well as various locations in Tokyo.



Cover image: Perrier-Jouët / mischer'traxler, Curiosity Cloud Mobile

INFORMATION CENTER

DESIGNART Information Center in WORLD Kita-Aoyama building welcomed our visitors as per every year.

It was yet different from last year because this year, an exclusive installation in collaboration with String Furniture and spatial designer Kazunori Matsumura added colors to the Information Center.



OFFICIAL SIGNAGES

Official flags and cut-out stickers were the signages at each exhibition venue.

At the Information Center, our staff also welcomed visitors wearing the official T-shirt.





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ONLINE CONTENT

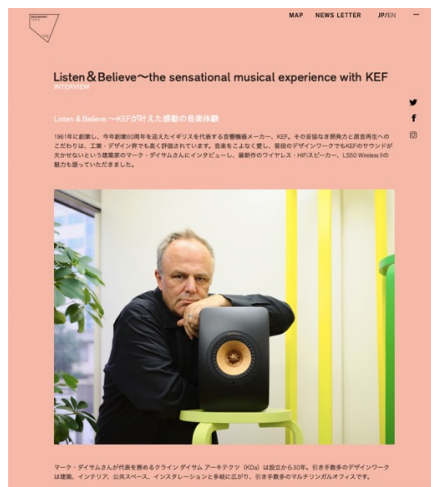
Updating the New Standards for Events by Combining Offline and Online

DESIGNART TOKYO continues to provide encounters to the artworks and artists in both physical and virtual settings. This year our online content were upgraded including a re-designed website and active engagement in social media. The festival also involved online sales / crowdfunding platform as well as online exhibitions, expanding the communication method to reach a wider audience.

OFFICIAL WEBSITE

The bilingual official website that reaches the world; this year, the official website was re-designed and included a variety of content - exhibitors' information, creators / brands profiles, event information, the interviews and articles about featured exhibitions and supporting companies, the introduction of our media partners etc. With the use of large images on the pages, it was designed to attract our viewers more visually.

- Page views: Approx. 190,000
- Unique users: Approx. 48,000
(during the period of Jun 12 – Nov 18)





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ONLINE CONTENT

OFFICIAL SOCIAL MEDIA

The official social media accounts of DESIGNART were actively delivering information about our exhibitors every day. During the festival, a dedicated social media team went around each exhibition venue and posted about the exhibitions. Active engagement through social media has resulted in an increase of the number of followers by more than 2,500*.

(*all the numbers are for the period of Sep 1 – Nov 18)

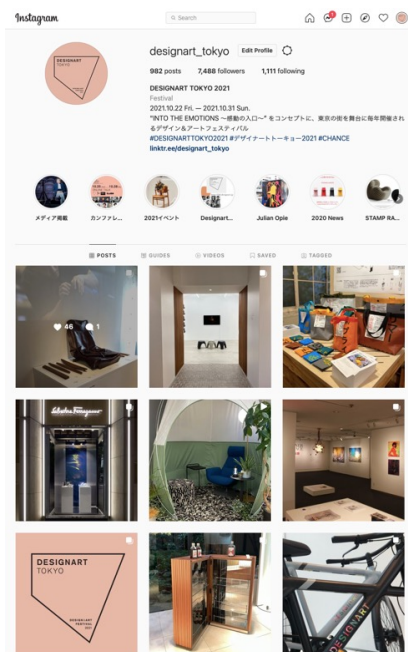
Instagram

Reach; 428,658

Feed: 194 posts, 8,230 likes

Stories: 519 posts, 155,700views
(three times more than the last year's record)

New followers: 2,222

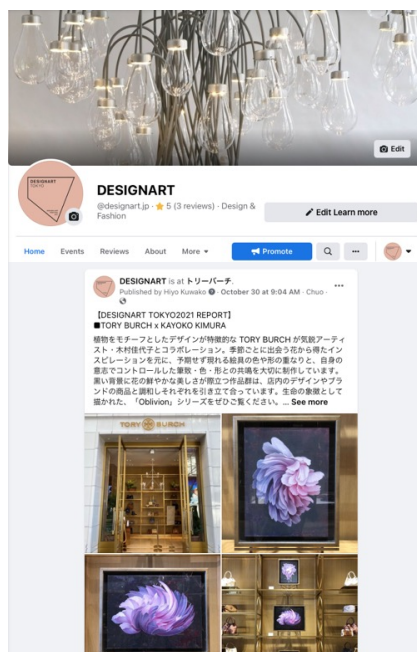


Facebook

Reach: 100,190

Feed: 185 posts

New followers: 103



Twitter

Reach: 69,590

(Tweet impressions + access to the profile)

New followers: 186





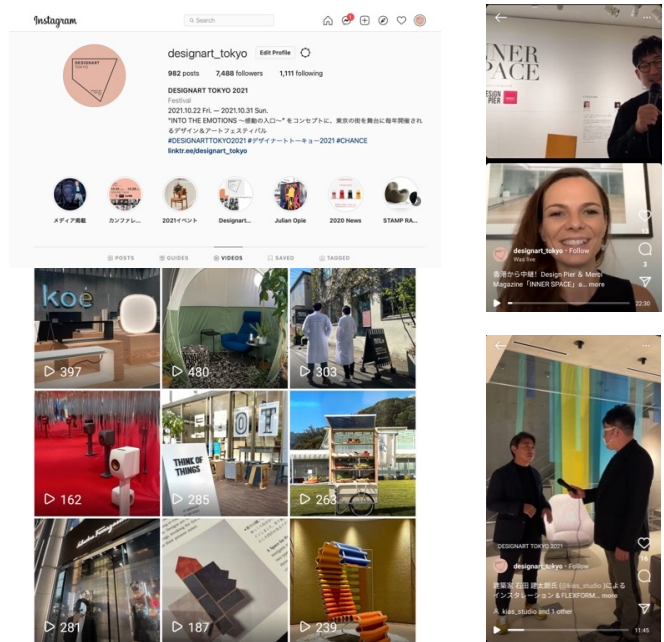
ONLINE CONTENT

Instagram LIVE REPORT

LIVE REPORT that introduces the exhibitions through social media live streaming, that was very well received last year, was continued this year on Instagram. Akio Aoki of DESIGNART visited around 50 exhibition venues, and directly interviewed artists and creators. It allowed the audience to get to know better about the works and products, introducing behind the scene stories that you could not hear by only visiting exhibitions. An overseas curator who could not come to Tokyo due to travel restrictions was also able to participate through LIVE REPORT.

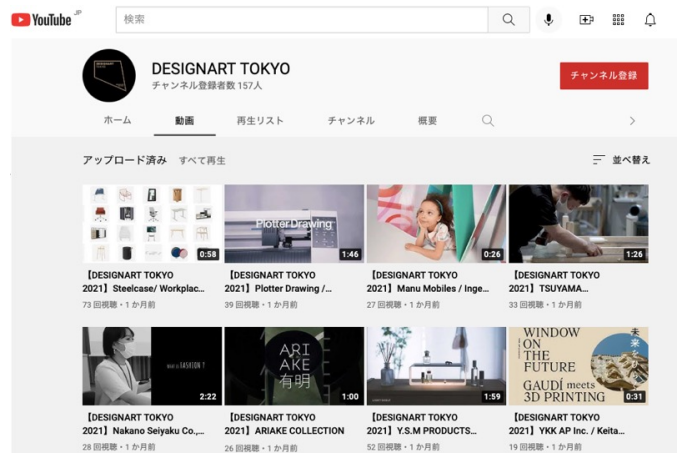
LIVE REPORT Total reach: 34,959

*LIVE REPORT is archived on DESIGNART TOKYO official Instagram (@designart_tokyo) and available for viewing.



PRESENTATION MOVIES

Presentation movies of the exhibitors are also available on the official website, where you can get to know more about the works and creations of the artists and designers.





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ONLINE CONTENT

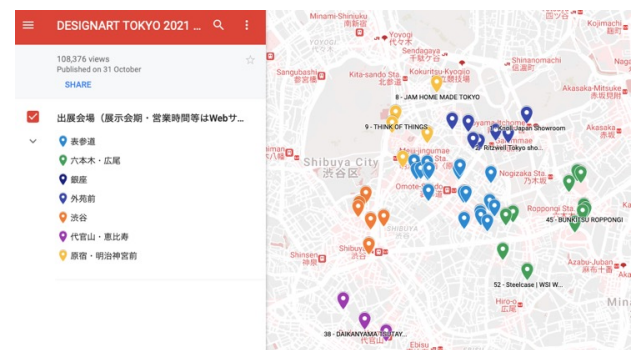
ONLINE GUIDE MAP

The guide map published and distributed in each venue was also available online through the digital publishing platform, issue.



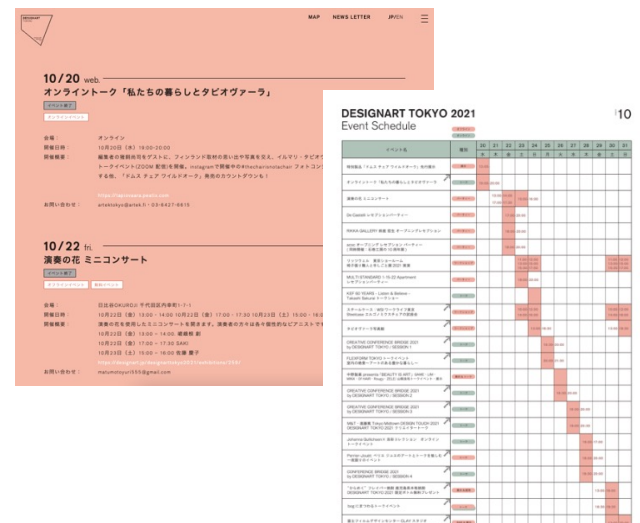
Google MAP

It was not only a printed guide map that lead you to your exhibition hopping. A Google map that covered all the exhibition venues navigated our visitors, marked more than 90,000 views.



EVENT GUIDE & SCHEDULE

The official website also had a dedicated page to introduce related events that were happening during the festival.



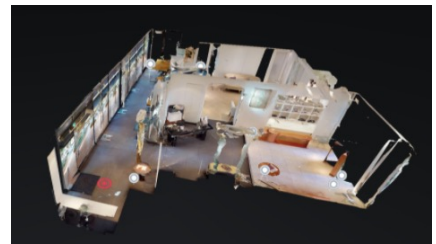
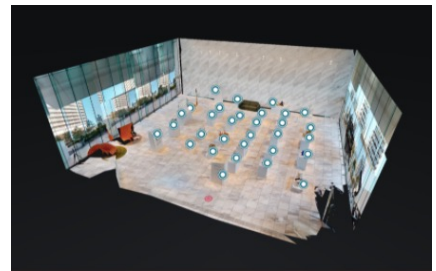


ONLINE CONTENT

ONLINE EXHIBITION powered by ARCHI HACHI

Even with the ongoing COVID travel restriction, our ONLINE EXHIBITION provided a way to enjoy exhibitions of DESIGNART TOKYO from wherever you were. This year, 2 venues appeared as ONLINE EXHIBITION, KURADASHI at WORLD Kita Aoyama, and De Castelli, at athalie, available for viewing on the official website.

Created by: ARCHI HACHI



BEST REPORT CHALLENGE

The visitors of DESIGNART become the reporters of the festival. BEST REPORT CHALLENGE – a participatory social media campaign launched last year, was continued this year on Instagram. Out of total posts of more than 300, those who posted exciting content were selected, and luxurious gifts were given-away thanks to our supporting companies.

Supported by VanMoof / String Furniture / Soda Stream / SPRING COPENHAGEN / KARIMOKU



1 winner



5 winners



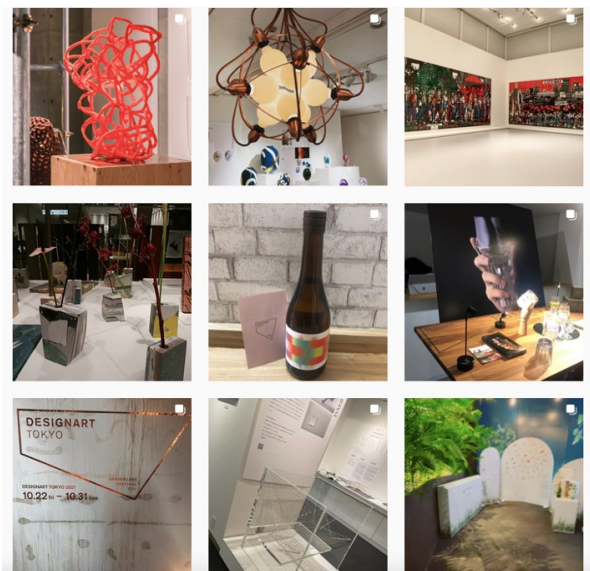
3 winners



3 winners



30 winners





t
design & art festival 2021

w
www.designart.jp

m
info@designart.jp

PRESS

Media Coverage: Approx. 512 articles (magazines / newspapers / websites / radio)

Media Partners: 17

The PR team of DESIGNART TOKYO continues deepening its relationship with media and journalists, and strengthening the capacity to communicate about the festival and its exhibitors. Working closely together with the exhibitors, active and effective engagement were made involving various methods of communication including press release, social media, and other digital platforms. This year resulted in more than 500 articles covered by Japanese and international media, which is a great increase from last year's result (440 articles).

17 media became media partners this year, which is an increase from 14 last year, enabling us to enhance exposure towards the audience globally. For the overseas media, even though the ongoing pandemic has been limiting the circulation of the journalists, DESIGNART continues the close relationship with leading international media that are influential in the field of interior, design and art, and sharing the latest information of art and design in Tokyo.

Also seen was the growing number of social media posts by media, journalists and influencers, which were made timely and with a personal touch. Specially produced video reports or radio appearances of the exhibitors also characterized the diversified methods of communication. The articles featured not only general information of the festival, but also covered a deep-dive of the individual projects and exhibitors, which demonstrated deeper engagement of media reporting.

Media Partners:



Beyond
magazine



designboom

de
zeen

ELLE
DECOR
DESIGN
WALK
2021

FASHIONSNAP.COM

I'm home.



ONBEAT

SHIFT

商店建築

Spoon
& Tamago

the
Arthing



W World
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PRESS

Media Listing (Japanese)

BEYOND



Casa BRUTUS



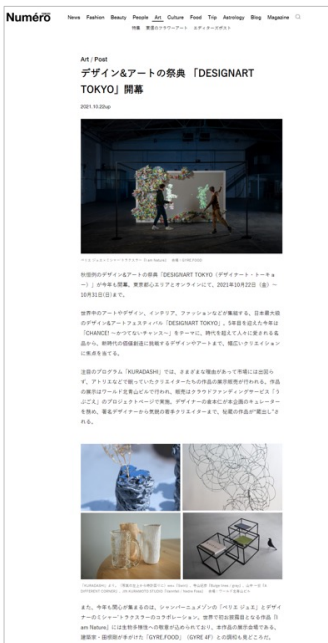
ELLE DECOR



FASHIONSNAP.COM



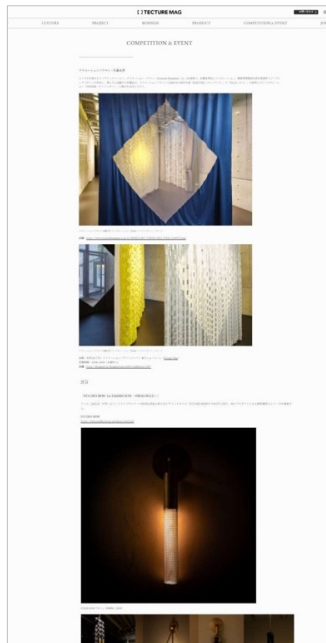
Numero TOKYO



Pen Online



TECTURE MAG



WWD





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PRESS

Media Listing (English)

ARCHITECTURE HUNTER

DESIGNART TOKYO 2021 HIGHLIGHTS

DESIGNART TOKYO is one of Japan's largest design and art festival, bringing to Tokyo a diversity of art, design, interior design and fashion from all around the world. Check below the highlights of the ten days of the festival, which challenged the creators, companies and brands with the theme "CHANCE".

KURADASHI
Kuradashi is a new creative market that offered an opportunity to view and purchase valuable and unavailable artworks. Planned and developed by DESIGNART TOKYO together with a few Kuradashi and alpine, the service was a success, selling more than half of the works in a few hours.

SAISEI
The festival's entrance to welcome visitors was created by the Swedish furniture brand Sjöing and Kazuoji Kikumura. It demonstrated functionality and versatility, compatible

artprice.com

DESIGNART TOKYO

DESIGNART TOKYO 2021

DESIGNART TOKYO 2021 OUTLINE

Head | October 22nd 19:00 ~ October 31st 23:00 (Final Day) | October 22nd (Fri)

Area | Omotesando, Gaien-mae / Harajuku, Higashi-jogye-mae / Shinjuku / Daitokya-mae

designboom

DESIGNART TOKYO 2021: all the exhibitions set to enliven the Japanese city this fall

DESIGNART TOKYO 2021 will celebrate design and art festival, which has taken the country by storm. The event will run from October 22 - 31, 2021, designed and set through from the world's most innovative minds. The festival will feature a wide range of exhibitions and installations, including a new permanent gallery space and a new permanent gallery space for the festival.

DESIGN FASHION AND ART HIGHLIGHTS AT DESIGNART TOKYO 2021

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design anthology

DESIGNART Takes a Chance on New Talent

The theme of this year's festival is "CHANCE". It's a chance to see the best of design and art from all around the world, with more than 50 events across in neighborhoods across the capital. We round up our highlights of the inspiring art and design talent.

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Spoon & Tamago

DesignArt Tokyo 2021 is Transforming the Metropolis into a Museum

DesignArt Tokyo will be a festival starting this week and running through the end of October. The annual celebration sees Tokyo transform into a living, breathing museum. Over 100 artists and designers from all over the world are showcasing work at galleries, retail shops and other spaces for ten days from October 22 to October 31, 2021.

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The Artling

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The Japan Times

DesignArt 2021 is all about getting lucky

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World Architecture

Highlights From Designart Tokyo 2021 Featuring Challenging Artworks

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m info@designart.jp

PRESS

Media Listing (Printed Media)

WWD



merci magazine



The Japan Times



Hide and seek: New looks for Japan's leather industry

On Design
MISO YAMADA
CONTEMPORARY WRITERS

Athough Japanese leatherworking produces the Edo Period (1603-1868), it's not high on the list of what people know about the country. The nation still boasts major hubs of leather reworking, despite the fact that the industry is in decline. One of the designers who is redefining leather is Miso Yamada, who has been working in the field for over 20 years. She is a designer and maker of leather goods, and her work is featured in the Japan Times.

Molding new ideas
The most unusual of her work is her Tokyo-based design unit, Miso Yamada & Co., which is known for its three-dimensional sculptural work that would be impossible to make from conventional sheets of leather. To create these minimalist, architectural pieces, Miso and her team use a process they call L.F.M. (leather forming method).

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Blooming leather
The process leaves an interesting raw leather texture on the sculptural work, which Miso has chosen not to add pigment or finish. They created a L.F.M. table set one by one by using the base of the original set as a mold.

The L.F.M. design has yet to be printed, but will be available to be ordered or purchased online.

Behind the striking aesthetic lies months of creating and strong by hand leatherwork. Miso's leather goods are made by hand in her workshop in Tokyo. She is a member of the Japanese Leather Association (JLA) and has been working in the industry for over 20 years.

Shapes of things to come
Last month, Kiyoko, the design studio of Takashi Uozumi, launched its new line of minimalist but playful functional objects, with the release of 'Circles', a series of six colorful, vegetable tanned leather handbags.

Inspired by everyday objects and forms, Kiyoko's motto is certainly 'less is more.' The bags are made from high-quality leather and are designed to be both functional and stylish.

The main theme of the new line is 'less is more.' The bags are made from high-quality leather and are designed to be both functional and stylish.

More articles coming soon (as of Nov 18):
Shoten Kenchiku / Jan 2022
AXIS / Jan 2022

Radio Appearances

BLUE IN GREEN
@BlueInGreen813

J-WAVE [BLUE IN GREEN]

10月22日(金)から開催される「DESIGNART TOKYO 2021」を甲斐りかも体験！
本日の放送で現地の様子、注目作品など紹介します。

@DESIGNART_TOKYO

#jwave #blue813 #designarttokyo2021
#アート #デザイン

NAVIGATOR
CHRIS TOMOKO

Good Neighbors

MONDAY-THURSDAY 13:00-16:00

放送局 **J-WAVE**

放送時間 2021年10月27日 (木) 15:00-16:00

番組名 **GOOD NEIGHBORS(PART2)**

デザイナー 書生にさんをお招きして、DESIGNART TOKYO 2021のみどころをたっぷり！さらにROTH BART BARONもご登場！
▼13:15版- [MORE BUILDING TOKYO PASSPORT]
東京オハラシティで撮影中！「和室建築」をピックアップ！

▼14:10版- [TALK TO NEIGHBORS (ブルーボトルコーヒーほか)]
デザイナーの書生にさんをお招きして、現在開催中のDESIGNART TOKYO 2021、テーマは「CHANCE」〜かつてないチャンス〜キョーターご招待の書生にさんへ聞く「見とれるデザイン」の楽しみ方！



J-WAVE 81.3FM



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ORGANIZER

DESIGNART TOKYO COMMITTEE

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Institut français du Japon

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Kyoshyu Mizohata
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Sayuri Shiraishi
Wakako Tanjo MIRU DESIGN

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Dai Takeuchi river