

DESIGNART TOKYO 2025

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# DESIGNART TOKYO 2025 ENTRY GUIDELINE



# WHAT IS DESIGNART TOKYO?

## Inspiration and connections without borders

DESIGNART TOKYO began in 2017 as a design and art festival with the theme of “Into the Emotions,” bringing together prominent design and art creators from around the world to Tokyo to exhibit their work to the public and celebrate creativity. It provides opportunities to meet new people and possibilities beyond borders between highly diverse participants from various fields and standpoints, including creators, manufacturers, and brands exhibiting their works, as well as buyers, coordinators, media, and collectors from various industries visiting the exhibition venues, along with the general public and students in the city.

## Creators and works from around the world will gather throughout Tokyo



## Exhibitions by creators and manufacturers from a wide variety of genres



## Design & Art Festival to Connect with a Wide Variety of Creators





# ABOUT DESIGNART TOKYO 2025

## DESIGNART TOKYO 2025 OUTLINE

### Theme for 2025

## Brave - Pursuit of Instinctive Beauty -

#### 1. Name

DESIGNART TOKYO 2025

#### 2. Date

October 31 - November 9, 2025

#### 3. Area & Venues

Omotesando, Gaienmae / Harajuku /  
Shibuya / Roppongi / Ginza / Tokyo  
Shops, restaurants, cafes, galleries,  
museums and event space.

#### 4. Exhibitors

Designers, artists, brands, companies,  
shops. From Japan and overseas.

#### 5. Event Structure

A multi-venue event with participating shops and  
spaces located throughout the area,  
using the entire city as a venue.

#### 6. Visitors

Professionals (wholesalers, retailers, companies,  
buyers, journalist) and design / art-conscious general public and  
students from Japan and overseas.

#### 7. Media

Official website, social media, official guidemap, cutting  
stickers, Sign Stands and more.

#### 7. Organizer

DESIGNART TOKYO Committee

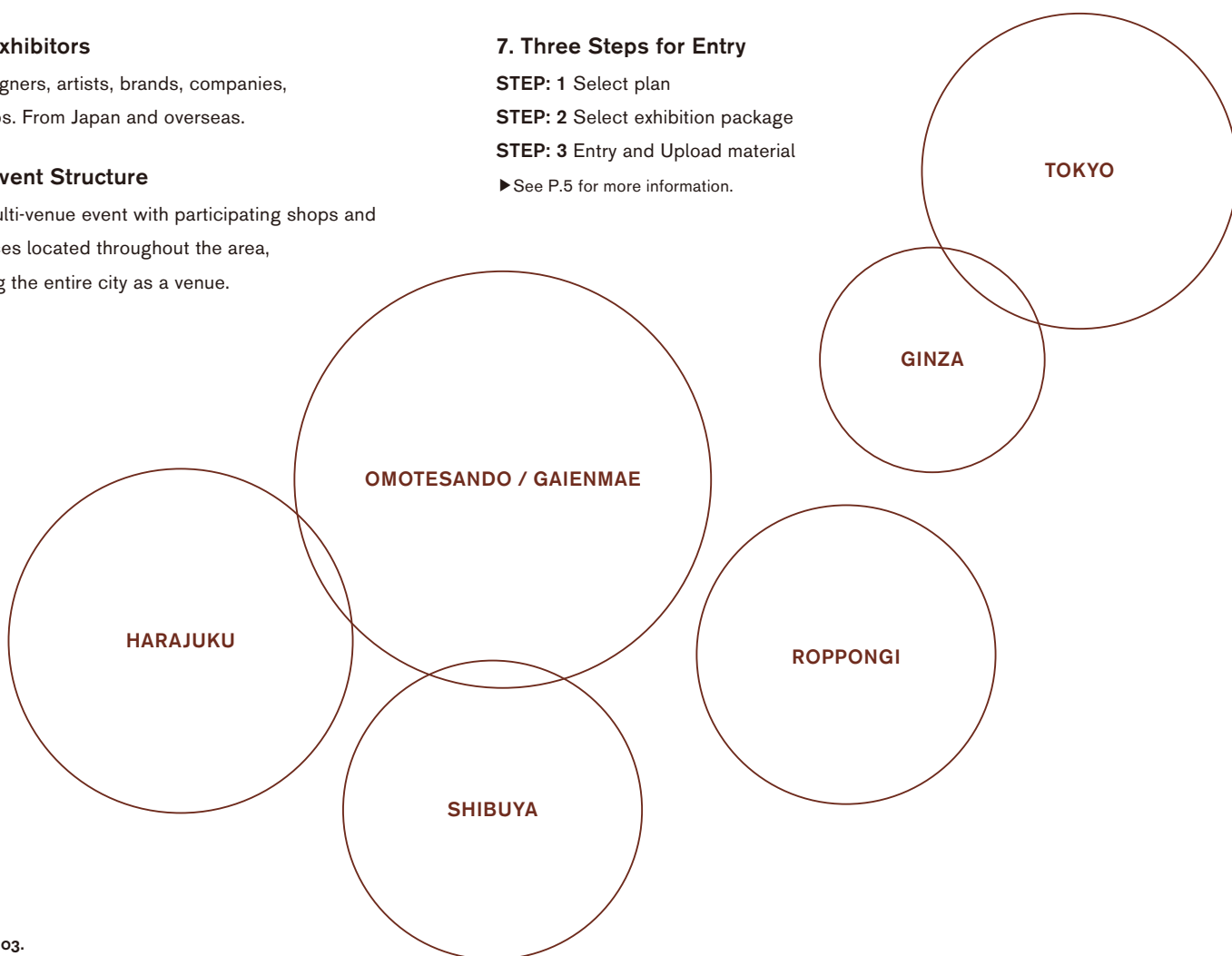
#### 7. Three Steps for Entry

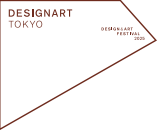
STEP: 1 Select plan

STEP: 2 Select exhibition package

STEP: 3 Entry and Upload material

▶ See P.5 for more information.



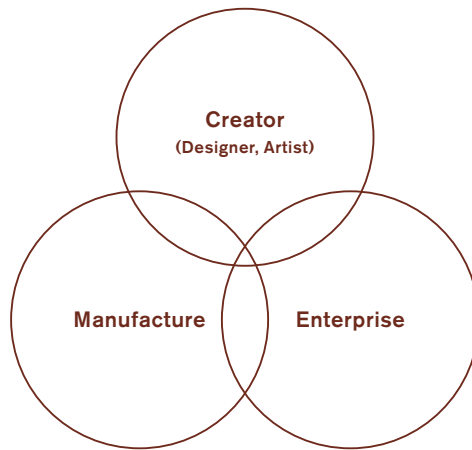


# BENEFITS

## Inspiration and connections without borders

DESIGNART TOKYO is now in its 9th year, and has continued to grow in attendance and visibility. We actively disseminate information and conduct interviews through a partnership with more than 20 domestic and international media partners. This allows exhibitors to reach a wide range of audiences. We also proactively promote the event on social media and our website in advance, and host Press Day and a party on the first day of the event.

New endeavors to spark chemical reactions, ensure recognition, and expand sales channels

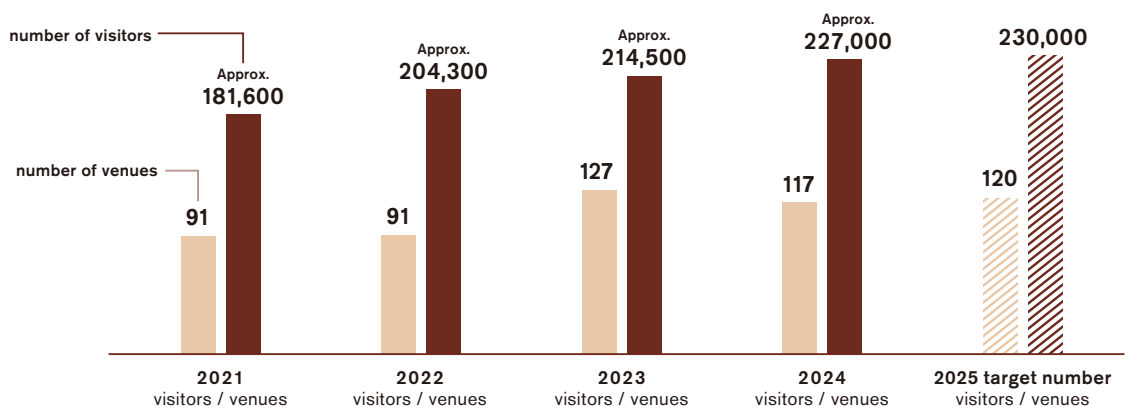


## Increased Exposure

Number of social networking followers  
\*As at January, 2025

- 16,940 follower
- 2,201 follower
- 6,455 follower

▶See P.10 for more information.



## MEDIA PARTNERS

2024 (20 medias)

- Architecture Hunter
- artprice.com by ARTMARKET
- AXIS Media
- 知財図鑑
- design anthology
- designboom
- dezeen
- ELLE DÉCOR DESIGN WALK 2024
- JDN
- Lula Japan

- merci magazine
- ONBEAT
- QUI
- REAL LIVING & INTERIOR
- SHIFT
- 商店建築
- TECTURE MAG
- the Artling
- Time Out Tokyo
- World Architecture Community



dezeen



ONBEAT



AXIS web



design anthology



ELLE DECO DESIGN WALK

Number of articles published in 2024: 601 (newspapers / magazines / web / radio / social networking sites) \*as of 28 November 2024).






# ENTRY PROCESS

Please select a plan according to the type of exhibition and choose a package for the desired volume of coverage and PR tools. An optional menu is also available, from which you can choose only the services you need.

## STEP 1 SELECT PLAN

Select your plan from A, B, C

|   |   |   |
|---|---|---|
| <p><b>PLAN A</b></p> <p>You have both an exhibition space and an work(s) to exhibit.</p>  <p><b>VENUE AND ARTWORK</b></p> <p>This plan is for an applicant who can prepare both an exhibition space (a shop, a gallery, etc.) and an exhibition item (a work or a product). It is suitable for you if you can direct and manage your own exhibit.</p> | <p><b>PLAN B</b></p> <p>You have an exhibition space and are looking for work(s) to exhibit.</p>  <p>▶ See P.6 for more info.</p> <p><b>MATCHING COORDINATE</b></p> <p><b>VENUE ONLY</b></p> <p>For those who have a space to exhibit and sell artworks and products, such as a shop or gallery, looking for works to exhibit and interested in collaborating with new designers, artists, and manufacturers.</p> | <p><b>PLAN C</b></p> <p>You have work(s) to exhibit and are looking for an exhibition space.</p>  <p>▶ See P.6 for more info.</p> <p><b>MATCHING COORDINATE</b></p> <p><b>ARTWORK ONLY</b></p> <p>For those who have artworks or products to display and are looking for exhibition space. For designers, artists, and manufacturers.</p> |
|---|---|---|

## STEP 2 EXHIBITION PACKAGES

Depending on the volume of coverage and the content of your PR tools, please select an exhibition package from the following options

\*All prices are shown exclusive of tax. VAT will be added.

|  |                          |                            |                          |                              |
|--|--------------------------|----------------------------|--------------------------|------------------------------|
| <b>EXHIBITION PACKAGES</b>   | <b>SMALL</b><br>¥220,000 | <b>REGULAR</b><br>¥330,000 | <b>LARGE</b><br>¥550,000 | <b>X-LARGE</b><br>¥1,100,000 |
| *A 10% "early bird" discount will be applied for registration (including submission of materials) by March 31st. |                          |                            |                          |                              |

## STEP 3 ENTRY & UPLOAD MATERIAL

### Submit Your Entry

After filling in the entry form, please submit the materials to the URL provided in the auto-reply email (▶ Please refer to P.15 for the contents of the materials to be submitted).

<http://designart.jp/en/entry2025/>





# STEP 1 SELECT PLAN

Please select a plan according to the type of exhibition

for **PLAN A** You have both an exhibition space and an work(s) to exhibit.

**PLAN A**

VENUE AND ARTWORK



photo: Nacasa & Partners



photo: Kohei Yamamoto

- Exhibiting in shops, galleries, etc., or presenting new works by arranging your own rental galleries, etc., is also possible.
- Can manage their own exhibitions.

for **PLAN B & PLAN C** Request for matching coordination of exhibition works or exhibition venues.

**PLAN B**

VENUE ONLY

or

**PLAN C**

ARTWORK ONLY

+

**MATCHING COORDINATE**

We will carefully coordinate the matching of the artworks or products for Plan B exhibitors and the exhibition space for Plan C exhibitors, working closely with each participant to ensure that new chemical reactions occur.

**MATCHING COORDINATE FEE**

**+ ¥50,000**

- Only exhibition space is available.
- Wish to collaborate with creators who match the brand image.

- For those who have artworks or products to display and are looking for exhibition space.
- Wishes to be matched with an exhibition venue

The exhibition focuses on the theme of the venue and the artwork.

Exhibitions using the facility's event space.

Collaboration between creators and manufactures



Saki Takeshita at TOKYO MIDTOWN

photo: Kohei Yamamoto



Aqua Clara x HONOKA at HIBIYA OKUROJI

photo: Kohei Yamamoto



JOINT EXHIBITION: WOODWORK at AXIS GALLERY

photo: Usami Ryo



## STEP 2

## EXHIBITION PACKAGES

## Service content of each exhibition package

The volume of coverage using online tools varies depending on the exhibition package. SMALL allows you to participate with compact exposure at a reasonable cost, although the number of images and descriptions on the website are limited (recommended mainly for young creators and small companies and brands). LARGE and above packages include a higher volume of coverage, video posts, social media posts during the event, and Instagram reports, enabling promotion through a variety of channels.

\*All prices are shown exclusive of tax. VAT will be added.

| EXHIBITION PACKAGES  | SMALL<br>¥220,000   | REGULAR<br>¥330,000   | LARGE<br>¥550,000   | X-LARGE<br>¥1,100,000   |
|--|---|---|---|---|
| *A 10% "early bird" discount will be applied for registration (including submission of materials) by March 31st. |   |   |   |   |
| <b>OFFICIAL WEB SITE</b> ▶ See P.8 for more info.  |   |   |   |   |
| Top page slider  | ×   | ×   | ●   | ●   |
| ARTICLES   | ×   | ×   | ×   | ●   |
| <b>OFFICIAL WEB SITE (EXHIBITOR'S PAGE)</b> ▶ See P.9 for more info.   |   |   |   |   |
| Images   | Max. 1 image  | Max. 3 image  | Max. 5 image  | Max. 10 image   |
| Description text   | Japanese: max.150 characters<br>English: max.225 characters | Japanese: max.600 characters <sup>*1</sup><br>English: max.900 characters | Japanese: max.1000 characters<br>English: max.1500 characters | Japanese: max.2000 characters<br>English: max.3000 characters |
| Bio / URL / logo   | Exhibitor: 1 profile<br>+ Venue: 1 profile                  | Exhibitor(s): 1-3 profile(s)<br>+ Venue: 1 profile                        | Exhibitor(s): 1-5 profile(s)<br>+ Venue: 1 profile            | Exhibitor(s): 1-10 profile(s)<br>+ Venue: 1 profile           |
| Link to e-commerce website   | ●   | ●   | ●   | ●   |
| Video coverage   | ×   | ●   | ●   | ●   |
| <b>OFFICIAL SNS</b> ▶ See P.10 for more info.  |   |   |   |   |
| PR video production and distribution (prior to the event)  | + ¥200,000  | + ¥200,000  | + ¥200,000  | ●   |
| Pre-exhibition introduction (prior to the event)   | ●   | ●   | ●   | ●   |
| Introduction of the actual exhibition (during the event)   | + ¥50,000   | ●   | ●   | ●   |
| Instagram video interview (during the event)   | + ¥100,000  | + ¥20,000 <sup>*2</sup>   | ●   | ●   |
| <b>OFFICIAL GUIDE MAP</b> ▶ See P.11 for more info.  |   |   |   |   |
| Map / Exhibition info  | ●   | ●   | ●   | ●   |
| <b>OFFICIAL SIGNAGE</b> ▶ See P.12 for more info.  |   |   |   |   |
| Cutting Stickers   | ●   | ●   | ●   | ●   |
| Banner Flags   | ●   | ●   | ●   | ●   |
| <b>CAMPAIGN</b> ▶ See P.13 for more info.  |   |   |   |   |
| QR code for Digital Stamp Rally  | ●   | ●   | ●   | ●   |
| <b>OFFICIAL SHOOTING</b> ▶ See P.14 for more info.   |   |   |   |   |
| Official shooting  | + ¥50,000   | + ¥50,000   | + ¥50,000   | ●   |

can be requested as an option.

\*1: Japanese words increase to 600, English words increase to 900 from 2025

\*2: From 2025, this option will charge 20,000 yen



# STEP 2 EXHIBITION PACKAGES OFFICIAL WEB SITE

Official website with comprehensive information on all exhibitions and events.

Official website, bilingual in Japanese and English, communicates to people from all over the world.  
The website will provide detailed information on exhibitions and exhibitors, works, brands, as well as latest updates about events during the festival. SPONSOR PLANS are also available, including paid articles and web banners.  
\*advertisement costs / production costs will apply

## DESIGNART TOKYO 2024 WEB SITE

Top Page



Slide listing is only available for LARGE and X-LARGE packages.

Exhibitor's page (ex.REGULAR PACKAGE)



Main image

Other images

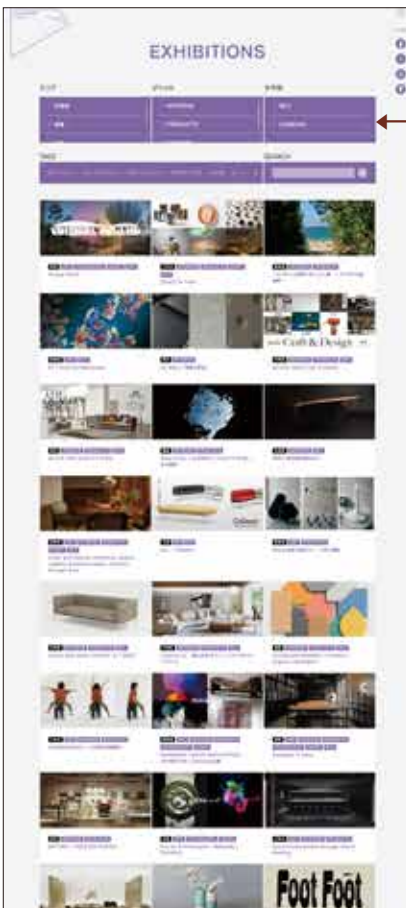
Description text

\*Contents volume varies depending on your package

Bio URL Logo

\*Contents volume varies depending on your package. This is 2024 ver. Please note that the design may be changed.

Exhibition page



Search by area, genre, or tag





**STEP 2** EXHIBITION PACKAGES

# OFFICIAL WEB SITE (EXHIBITOR'S PAGE)

Each exhibitor will be provided with a dedicated webpage where they can post their exhibition details.

Exhibitors are required to input and submit the information themselves, following the manual during the specified period.

REGULAR and above packages include image display and video post options. In addition,

the X-LARGE package offers a flexible arrangement of text and image blocks, allowing for a more creative page that befits the exhibition details.

| EXHIBITION PACKAGES        | SMALL   | REGULAR   | LARGE  | X-LARGE  |
|----------------------------|---|---|--|--|
| Top page slider            | ×   | ×   | ●  | ●  |
| ARTICLES                   | ×   | ×   | ×  | ●  |
| <b>EXHIBITOR'S PAGE</b>    |   |   |  |  |
| Images                     | Max. 1 image  | Max. 3 image  | Max. 5 image   | Max. 10 image  |
| Description text           | Japanese: max. 150 characters<br>English: max. 225 characters | Japanese: max. 600 characters<br>English: max. 900 characters | Japanese: max. 1000 characters<br>English: max.1500 characters | Japanese: max. 1000 characters<br>English: max.1500 characters |
| Bio / URL / logo           | Exhibitor: 1 profile<br>+ Venue: 1 profile                    | Exhibitor(s): 1-3 profile(s) +<br>Venue: 1 profile            | Exhibitor(s): 1-5 profile(s)<br>+ Venue: 1 profile             | Exhibitor(s): 1-10 profile(s)<br>+ Venue: 1 profile            |
| Link to e-commerce website | ●   | ●   | ●  | ●  |
| Video                      | ×   | ●   | ●  | ●  |
|                            |   |   |  |  |



STEP 2 EXHIBITION PACKAGES

# OFFICIAL SNS

## Raising expectations through proactive promotion prior to the event

Raising expectations through proactive promotion prior to the event

In addition to online communication of the exhibition outline, we will also promote all the exhibitors prior to the exhibition.

For regular and above packages, we will post about the actual exhibition and provide on-time information such as Instagram Live streaming by interviewers visiting the exhibition to attract more visitors.

| EXHIBITION PACKAGES                                       |            |            |            |   |
|---|------------|------------|------------|---|
| PR video production and distribution (prior to the event) | + ¥200,000 | + ¥200,000 | + ¥200,000 | ● |
| PR video production and distribution (prior to the event) | ●          | ●          | ●          | ● |
| Introduction of the actual exhibition (during the event)  | + ¥50,000  | ●          | ●          | ● |
| Instagram video interview (during the event)              | + ¥100,000 | + ¥20,000  | ●          | ● |

### SNS followers, impressions

\*Followers: as of January, 2025  
\*Impressions are figures for 9 Aug - 16 Nov 2024

Instagram  
16,940 follower  
1,114,479 imp

X  
2,201 follower  
223,300 imp

Facebook  
6,455 follower  
32,427 imp

### Prior to the event

#### PR video production and distribution XL



DESIGNART's production team will produce a PR video and distribute it via social media.

The video will be produced based on your needs in a range of formats, such as interviews and teaser movies, to gain wide exposure.

#### Pre-exhibition introduction S R L XL



We will introduce your exhibition before the event based on the images and exhibition information registered on the website (included in all packages).

### During the event

#### Introduction of the actual exhibition R L XL

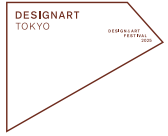


Our staff will visit your exhibition site during the event and post actual exhibition scenes. This is important reference information for visitors to choose where to visit among many exhibitions.

#### Instagram video interview L XL



Interviewers will visit exhibition sites during the event to interview creators and exhibition staff. Providing behind-the-scenes stories about the creation of the works and the exhibition will raise the expectations of people planning to visit.



STEP 2 EXHIBITION PACKAGES  
**OFFICIAL GUIDE MAP**

**Official Guide Map distributed at over 200 locations in Tokyo**

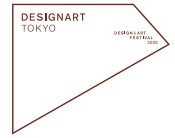
The Guide Map, distributed at more than 200 locations in Tokyo, including hotels, museums, galleries, shops, cafes, and schools, is an official tool to help visitors tour DESIGNART TOKYO more smoothly. The map presents information on featured exhibitions and UNDER 30, as well as interviews to heighten visitor's anticipation of the event. In addition, a PDF version will be distributed in advance, making it easier for visitors and media to make plans beforehand and invite even more people.

\*The images are from 2024. The design will be changed this year.

size: A4  
page: Page 24 (tentative)  
circulation: 30,000 copies (tentative)



guide map



**STEP 2** EXHIBITION PACKAGES  
**OFFICIAL SIGNAGE**

**Sign Stands and Cutting Stickers to mark the exhibition venue**

We will provide window stickers and sign stands to mark the exhibition, so that visitors are able to spot the venue easily when visiting more than 100 locations.

| EXHIBITION PACKAGES | SMALL | REGULAR | LARGE | X-LARGE |
|---------------------|-------|---------|-------|---------|
| Cutting Stickers    | ●     | ●       | ●     | ●       |
| Sign Stand          | ●     | ●       | ●     | ●       |



**Cutting Stickers**

To increase visibility, a DESIGNART TOKYO logo sticker will be available for decorating windows, doors, and walls. Standard stickers are back-side adhesive, please contact us if you prefer to use front-side adhesive stickers.



**Sign Stand**

Sign stands are provided to all exhibitors to help visitors find their way around the exhibition. Exhibitors with previous sign stands are welcome to use them at multiple locations.  
 \*The design is subject to change.





## STEP 2 EXHIBITION PACKAGES CAMPAIGN

### Gift Campaign to encourage multi-venue visits

Since last year, the Digital Stamp Rally was introduced to entice visitors to tour multiple exhibition venues. Exhibitors become touchpoints for new visitors, and visitors get a chance to win gorgeous prizes from a lottery by collecting digital stamps earned by visiting different exhibits. Along with a hashtag campaign on social media, we offer casual ways for visitors to participate.

| EXHIBITION PACKAGES             | SMALL | REGULAR | LARGE | X-LARGE |
|---------------------------------|-------|---------|-------|---------|
| QR code for Digital Stamp Rally | ●     | ●       | ●     | ●       |

**GIFT CAMPAIGN**  
DESIGNART TOKYO 2024をもっと楽しもう  
どちらか好きな応募方法で、豪華商品がある!

10

roche bobois LA CROISIÈRE (ジャンボールゴルドデコラボレーショククリション) 1名様

MUUTO Kink Vase 各色1名 計3名様

Molteni&C MOLteni MONDO (モルティニニ30周年記念品) 各名様

USM USBハラー ローボードドロッパーダウンドア 1名様 (10名から応募いただけます)

KEF ワイヤレスヘッドフォン Mu7 (ブラックヘルムグリーン) 3名様

**SNSの投稿で参加**  
1. DESIGNART TOKYOのアカウントをフォロー  
2. ハッシュタグ #designarttokyo2024をつけて投稿!  
※写真も投稿可能。写真には必ず「10」を1枚は必ず添付してください!

**デジタルスタンプラリーで参加**  
1. 展示会場に設置されたQRコードを読み込む  
2. 複数の会場を巡って参加条件を満たしたら応募完了!  
※参加QRコードは各会場、Map 閲覧から応募可能となります!  
※応募エリアは各会場にて表示されます。  
※応募エリアは各会場にて表示されます。  
※応募エリアは各会場にて表示されます。  
※応募エリアは各会場にて表示されます。

キャンペーン期間  
2024年10月18日 - 11月10日  
詳しくはこちら ▶ <http://designart.jp/designarttokyo2024/campaign/>

### Number of digital stamp rally participants (2024)

|                              |     |
|------------------------------|-----|
| 89 locations                 | 96  |
| Total number of participants | 581 |
| Gift entries                 | 464 |



All venues are provided with a QR code stand frame.



Visitors can collect digital stamps by scanning the QR codes.



You can also participate in the campaign by posting with the hashtag

\*Gift campaign 2024. Gifts are subject to change.

**STEP 2** EXHIBITION PACKAGES  
**OFFICIAL SHOOTING**

Images of the exhibit displayed at DESIGNART TOKYO will be provided to the participant for further use in public relations after the event.

With the cooperation of Nacása & Partners, a package of 5 shots (TBD) of the exterior, contents of the exhibition, and exhibits will be photographed and delivered after the event. The images will be suitable for your website and social media to introduce your works and activities after the event.

\*We will take photos in the presence of the exhibitor. Please note that due to time constraints, we may not be able to accept reshoots, etc.

| EXHIBITION PACKAGES | SMALL     | REGULAR   | LARGE     | X-LARGE |
|---------------------|-----------|-----------|-----------|---------|
| OFFICIAL SHOOTING   | + ¥50,000 | + ¥50,000 | + ¥50,000 | ●       |



CONSENTABLE



LIONRUGS x KAORUKO



KEF



Yasuto Nakanishi Lab., Keio Univ.



## STEP 3

## ENTRY &amp; UPLOAD MATERIAL

## 1. PLANS

- **PLAN A:** For those who have both an exhibition space and work(s) to exhibit.
- **PLAN B:** For those who have an exhibition space and are looking for work(s) to exhibit.
- **PLAN C:** For those who have work(s) to exhibit and are looking for an exhibition space.

▶ See P6 for more detail

## 2. Entry Period

**PLAN A:** Sat, March 1 – Sat, May 31

**PLAN B & PLAN C 1st Phase:** Sat, March 1 – Mon, March 31

**PLAN B & PLAN C 2nd Phase:** Tue, April 1 – Wed, April 30

**UNDER 30:** Sat, March 1 – Mon, March 31

▶ See P18 for more detail

## 3. Required Information for Your Entry

## All applicants

- Company name
- Brand/creator's name
- Contact person's name and e-mail / phone number
- Profile
- Title of your exhibition
- Concept and description of your exhibition

## PLAN B and PLAN C applicants

- Requirement and preference about an exhibition space (e.g. the area and space) or creator that you wish to collaborate with.

## 4. Application documents

Exhibitors are subject to screening by the Committee. Please submit the following materials.

## Required information

- |                 |   |
|-----------------|---|
| <b>PLAN A</b>   | - Project details (including duration of the exhibition)<br>- Exhibitor profile<br>- Participating creator profile                        |
| <b>PLAN B</b>   | - Planned event (if any)<br>- Map of exhibition space<br>- Photographs of exhibition space<br>- Terms of use                              |
| <b>PLAN C</b>   | - Exhibitor profile   |
| <b>UNDER 30</b> | - Image of work(s) to be exhibited<br>- Visuals of the exhibition that you envision (sketches, computer graphics, models, drawings, etc.) |

\* For those who apply for PLAN C, the submitted documents will be used for matching coordination with the exhibition space. Please ensure to include details so that the venue staff can understand what you have in mind.

## How to Submit

Please upload your application documents to the URL in the auto-reply e-mail sent after your entry.

## 5. Confirmation of Your Participation

**PLAN A :** Around the 10th of the month following the month of entry

**PLAN B & PLAN C 1st Phase:** Around April 15

**PLAN B & PLAN C 2nd Phase:** Around May 15

**UNDER 30 :** Around April 20

## Confirmation Form of Exhibition Details

Those who pass the screening will receive the Confirmation Form of Exhibition Details. Please be sure to submit this form, as agreement to this form is required to confirm your participation.

For ENTRY

Please choose a plan and submit your entry form on DESIGNART TOKYO's official website.



<http://designart.jp/en/entry2025/>

For Enquiries

[2025exhibitors@designart.jp](mailto:2025exhibitors@designart.jp)

# SUPPORTING PLAN UNDER 30

## Supporting Young Artists and Designers

Since 2018, DESIGNART TOKYO has been supporting young artists and designers, and moreover, the cultural development in Japan by offering a supporting plan that waives the participation fee. In the system, named "UNDER 30," five artists and designers under the age of 30 are to be selected from entries by the DESIGNART TOKYO founders. After the selection, they will be introduced to shops, brands, and manufacturers and given opportunities to present their works.

**ENTRY PERIOD :** Saturday, **March 1** \_ Monday, **March 31**

**Eligibility:** Artists and designers under 30 years old without corporate support.  
 \*An applicant must be under 30 years old as of December 31, 2025 (if there is more than one person, all members must be under 30).  
 \*Please apply through the entry form

**Number of selections:** 5 in total

**Selection process:** Selected by the Selectors based on entry information and exhibition proposal

### Reward

- Participation fee waiver
- Special pages on the official website
- Publication on the Guide Map special page
- Press releases will be published.
- Active PR activities as a high-profile exhibition, including information dissemination on various social networking services.

## SELECTOR

### DESIGNART TOKYO FOUNDERS

Akio Aoki / MIRU DESIGN  
 Shun Kawakami / artless  
 Hiroshi Koike / NON-GRID  
 Okisato Nagata / TIMELESS  
 Astrid Klein / Klein Dytham architecture  
 Mark Dytham / Klein Dytham architecture



AAAQ

photo: Kohei Yamamoto



Saki Takeshita

photo: Kohei Yamamoto



Hojo Akira

## DESIGNART TOKYO 2024 REFERENCES



Straft

photo: Kohei Yamamoto



Hiroto Ikebe

photo: Nacása &amp; Partners



# SPONSOR PLANS

## Reaching out to highly influential audience

DESIGNART TOKYO, where various exhibitions are held at over 80 venues, recommends advertising on websites and in the guide map (A4) to attract more attention. By writing an article, an objective viewpoint will be added to the background and thoughts of the work to be presented, making it easier to catch the eye of influential and highly sensitive people. It also encourages the achievement of KPIs such as an increase in the number of visitors.

|                     |                              |  |
|---------------------|------------------------------|--|
| WEB                 | Advertising costs            | ¥500,000   |
|                     | Web banner advertising costs | ¥500,000(limited to 8 companies)                           |
| Guidemap (Size: A4) | Advertising costs            | ¥600,000(1/2P), ¥1,200,000(1P)                             |
| Website & Guidemap  | Advertorial production costs | ¥400,000~(Includes shooting costs / text production costs) |

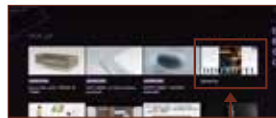
\*Advertorial production costs will be estimated according to the content.  
 \*\*All prices are shown exclusive of tax. VAT will be added.

### WEB

#### Advertorial (image)



Company name



Web banner advertising (image)



Web banner for article ads-2

### GUIDE MAP

Size: A4 / 20 pages  
 (subject to change)

#### Advertorial (image)



#### Pure advertising (image)



1P

If you have a product or service that you would like to promote, or an existing asset that you could make the most of, there are many other ways of participation. For any inquiries about promotion through DESIGNART TOKYO, please do not hesitate to contact us.

For enquiry on Sponsor Plans

[sponsor@designart.jp](mailto:sponsor@designart.jp)



# SPONSOR PLANS

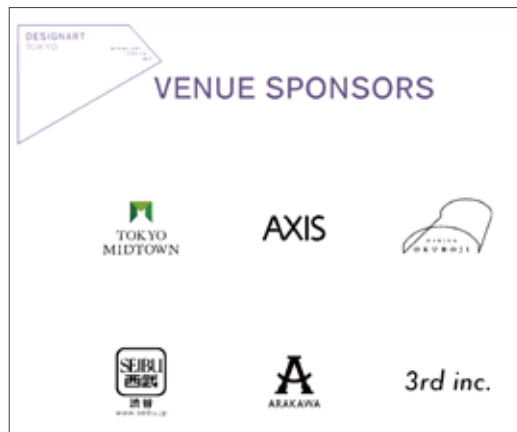
## Venue Sponsorship

DESIGNART TOKYO is seeking sponsors who can provide exhibition space for exhibitors who have work(s) to exhibit and are looking for an exhibition space (PLAN C applicants). Possible venues include: spaces that are not normally used for exhibitions, currently unused buildings, and spaces awaiting rebuilding or renovation. Collaborating with creators through DESIGNART TOKYO opens opportunities to unlock new potential in properties. If you have any potential spaces in mind, please do not hesitate to contact us.

Sponsors who provide venues worth approximately 1,000,000 yen will be featured as Venue Sponsors on our guide map, website, and social media

## Examples of Venue Sponsor display

The company name and logo will appear as Venue Sponsor in the credit section of the guide map, on our website's SPONSORS page, and on social media (prior to the exhibition).



## Exhibition examples from the last year

Our matching coordination exercises the utmost care to best meet the sponsor's requests, while considering the characteristics of the area, location, and space. Last year's exhibitions took place in diverse settings, ranging from stores on the street level to spaces in commercial buildings.



Official Exhibition  
escorter AOYAMA

photo:Usami Ryo



Creators Group Exhibition  
7F of Seibu Shibuya MOVIDA

photo:Nacása & Partners



Exhibition of Under30 with the  
topics suitable for the venue  
3 Locations of Midtown

photo:Nacása & Partners

# COLLABORATION PLANS

The Collaboration Plan allows sponsors to get the maximum impact from DESIGNART TOKYO in terms of branding and increasing brand visibility. During the event, we provide an exhibition space in the main venue of the official exhibition, with our customized support to meet your needs, including planning, casting, artwork and spatial design, and post-event publicity. By working together throughout the project, this plan allows for effective results by building multifaceted and realistic connections in addition to simple advertising. Our network of diverse creators in Japan and abroad is also available to create unique and advanced presentations.

## COLLABORATION PLANS

### CROWN

At DESIGNART TOKYO 2023, the Toyota Crown collaborated as the official car, in response to a request to unveil its new model that had undergone its most significant model change ever at the event while also introducing new lifestyles. For the CROWN STYLE PARK at Roppongi Hills, which opened on October 6, Kazunori Matsumura designed the space to reflect the worldviews of the four models: SPORT, SEDAN, ESTATE, and CROSSOVER. For the talk show, we invited Masataka Hosoo, a leading figure in the field of traditional crafts, as a guest speaker. The plan also included a special exhibition at the main venue and VIP transportation with promotional vehicles. DESIGNART TOKYO provided comprehensive support for branding and promotion, including media relations.



## COLLABORATION PLANS

### SANLORENZO

SANLORENZO is a yacht brand which is well known worldwide for its design that is not influenced by times and trends. In order to emphasize the compatibility among SANLORENZO, design and art, SANLORENZO has participated DESIGNART TOKYO 2022 before launch to Japanese market officially. We placed the logo on the flag and published the visual image to DESIGNART TOKYO official guide map, which were published for the amount of 30,000 pieces and located in 65 venues and over 200 location in the city of Tokyo to increasing the invisibility of the festival.

In DESIGNART TOKYO 2023, beside the official exhibition space inside of the space of the DEISNGART GALLERY, we also provide the lounge space together with the exhibiting space to be a place where the visitors could communicate with each other by sharing the experiences which the visitors gained from the brand. We provided different roots for the experiences delivering according to the needs time by time.

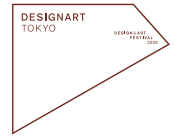




# SCHEDULE

Exhibitor's schedules are shown in the box.

|   | PLAN A   | 1st phase<br>PLAN B & C   | 2nd phase<br>PLAN B & C   | UNDER 30  |
|---|--|---|---|---|
| mar<br><b>3</b>   | <p><b>Entry period</b><br/>Sat, Mar.1 - Sat, May.31</p> <p>Deadline for application documents :<br/>Sat, May. 31</p> <p>CONFIRMATION of your participation<br/>Around the 10th of the month following the month of entry</p> | <p><b>Entry period</b><br/>Sat, Mar.1 - Mon, Mar.31</p> <p>Deadline for application documents :<br/>Mon, Mar. 31</p>  |   | <p><b>Entry period</b><br/>Sat, Mar.1 - Mon, Mar.31</p> <p>Deadline for application documents :<br/>Mon, Mar. 31</p>  |
| apr<br><b>4</b>   |  | <p>CONFIRMATION of your participation<br/>Around <b>Apr.15</b></p> <p><b>Confirmation Form of Exhibition Details</b></p> <p>The exhibitor is required to sign (electronically) to confirm the exhibition.</p> | <p><b>Entry period</b><br/>Tue, Apr.1 - Wed, Apr.30</p> <p>Deadline for application documents :<br/>Wed, Apr. 30</p>  | <p>CONFIRMATION of your participation<br/>Around <b>Apr.20</b></p> <p><b>Confirmation Form of Exhibition Details</b></p> <p>The exhibitor is required to sign (electronically) to confirm the exhibition.</p> |
| may<br><b>5</b>   |  |   | <p>CONFIRMATION of your participation<br/>Around <b>May.15</b></p> <p><b>Confirmation Form of Exhibition Details</b></p> <p>The exhibitor is required to sign (electronically) to confirm the exhibition.</p> |   |
| jun<br><b>6</b>   | <p>CONFIRMATION of your participation<br/>— by Around <b>Jun.10</b></p> <p><b>Confirmation Form of Exhibition Details</b></p> <p>The exhibitor is required to sign (electronically) to confirm the exhibition.</p>           | <p><b>Matching Period</b></p> <p>Priority for matching will be given to exhibitors who have applied in the first phase.</p>   |   |   |
| <p><b>Confirmation of matching</b><br/>— by Around <b>July 20</b></p> |  |   |   |   |



# SCHEDULE

Exhibitor's schedules are shown in the box.

|                  | PLAN A  | 1st phase<br>PLAN B & C | 2nd phase<br>PLAN B & C | UNDER 30 |
|------------------|---|-------------------------|-------------------------|----------|
| jul<br><b>7</b>  | the Exhibition information system manual release    Around <b>July.20</b>                       |                         |                         |          |
|                  | Start of Exhibition information system input    Around <b>Aug.1</b>                             |                         |                         |          |
| aug<br><b>8</b>  | Exhibition information system input   |                         |                         |          |
|                  | Deadline for Exhibition information system input    Around <b>Aug.15</b>                        |                         |                         |          |
| sep<br><b>9</b>  | Pre-exhibition introduction    Around <b>Aug.20 -</b>   |                         |                         |          |
|                  | Press release    Around <b>Sep.20</b>   |                         |                         |          |
| oct<br><b>10</b> | Event website open    Around <b>Sep.30</b>  |                         |                         |          |
|                  | Official tools will be ready    Around <b>Oct.15</b>  |                         |                         |          |
| nov<br><b>11</b> | <b>DESIGNART TOKYO 2025</b> <b>Oct.31 - Nov.9</b><br>Press day and Opening party <b>Oct. 31</b> |                         |                         |          |
|                  | Deadline for all exhibitor surveys    Around <b>Nov.10</b>                                      |                         |                         |          |
| dec<br><b>12</b> | Festival report    Around <b>Dec.20</b>   |                         |                         |          |



# PAYMENT

## PLAN A Exhibition package fee

\*All prices are shown exclusive of tax. VAT will be added.

|         |            |
|---------|------------|
| SMALL   | ¥220,000   |
| REGULAR | ¥330,000   |
| LARGE   | ¥550,000   |
| X-LARGE | ¥1,100,000 |

Invoiced at the end of the following month of the entry and to be paid by the end of the month after the next.

## PLAN B / PLAN C Exhibition package fee

|         |            |   |                                    |
|---------|------------|---|------------------------------------|
| SMALL   | ¥220,000   | + | MATCHING COORDINATE fee<br>¥50,000 |
| REGULAR | ¥330,000   |   |                                    |
| LARGE   | ¥550,000   |   |                                    |
| X-LARGE | ¥1,100,000 |   |                                    |

Invoice : end-August  
Payment due : end-September

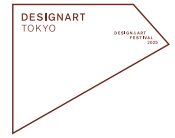
\*A 10% "early bird" discount will be applied for registration (including submission of materials) by March 31st.

|  |  |
|--|--|
| Sponsorship fee<br>(Advertising Fees, Advertising Production Fees) | Payment due: end-May                           |
| Add-on Options, Advertising Fees                                   | Invoice: end-October Payment due: end-November |

- \* Invoice will be sent to the billing contact of your project on email.
- \* Participation may be cancelled in case the payment is not confirmed by the payment due date.
- \* Please note that as the exhibition fee is a commitment to exhibit, no cancellations or refunds can be made once the exhibitor has agreed to the 'Exhibit Details Confirmation Form'.
- \* Please contact below for any enquiry or request on payment.

Enquiry on Payment

designartkeiri@designart.jp



# Q & A

## Frequently asked questions

### About entry

#### Q. Do you accept group entry?

A. We welcome group entry (multiple creators and designers to participate as a single group exhibitor), but please note that the volume of coverage has a limit depending on the package you choose.

#### Q. Can a venue participate if it is located outside of the area?

A. As a general rule, DESIGNART TOKYO defines its areas within a 15-minute walking distance from a train station in the designated area. If you are considering a venue outside the range, please contact the Committee.

#### Q. Does an exhibition have to be held for the entire 10-day period from the 31st of October to the 9th of November?

A. Not necessarily, but we recommend doing so since many visitors come to the exhibition during that period.

#### Q. Is it necessary to be present at the venue during the exhibition?

A. Some venues may ask you to stay at all times. Communicating with visitors during the exhibition may also lead to better results.

### About packages and options

#### Q. Can I add or cancel options?

A. Options can be added or canceled until August 31. Cancellation fees will apply after this date.

### About the contents of the exhibition

#### Q. Can I exhibit experimental works?

A. Yes. The content of the exhibition is subject to screening, so please describe your project in the application documents.

#### Q. Can I sell my works there?

A. DESIGNART TOKYO encourages the sale of works. Conditions for sales vary depending on the venue, so please consult with the person in charge.

#### Q. Can I submit my entry without deciding which work(s) to exhibit?

A. At the time of entry, you will be asked to submit images of the work(s) to be exhibited and visuals of the exhibition. For PLAN C in particular, documentation of the actual work(s) is requested as it will be used to make a proposal to the venue.

### About matching coordination

#### Q. Can I exhibit in the main exhibition venue?

A. The theme and guest curators for the main exhibition will be determined by the Committee. The Committee may contact qualified exhibitors for the main exhibition.

#### Q. If matching is unsuccessful, will I still be charged an exhibition fee?

A. The matching program is only finalized upon mutual agreement, and no fees will be charged if the matching is not successful. If an exhibitor cancels the participation due to the exhibitor's circumstances while matching is in progress, all or part of the fee may be charged.

#### Q. Can I request specific creators or works? (for PLAN B)

A. When matching an exhibition venue with creators to collaborate with in PLAN B, we will propose candidate creators that match the exhibitor's preference based on surveys.



## Q & A

Frequently asked questions

### About PR

#### Q.Should I time the announcement schedule to coincide with DESIGNART TOKYO?

A. Once your participation is confirmed, you are free to make announcements. If there is a specific release date for certain events or exhibitions, we will notify you in advance.

#### Q.Will I be covered by the media partners?

A. Although media coverage is not guaranteed, media partners will actively cover and feature notable exhibitions during the event period.

#### Q.What is Press Day?

A. DESIGNART TOKYO conducts promotional activities for many design, art, and interior professionals. On the first day (October 31) of DESIGNART TOKYO, a press opening event is scheduled. Many members of the press will visit the exhibitions of their interest on that day, and we ask exhibitors to be present in the exhibition venues.

#### Q.Is it required to use sign stands and cutting stickers?

A. The sign stands and cutting stickers serve as an important guide for visitors to find their way to the exhibition venues, so please use them whenever possible.

## DESIGNART TOKYO 2025 HASHTAG

Hashtag for your social media posts

### Your participation creates a big movement

Social media such as Instagram, Facebook and X (formerly Twitter) are essential tools for promotions.

We encourage you to actively announce your participation in DESIGNART TOKYO 2025 on your social media platforms.

Your participation is incredibly impactful in creating a big movement. Don't forget to add the hashtag #DESIGNARTTOKYO2025 on your post!

**#DESIGNARTTOKYO2025**

## NOTICE

Notice for exhibitors

### For the safety of the event

DESIGNART TOKYO aims to bring the excitement and joy of experiencing high-quality products and works to people through exhibitions and sales. All the products and works exhibited and sold during the event must meet safety standards. DESIGNART shall not be responsible for any loss, damage, or accident related to the exhibitions.

### Cancellation policy

- Please note that no cancellations will be accepted and no refunds will be made for the exhibition package and option fees, after submission of the Confirmation Form of Exhibition Details. In the event of a cancellation due to unavoidable circumstances, a 50% to 100% fee will be charged depending on the progress made.
- Matching is only finalized upon mutual agreement, and no fees will be charged if the matching is not successful and the applicant decides not to participate as a result of unsuccessful matching.
- If an exhibitor changes or cancels a plan due to the exhibitor's circumstances while matching is in progress, the matching coordination fee may be charged in full or in part, depending on the progress made.
- Please note that the failure to make a timely payment may cause withdrawal of your participation.