



DESIGNART TOKYO 2026

2026. 10.30fri - 11.8sun

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DESIGNART TOKYO 2026 ENTRY GUIDELINES

WHAT IS DESIGNART TOKYO?

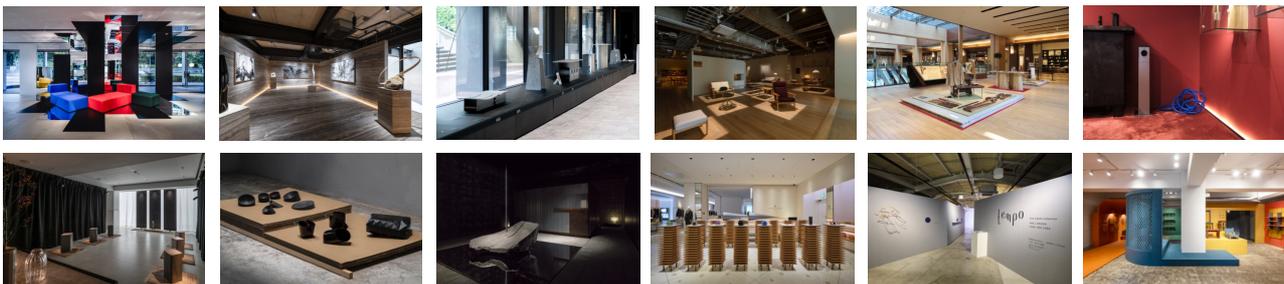
Inspiration and connections without borders

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.

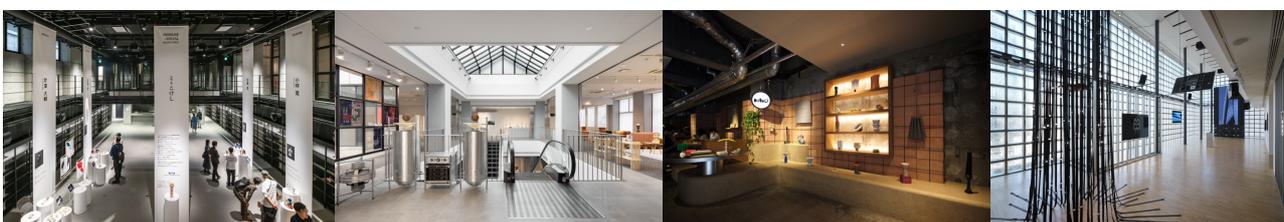
Creators and works from around the world will gather throughout Tokyo



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 2026

DESIGNART TOKYO 2026 OUTLINE

Theme for 2026

Hibiki

1. Name

DESIGNART TOKYO 2026

2. Date

October 30 - November 8, 2026

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

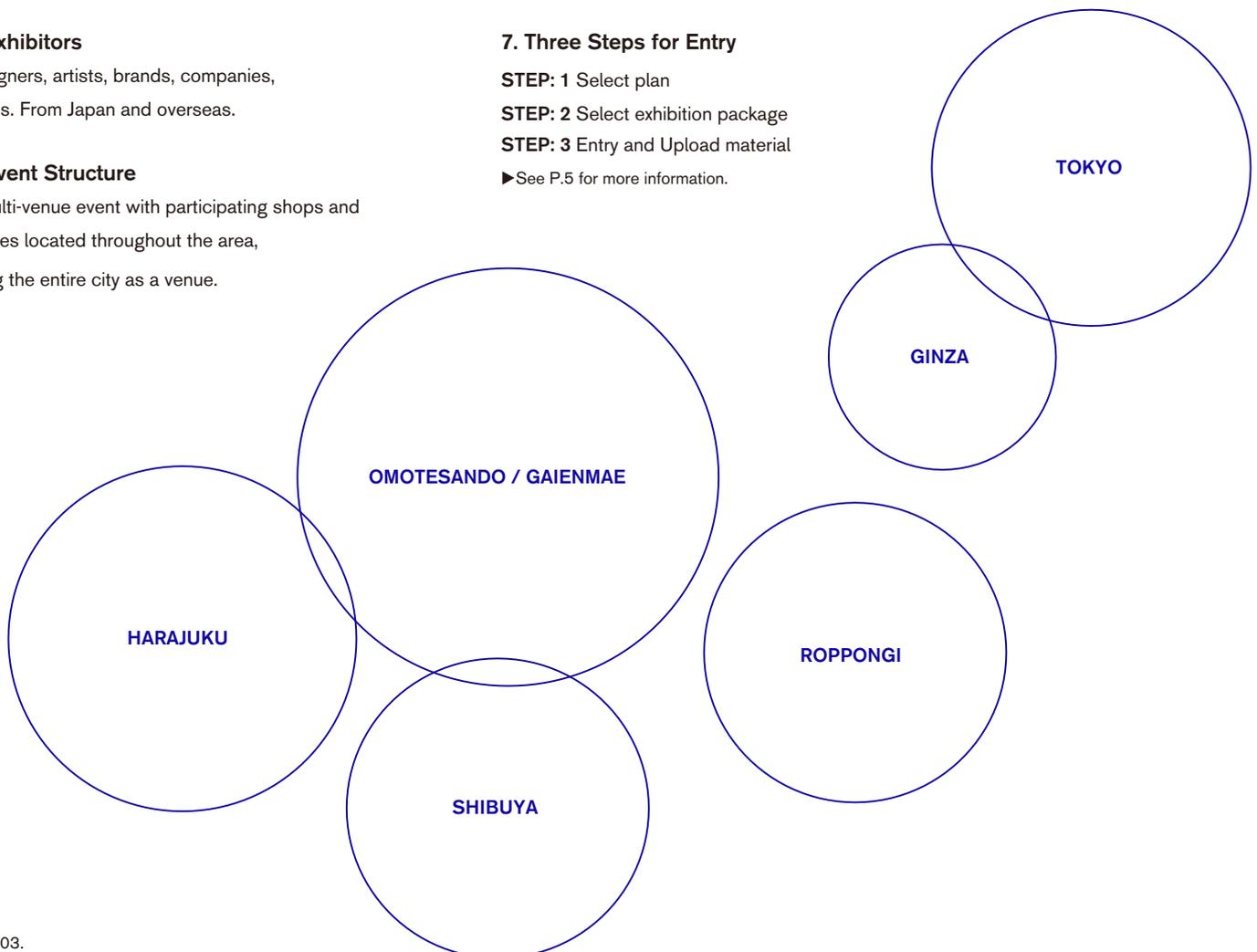
7. Three Steps for Entry

STEP: 1 Select plan

STEP: 2 Select exhibition package

STEP: 3 Entry and Upload material

▶See P.5 for more information.

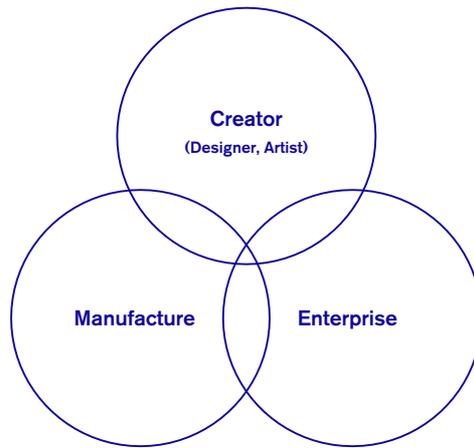


BENEFITS

Inspiration and connections without borders

DESIGNART TOKYO is now in its 10th 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

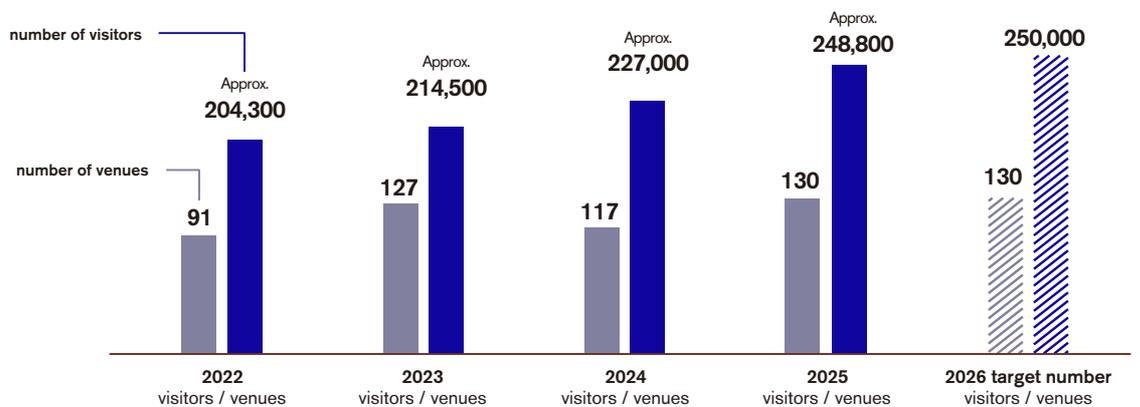


Increased Exposure

Number of social networking followers
* As at January, 2025

- 21,012 follower
- 2,392 follower
- 6,455 follower

▶ See P.10 for more information.



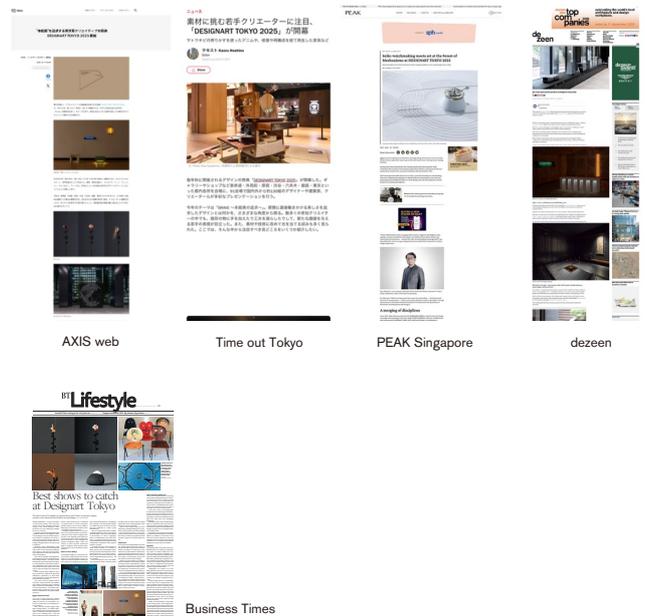
MEDIA PARTNERS

2025 (22 medias)

- Architecture Hunter
- Artprice.com by ARTMARKET
- AXIS Web
- Chizai Zukan
- Design Anthology
- designboom
- design wanted
- Dezeen
- ELLE DECOR DESIGN WALK 2025
- JDN
- Lula Japan

- Merci Magazine
- Nippon Television R&D Lab
- ONBEAT
- QUI
- REAL LIVING & INTERIOR
- SHIFT
- SHOTENKENCHIKU
- TECTURE MAG
- The Artling
- Time Out Tokyo
- World Architecture Community

Number of articles published in 2025: 628 (newspapers / magazines / web / radio / social networking sites) *as of 5 December 2025).

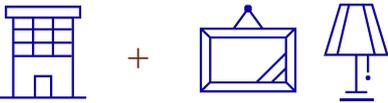
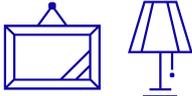


ENTRY PROCESS

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>PLAN A</p> <p>You have both an exhibition space and an work(s) to exhibit.</p>  <p>VENUE AND ARTWORK</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>PLAN 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>MATCHING COORDINATE</p> <p>VENUE ONLY</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>PLAN C</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>MATCHING COORDINATE</p> <p>ARTWORK ONLY</p> <p>For those who have artworks or products to display and are looking for exhibition space. For designers, artists, and manufacturers.</p>
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*Additional space rental fees may apply at some venues.

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.

EXHIBITION PACKAGES	SMALL ¥ 240,000	REGULAR ¥ 360,000	LARGE ¥ 600,000	X-LARGE ¥ 1,400,000
* 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)

<https://www.designart.jp/entry2026/>



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: Takuya Yamauchi



photo: Ooki Jingu

- 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

+

Plan C exhibitors, working closely with each participant to

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

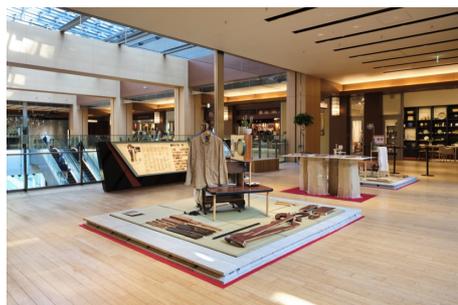
- Only exhibition space is available.
- Wish to collaborate with creators who match the brand image.

- 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



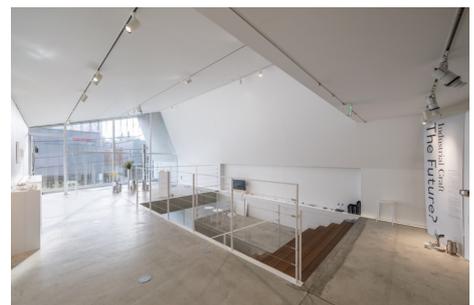
Forman+RyogaOsada at TOKYO MIDTOWN

photo: Kohei Yamamoto



tempo at HIBIYA OKUROJI

photo: Kohei Yamamoto



Kaining He / TOG (Saaya Harue + Kaito Hayashi) / HaKU Design Studio / Tatsuro Shoji at TIERS GALLERY

photo: Takuya Yamauchi

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 *1 ¥ 240,000	REGULAR *1 ¥ 360,000	LARGE *1 ¥ 600,000	X-LARGE *1 ¥ 1,400,000
* A 10% "early bird" discount will be applied for registration (including submission of materials) by March 31st.				
OFFICIAL WEB SITE ▶ See P.8 for more info.				
Top page slider	×	×	●	●
ARTICLES	×	×	×	●
OFFICIAL WEB SITE (EXHIBITOR'S PAGE) ▶ 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 English: max.225 characters	Japanese: max.600 characters *1 English: max.900 characters	Japanese: max.1000 characters English: max.1500 characters	Japanese: max.2000 characters English: max.3000 characters
Bio / URL / logo	Exhibitor: 1 profile + Venue: 1 profile	Exhibitor(s): 1-3 profile(s) + Venue: 1 profile	Exhibitor(s): 1-5 profile(s) + Venue: 1 profile	Exhibitor(s): 1-10 profile(s) + Venue: 1 profile
Link to e-commerce website	●	●	●	●
Video coverage	×	●	●	●
OFFICIAL SNS ▶ See P.10 for more info.				
PR video production and distribution (prior to the event)	+ ¥ 300,000. *1	+ ¥ 300,000. *1	+ ¥ 300,000. *1	●
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	+ ¥ 50,000 *1	●	●
OFFICIAL GUIDE MAP ▶ See P.11 for more info.				
Map / Exhibition info	●	●	●	●
OFFICIAL SIGNAGE ▶ See P.12 for more info.				
Cutting Stickers	●	●	●	●
Sign Stand	●	●	●	●
CAMPAIGN ▶ See P.13 for more info.				
QR code for Digital Stamp Rally	●	●	●	●
OFFICIAL SHOOTING ▶ See P.14 for more info.				
Official shooting	+ ¥ 70,000 *1*2	+ ¥ 70,000 *1*2	+ ¥ 70,000 *1*2	●

 can be requested as an option.

*1: Prices have been revised as of 2026.

*2: For expedited delivery, an express fee of ¥30,000 will be charged.

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 2025 WEB SITE

Top Page



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

Exhibitor's page (ex.LARGE 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 2025 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	×	×	×	●
EXHIBITOR'S PAGE				
Images	Max. 1 image	Max. 3 image	Max. 5 image	Max. 10 image
Description text	Japanese: max. 150 characters English: max. 225 characters	Japanese: max. 600 characters English: max. 900 characters	Japanese: max. 1000 characters English: max. 1500 characters	Japanese: max. 1000 characters English: max. 1500 characters
Bio / URL / logo	Exhibitor: 1 profile + Venue: 1 profile	Exhibitor(s): 1-3 profile(s) + Venue: 1 profile	Exhibitor(s): 1-5 profile(s) + Venue: 1 profile	Exhibitor(s): 1-10 profile(s) + 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	SMALL	REGULAR	LARGE	X-LARGE
PR video production and distribution (prior to the event)	+ ¥ 300,000	+ ¥ 300,000	+ ¥ 300,000	●
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	+ ¥ 50,000	●	●

SNS followers, impressions

* Followers: as of December, 2025
* Impressions are figures for 10 Aug - 17 Nov 2025

Instagram
20,700 follower
3,569,223 reach + Impressions

X
2,386 follower

Facebook
6,455 follower
56,585 reach

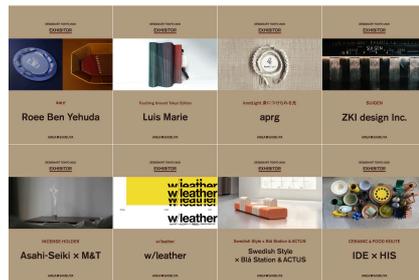
Prior to the event

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 2025. 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

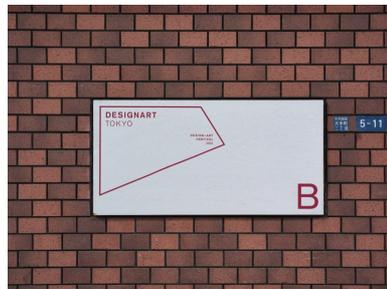
We will provide window stickers and sign stands to mark the exhibition, so that visitors are able to spot the venue easily when visiting more than 100 locations.

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	●	●	●	●

8

GIFT CAMPAIGN

DESIGNART TOKYO 2025 をもっと楽しもう
どちらか好きな応募方法で、豪華商品があたる!

Ambientec
hymn black
1名様

CUZEN MATCHA
抹茶マシン スターターキット
オリジナル ホワイト/SUMI ブラック 各色1名 計2名様

織田コレクション
ハンス・ウェグナー展 チケット
2025年12月2日(火)～2026年1月18日(日)
5組10名様

CARL HANSEN & SØN
CH24 (Yチェア)
1名様
*展示品

Bang & Olufsen
Beoplay HX (Gold Tone)
1名様

SNSの投稿で参加

- DESIGNART TOKYOのアカウントをフォロー
- ハッシュタグ #designart2025をつけて投稿!
何歳でも投稿可能、気に入った展示について、たくさん投稿してください!

DESIGNART_TOKYO
 DESIGNART_TOKYO
<https://www.facebook.com/designart.jp>

デジタルスタンプラリーで参加

- 展示会場に設置されたQRコードを読み込む
- 複数の会場を巡って参加条件を満たしたら応募完了!
専用サイトから参加可能、Map機能や出展者情報もご覧いただけます。

キャンペーン期間
2025年10月31日～11月9日

詳しくはこちら ▶ <https://www.designart.jp/designarttokyo2025/campaign/>

Number of digital stamp rally participants(2025)

Number of QR codes installed	90
Total number of participants	494
Gift entries	322



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 2025 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	+ ¥70,000	+ ¥70,000	+ ¥70,000	●

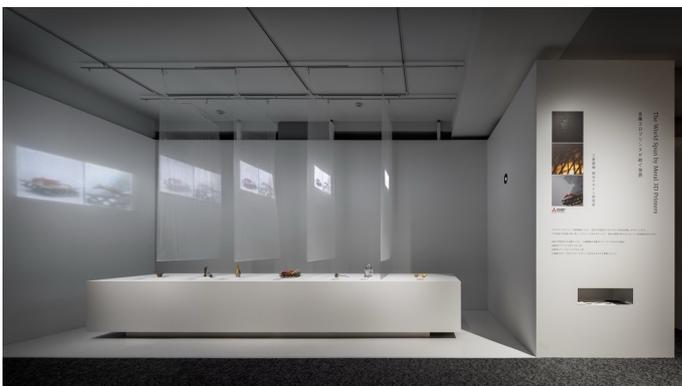
* For urgent delivery requests, an express fee of ¥30,000 will be charged.



NOMURA Co., Ltd.



Ritzwell



Mitsubishi Electric Integrated Design Center



tossanaigh

STEP 3

ENTRY & 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: Sun, March 1 – Sun, May 31

PLAN B & PLAN C 1st Phase: Sun, March 1 – Tue, March 31

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

UNDER 30: Sun, March 1 – Tue, March 31

▶ See P22 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

- | | |
|-----------------|---|
| PLAN A | - Project details (including duration of the exhibition)
- Exhibitor profile
- Participating creator profile |
| PLAN B | - Planned event (if any)
- Map of exhibition space
- Photographs of exhibition space
- Terms of use |
| PLAN C | - Exhibitor profile |
| UNDER 30 | - Image of work(s) to be exhibited
- 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.



<https://www.designart.jp/entry2026/>

For Enquiries

2026exhibitors@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 : Sunday, **March 1** _ Tuesday, **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, 2026(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

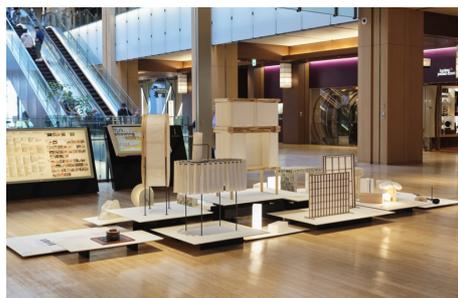
- Participation fee waiver
- Special pages on the official website
- Publication on the Guide Map special page
- Press releases will be published.
- Active PR activities as a high-profile exhibition, including information dissemination on various social networking services.

DESIGNART TOKYO 2025 REFERENCES

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



SEN

photo: Kohei Yamamoto



Yoshiaki Kanamori

photo: Yoshiaki Kanamori



TORQ DESIGN

photo: Kohei Yamamoto



Nomadic

photo: Takuya Yamauchi



Kaining He

photo: Nacása & 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	Advertorial Placement Fee	¥500,000
	Banner Advertisement Placement Fee	¥500,000 (Limited to 8 companies)
	Article Production Fee	¥400,000
Guide map	Advertising Placement Fee (Advertorial)	half page: ¥600,000 / 1 page: ¥1,200,000
	Advertising Placement Fee (Display Advertising)	¥600,000 ~ ¥2,800,000
	Article Production Fee	¥400,000

*All prices are listed exclusive of tax. Consumption tax will be added separately.
 *Advertisement materials and banner advertisements must be submitted as fully completed digital data.
 *The production fee will be ¥400,000 if advertisements are placed on both the website and the guide map, provided the production content is identical.

WEB

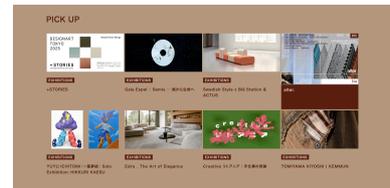
Advertorial (image)



Web banner for article ads-2



Web banner advertising (image)



GUIDE MAP

Size: A4 / 20 pages
(subject to change)

Advertorial (image)



Pure advertising (image) 1P



1/2P



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

2026exhibitors@designart.jp

SPONSOR PLANS

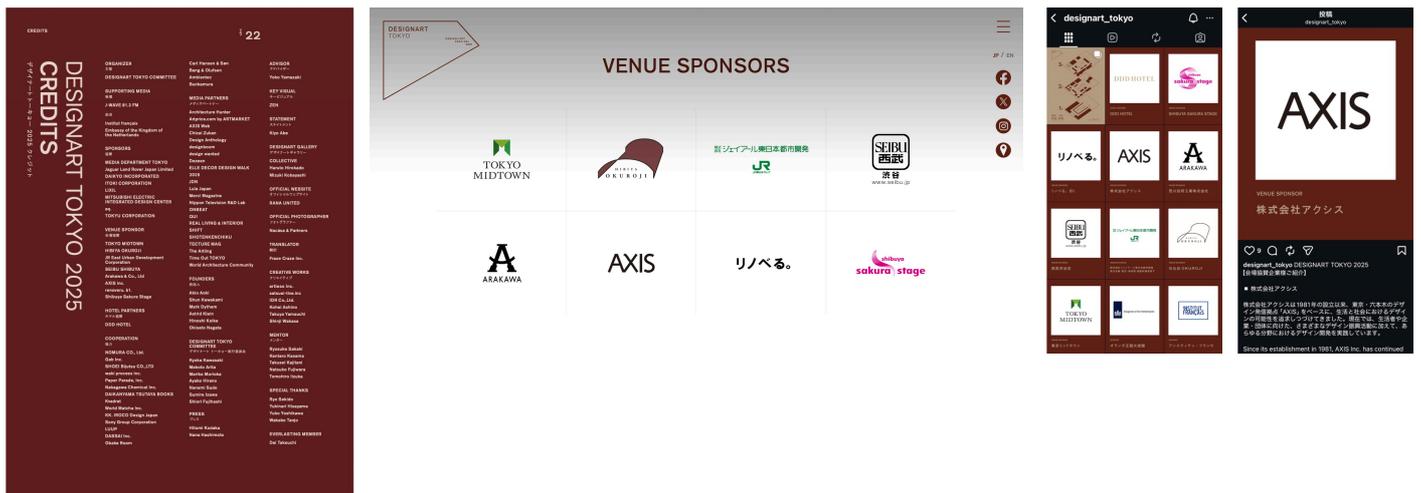
Venue Sponsorship

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.



Shibuya Sakura Stage 3F ENTRANCE



SEIBU SHIBUYA A Bldg. 1F shop window

photo: Takuya Yamauchi



HIBIYA OKUROJI

photo: Kohei Yamamoto

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

RANGE ROVER

The official car of DESIGNART TOKYO 2025, RANGE ROVER, will be featured in a special exhibition in collaboration with Klein Dytham architecture at Tokyo Midtown in Roppongi. This project is held in conjunction with TOKYO MIDTOWN DESIGN LIVE 2025, organized by Tokyo Midtown.



photo: Yosuke Owashi

COLLABORATION PLANS

THE LIONS

Daikyo Inc., which rebranded its condominium brand to "THE LIONS" in April 2023, developed a new project, "Relation Wall," this year, aimed at building human relationships under the theme of "challenging the creation of entirely new homes that enhance the value of life." It collaborated with renowned architect Yuko Nagayama. It was unveiled for the first time. This development is positioned as a solution to enhance the value of housing, with implementation targeted for 2030. This development is positioned as a solution to enhance the value of housing, with implementation targeted for 2030.

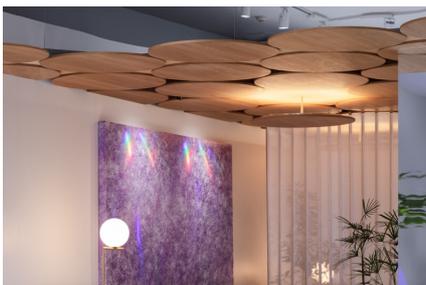


photo: Takumi Ota

PRESS

Comprehensive PR Activities for the Whole Event

DESIGNART TOKYO conducts comprehensive PR activities for the event as a whole in order to enhance overall awareness and visibility.

Through press releases distributed five to six times a year, we share information on highlights, related programs, and official collaborations, such as the official car and official bag, building momentum leading up to the event.

In addition, on the opening day, we organize an opening ceremony, press day, and press tours, and coordinate media coverage of the event.

Please note that these PR activities are not intended for individual exhibitor promotion. If you wish to arrange PR activities on an individual basis, additional fees will apply.

Our PR efforts throughout the year mainly consist of the following initiatives.

Media Coverage Through Partnerships

Each year, DESIGNART TOKYO receives promotion and media coverage primarily through its media partners and other affiliated media outlets.

Last year, 22 domestic and international media organizations participated as official media partners. In principle, each media outlet selects interview subjects based on the characteristics and editorial policy of its own platform.

DESIGNART TOKYO 2025 Media Partners
<https://www.designart.jp/designarttokyo2025/mediapartners/>



Press Release Distribution Scheduled for: March, May, August, October, and December (tentative)

Photographs and text submitted via the “Exhibitor Information Registration,” as well as content obtained through individual interviews conducted by the PR team, may be quoted in press releases.

Please note that not only content featured in press releases, but also photographs and text uploaded to the website, may be published by domestic and international media outlets, including the media partners listed above. Accordingly, please ensure that all submitted materials are suitable for media use. (Please be sure to include required information such as artwork titles and photographer credits.)

To increase media coverage, the secretariat will select impactful visuals and text from the exhibited works as highlights. Please note that images may be cropped for use.

For broader international exposure, please note that designing Japanese text directly into images may limit their usability for overseas media. While press releases are distributed approximately five times per year, major exhibitor highlights are scheduled to be released in early August and early October.



PRESS

Opening Ceremony

Every year, an opening ceremony for the media is held on the morning of the first day at the official exhibition venue. During the ceremony, an overview of the event and highlights of each area are presented, encouraging media coverage during the press day.



Press Tour

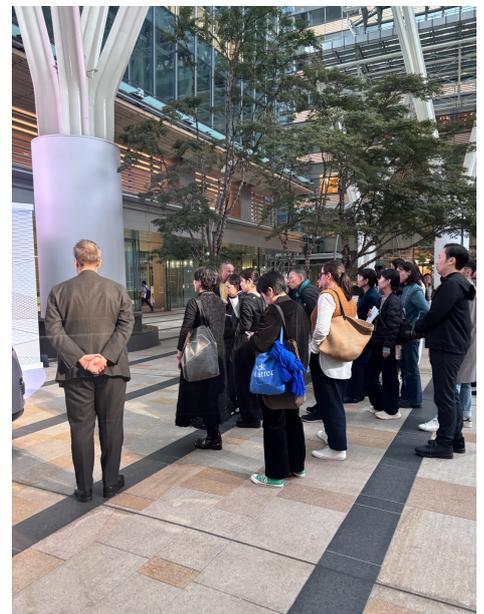
An exhibition tour for approximately 20 participants, mainly consisting of official media representatives, will be organized and is currently planned for the afternoon of the opening day, as in the previous year.

Please be advised that not all exhibitors will be included in the tour. The venues to be visited will be selected by the secretariat following internal discussions.

Announcements From Exhibitors

We kindly ask exhibitors to actively share announcements via social media and press releases as well. Official logos and related materials will be shared after participation has been confirmed.

Prior to issuing any press releases, please notify our PR representative, Kodaka, in advance at press@designart.jp. If you wish to use the key visual (available from March onward), please contact 2026exhibitors@designart.jp.



PR Contact Information

After your participation has been confirmed, **please ensure that you provide the contact details of your PR representative (name, email address, etc.)**, even if the creator themselves will serve as the point of contact for PR matters.

Please note that if this information is submitted at a later stage, it may not be reflected in the distribution list, and important PR-related announcements may not reach the designated contact. Such cases have occurred in the past. Your cooperation is greatly appreciated in helping us deliver timely announcements to multiple recipients simultaneously.

Please also note that individuals added at a later stage may not be included in the distribution list. Exhibitors are kindly requested to share relevant information internally with all necessary parties.

SCHEDULE

Exhibitor's schedules are shown in the box.

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

SCHEDULE

Exhibitor's schedules are shown in the box.

	PLAN A	1st phase PLAN B & C	2nd phase PLAN B & C	UNDER 30
jul 7	the Exhibition information system manual release Around July.20			
	Start of Exhibition information system input Around Aug.1			
aug 8	Exhibition information system input			
	Deadline for Exhibition information system input Around Aug.31			
	Pre-exhibition introduction Around Aug.20 - *We will introduce exhibitors in the order they entered their information into the system.			
sep 9	Press release Around Sep.20			
	Event website open Around Sep.30			
oct 10	Official tools will be ready Around Oct.15			
	DESIGNART TOKYO 2026 Oct. 30 - Nov. 8 Press day and Opening party Oct. 30			
nov 11	Deadline for all exhibitor surveys Around Nov.10			
dec 12	Festival report Around Dec.20			

PAYMENT

PLAN A Exhibition package fee

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

SMALL	¥ 240,000
REGULAR	¥ 360,000
LARGE	¥ 600,000
X-LARGE	¥ 1,400,000

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	¥ 240,000	MATCHING COORDINATE fee ¥ 50,000
REGULAR	¥ 360,000	
LARGE	¥ 600,000	Space Rental fee (Varies by venue)
X-LARGE	¥ 1,400,000	

Invoice : end-August
Payment due : end-September

* Space rental fees vary by venue regarding payment timing.

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

Sponsorship fee (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 30th of October to the 8th 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 exhibition packages or website content be changed?

A. Additional fees will apply if changes are requested after the designated deadline. Depending on the nature of the request, certain changes may not be accommodated.

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 18) 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 2026 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 2026 on your social media platforms. Your participation is incredibly impactful in creating a big movement. Don't forget to add the hashtag #DESIGNARTTOKYO2026 on your post!

#DESIGNARTTOKYO2026

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.