

DESIGNART TOKYO 2024

**2024. 10.18**fri - **27**sun

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# DESIGNART TOKYO 2024 ENTRY GUIDELINE

# WHAT IS DESIGNART TOKYO?

## Inspiration and connections without borders

DESIGNART TOKYO began in 2017 as a design and art festival based on the theme “INTO THE EMOTIONS.” Eminent creatives from around the world converge in Tokyo, one of the world’s most culturally diverse cities, to hold various exhibitions across the city and in various genres, including interior design, art, fashion, technology, and food.

One of the major features of the event is one’s ability to enjoy numerous exhibitions while moving through the city and, should sparks fly, even buy pieces on the spot. The event has been known to be the catalyst of unforeseen chemical reactions between creative professionals in Japan and those hailing from abroad, who join up for new projects or otherwise launch their ambitions into the wider world.

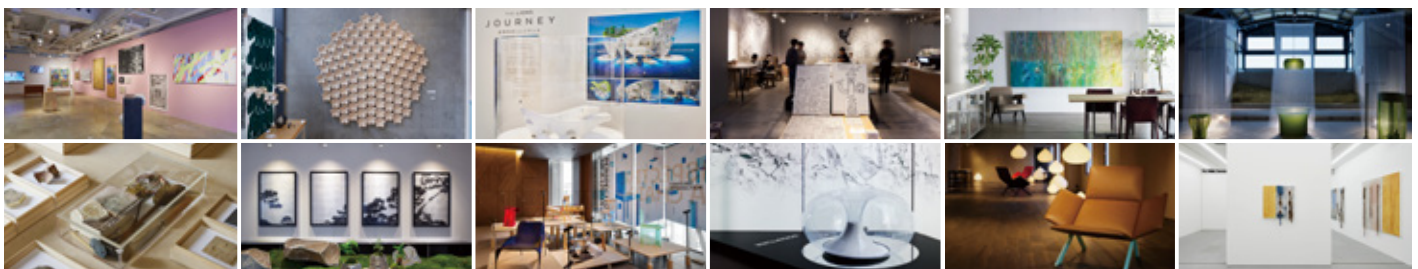
## One of Japan’s Largest Design and Art Festivals

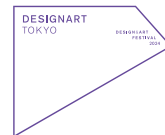


## A multi-venue event to enjoy touring around cities in multiple areas



## Exhibitions by creators from a wide variety of genres





# ABOUT DESIGNART TOKYO 2024

## DESIGNART TOKYO 2024 OUTLINE

### 2024 Theme

## Reframing - the Beginning of a Shift -

#### 1. Name

DESIGNART TOKYO 2024

#### 2. Date

October 18 - 27, 2024

#### 3. Area & Venues

Omotesando, Gaienmae / Harajuku /  
Shibuya / Roppongi, Hiroo / 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, flags and more.

#### 7. Organizer

DESIGNART TOKYO Committee

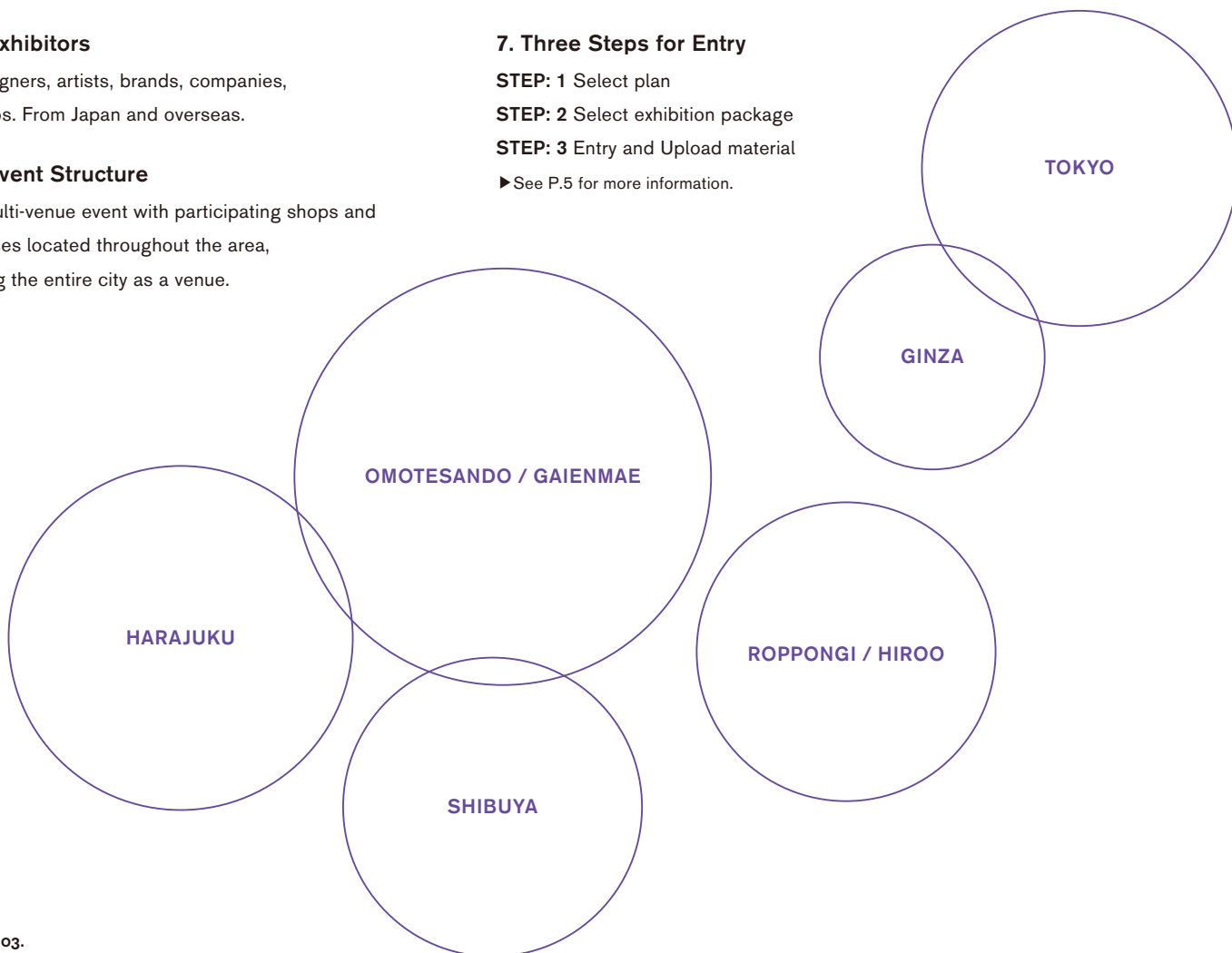
#### 7. Three Steps for Entry

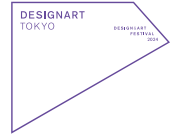
STEP: 1 Select plan

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 8th 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.

### Increased Exposure

Number of social networking followers

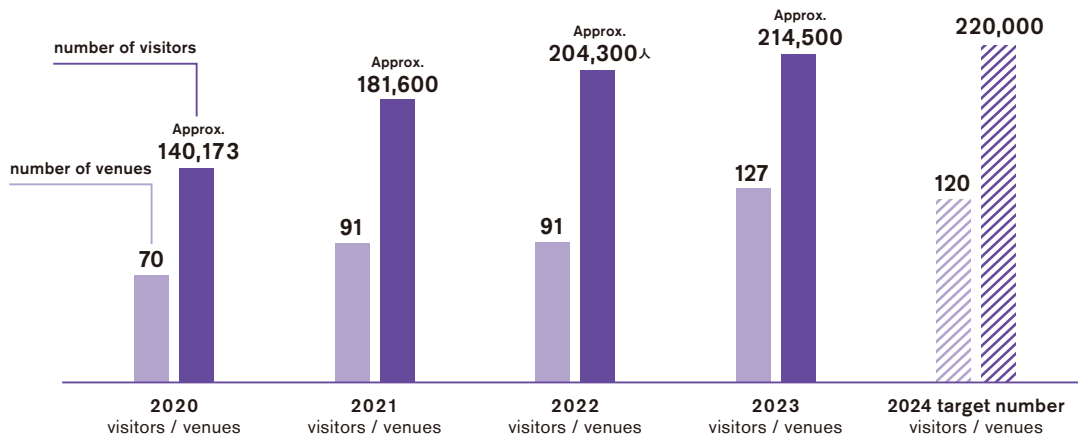
\*As at 16 February 2024

13,048 follower

1,751 follower

6,304 follower

▶ See P.10 for more information.

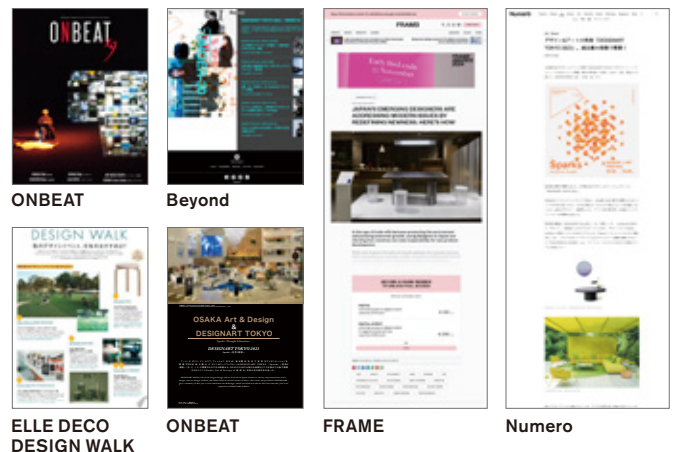


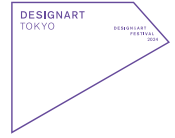
## MEDIA PARTNERS

2023 (22 medias)

- |                             |                              |
|-----------------------------|------------------------------|
| Architecture Hunter         | Lula Japan                   |
| ARTnews JAPAN               | merci magazine               |
| Artprice.com by ARTMARKET   | ONBEAT                       |
| AXIS                        | REAL LIVING & INTERIOR       |
| Beyond magazine             | SHIFT                        |
| 知財図鑑                        | 商店建築                         |
| Curiosity                   | TECTURE MAG                  |
| Design Anthology            | The Artling                  |
| designboom                  | Time Out TOKYO               |
| dezeen                      | WONDER                       |
| ELLE DECOR DESIGN WALK 2023 | World Architecture Community |

Number of articles published in 2023: 562 (newspapers / magazines / web / radio / social networking sites) \*as of 28 November 2023).





# 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 style="text-align: center;"><b>PLAN A</b></p> <p style="text-align: center;">You have both an exhibition space and an work(s) to exhibit.</p> <div style="text-align: center;"> </div> <p style="text-align: center;"><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 style="text-align: center;"><b>PLAN B</b></p> <p style="text-align: center;">You have an exhibition space and are looking for work(s) to exhibit.</p> <div style="text-align: center;"> <p>▶ See P.6 for more info.</p> <div style="border: 1px solid black; padding: 2px; display: inline-block;">MATCHING COORDINATE</div> </div> <p style="text-align: center;"><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 style="text-align: center;"><b>PLAN C</b></p> <p style="text-align: center;">You have work(s) to exhibit and are looking for an exhibition space.</p> <div style="text-align: center;"> <p>▶ See P.6 for more info.</p> <div style="border: 1px solid black; padding: 2px; display: inline-block;">MATCHING COORDINATE</div> </div> <p style="text-align: center;"><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>
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## 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> ¥220,000	<b>REGULAR</b> ¥330,000	<b>LARGE</b> ¥550,000	<b>X-LARGE</b> ¥1,100,000
*A 10% "early bird" discount will be applied for registration (including submission of materials) by March 31st.				

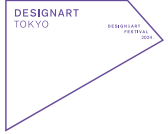
## STEP 3 ENTRY & UPLOAD MATERIAL

### 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/entry2024/>





# 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: Nacása & Partners



photo: Nacása & Partners

- 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.

Collaboration between brands and creators

Exhibitions using the facility's event space.



Daiki Tado at TOKYO MIDTOWN



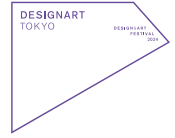
Hiromasa Fukaji at NIESSING TOKYO

photo: Nacása & Partners



Nomadic Collective, Nyokki, PHAT, Masafumi Futo at SEIBU SHIBUYA

photo: Nacása & Partners



# STEP 2 EXHIBITION PACKAGES

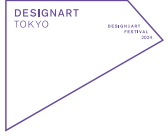
## Service content of each exhibition package

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). REGULAR 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 ¥220,000	REGULAR ¥330,000	LARGE ¥550,000	X-LARGE ¥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 English: max.225 characters	Japanese: max.500 characters English: max.750 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	×	●	●	●
<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	●	●	●
<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.



# 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 2023 WEB SITE

### Top Page



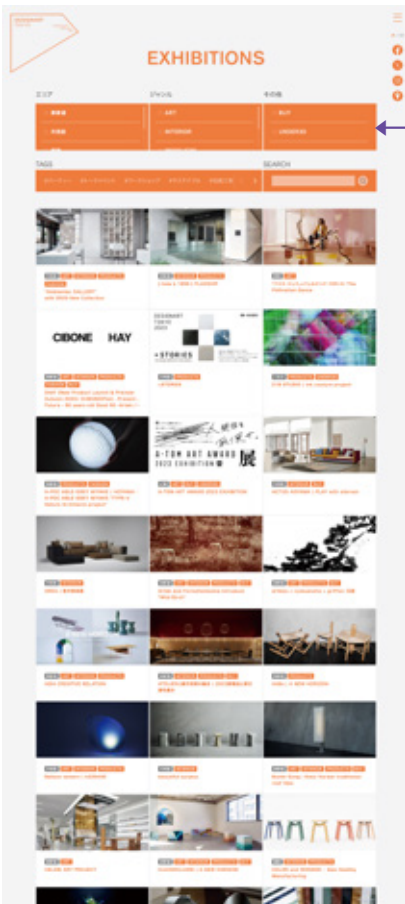
Slide listing is only available for LARGE and X-LARGE packages.

### Exhibitor's page (ex.REGULAR PACKAGE)

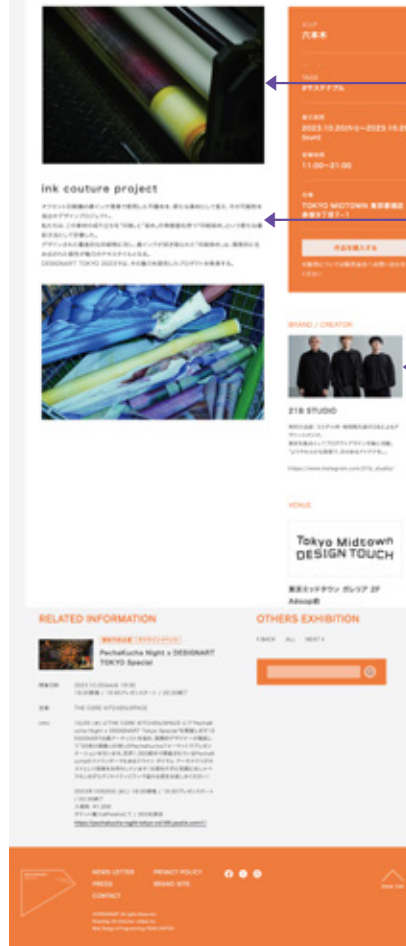


Main image

### Exhibition page



Search by area, genre, or tag



Other images

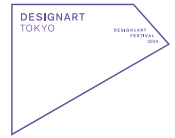
Description text

\*Contents volume varies depending on your package

Bio URL Logo

\*Contents volume varies depending on your package. This is 2023 ver. Please note that the design may be changed.



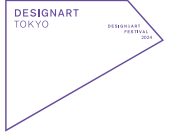


**STEP 2** EXHIBITION PACKAGES

# OFFICIAL WEB SITE (EXHIBITOR'S PAGE)

Each exhibitor will be provided with a dedicated webpage to post their exhibition details. Information about the exhibition must be submitted by each exhibitor in accordance with the manual within the specified timeframe. 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 a more expressive page befitting the exhibition details to be created.

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 English: max. 225 characters	Japanese: max. 500 characters English: max. 750 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)	+ ¥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	●	●	●

### SNS followers, impressions

\*Followers: as of 16 Feb  
\*Impressions are figures for 9 Aug-16 Nov 2023.

Instagram  
13,048 follower  
138万7,006 imp

X  
1,751 follower  
19万9,169 imp

Facebook  
6,304 follower  
15万3,852 imp

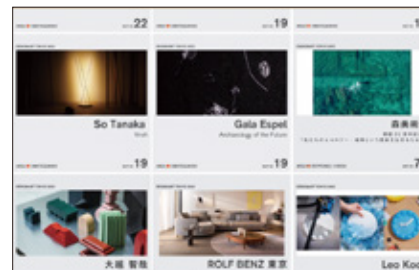
### Prior to the event

#### 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.

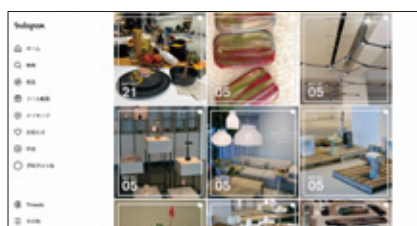
#### Pre-exhibition introduction S R L XL



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

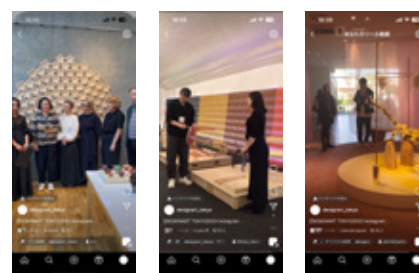
### During the event

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

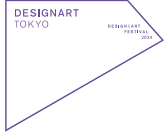


Our staff will visit your exhibition site during the event and post actual exhibition scenes. This is important reference information for visitors to choose where to visit among many exhibitions.

#### Instagram video interview R 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.



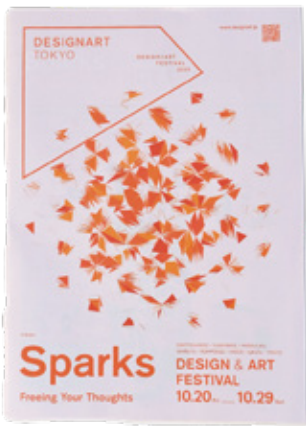
## STEP 2 EXHIBITION PACKAGES

# OFFICIAL GUIDE MAP

### Official Guide Map distributed at 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 2023. The design will be changed this year.

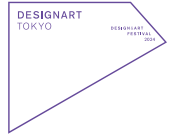


size: A4  
page: Page 24 (tentative)  
circulation: 30,000 copies (tentative)



guide map





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

**Banner Flags and Stickers to mark the exhibition venue**

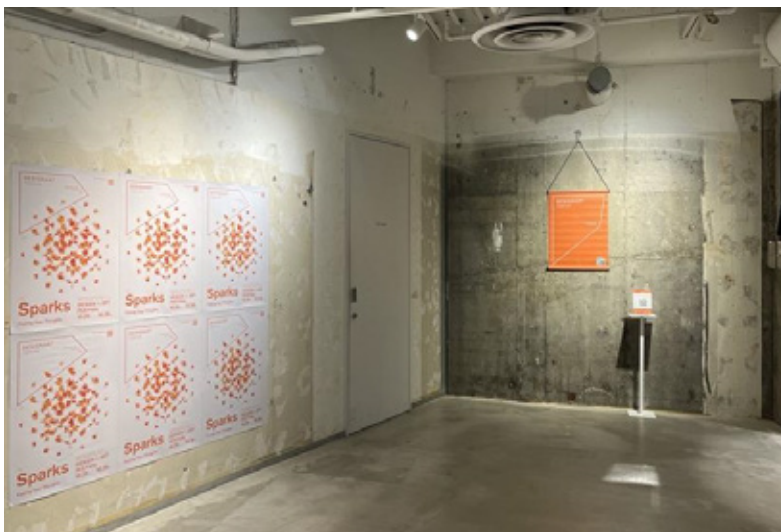
We will provide window stickers and flags to mark the exhibition, so that visitors are able to spot the venue easily when visiting more than 100 locations. The flags are made of the material which can be used both inside and outside.

EXHIBITION PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
Cutting Stickers	●	●	●	●
Banner Flags	●	●	●	●



**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.

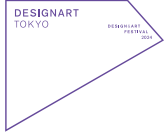


**Banner Flags**

Flags are provided to all exhibitors to help visitors find their way around the exhibition. Exhibitors with previous flags 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 2023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!

**Artek**  
スツール 60 Formafantasma デザイン  
90 脚を複製モデル  
1名様

**hide k 1896**  
レトワコレクション 陶器系デザイン  
15cm 深碗 (ブラック)  
5名様

**MOROSO**  
Boomy, armchair (ブラック)  
1名様  
抽選品

**hide k 1896**  
レトワコレクション 陶器系 デザイン  
3 点セット (ブラック)  
5名様

**Carl Hansen & Son**  
CH24 (Yチェア)  
1名様  
抽選品

**moIn**  
スーツケース Small (ストーン)  
1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 #designarttokyo2023 をつけて投稿  
3. 写真でも投稿可能。写し込んだ裏面について、  
たくさん投稿してください!

**デジタルスタンプラリーで参加**  
1. 各会場にて設置された QRコードを撮影する  
2. 撮影した写真をアプリで参加条件をクリアした状態に  
3. 専用サイトから参加可能。Mail 送信や応募情報も  
ご入力いただけます。

キャンペーン期間  
**2023年10月20日 - 11月10日**

詳しくはこちら ▶ <http://designart.jp/designarttokyo2023/campaign/>

DESIGNART\_TOKYO DESIGNART\_TOKYO <https://www.facebook.com/designart.jp>

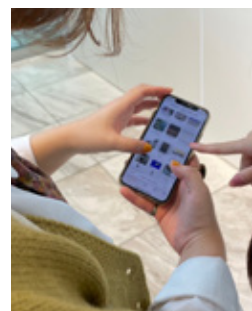
\*Gift campaign 2023. Gifts are subject to change.

### Number of digital stamp rally participants (2023)

89 locations	89 locations
Total number of participants	1,000
Gift entries	516



Each exhibition venue will have its own QR code and stand



Digital stamps can be collected by scanning the QR code from the dedicated website.



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

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.

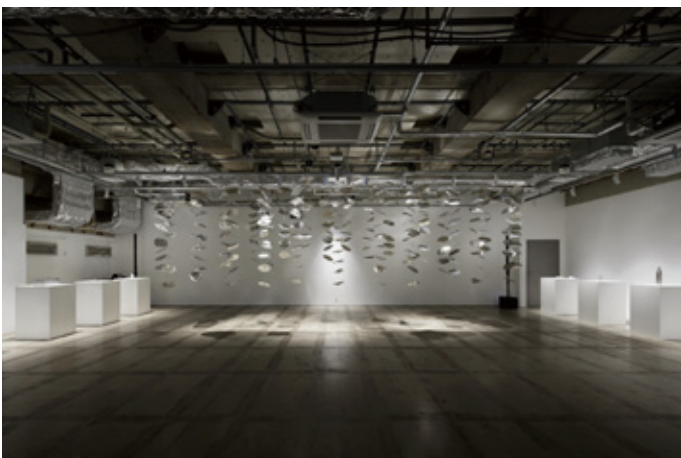
EXHIBITION PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
OFFICIAL SHOOTING	+ ¥50,000	+ ¥50,000	+ ¥50,000	●



“Perrier-Jouët” x Fernand Lappose at WITH HARAJUKU



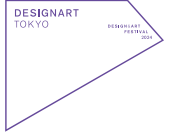
Woshinomaki Laboratory at dotcom space TOKYO



NIPPON STEEL at KESHIKI GALLERY



MARINO. at SieMatic AOYAMA



## 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:** Fri, March 1–Fri, May 31

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

**PLAN B & PLAN C 2nd Phase:** Mon, April 1–Tues, April 30

**UNDER 30:** Fri, March 1–Sun, 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/entry2024/>

For Enquiries

[2024exhibitors@designart.jp](mailto:2024exhibitors@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 :** Friday, **March 1** \_ Sunday, **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, 2024  
(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



- 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 2023 REFERENCES



Mai Suzuki

## SELECTOR

### DESIGNART TOKYO FOUNDERS

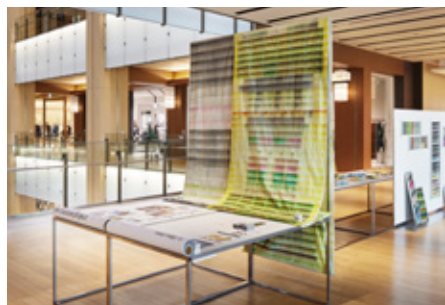
Akio Aoki / MIRU DESIGN  
Shun Kawakami / artless  
Hiroshi Koike / NON-GRID  
Okisato Nagata / TIMELESS  
Astrid Klein / Klein Dytham architecture  
Mark Dytham / Klein Dytham architecture



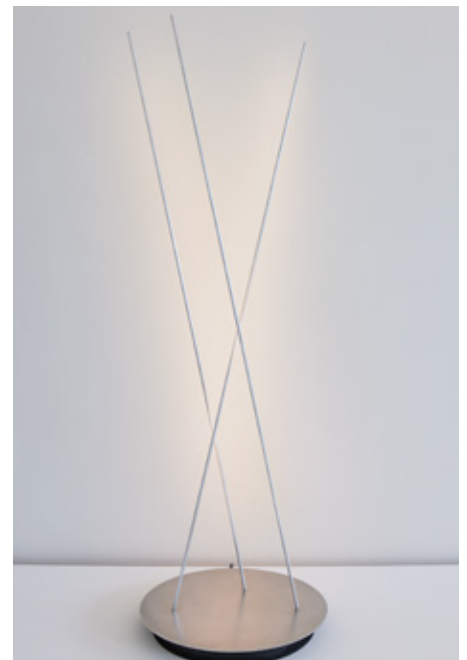
Gala Espel



Leo Koda

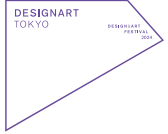


21B STUDIO



So Tanaka





# SPONSOR PLANS

## Reaching out to highly influential audience

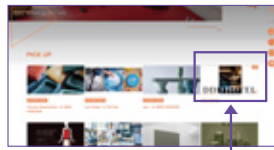
DESIGNART TOKYO, where various exhibitions are held at over 80 venues, recommends advertising on websites and in the guide map (A4) to attract more attention. By writing an article, an objective viewpoint will be added to the background and thoughts of the work to be presented, making it easier to catch 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

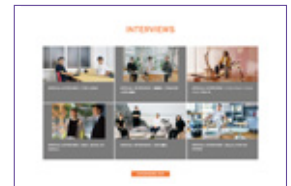
#### Advertorial (image)



Web banner advertising (image)



Web banner for article ads-1



Web banner for article ads-2

Company name

### 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

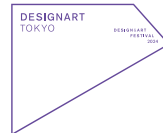
[sponsor@designart.jp](mailto:sponsor@designart.jp)



# SCHEDULE

Exhibitor's schedules are shown in the box.

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



# SCHEDULE

Exhibitor's schedules are shown in the box.

	PLAN A	1st phase PLAN B & C	2nd phase PLAN B & C	UNDER 30
jul <b>7</b>	the Exhibition information system manual release    Around <b>July. 20</b>			
	Start of Exhibition information system input    Around <b>July. 25</b>			
aug <b>8</b>	Exhibition information system input			
	Deadline for Exhibition information system input    Around <b>Aug. 10</b>			
sep <b>9</b>	Pre-exhibition introduction    Around <b>Aug. 15_</b>			
	Press release    Around <b>Sep.15</b>			
oct <b>10</b>	Event website open    Around <b>Sep.20</b>			
	Official tools will be ready    Around <b>Oct.10</b>			
nov <b>11</b>	<b>DESIGNART TOKYO 2024</b> <b>Oct. 18_27</b> Press day and Opening party <b>Oct. 18</b>			
	Deadline for all exhibitor surveys    Around <b>Nov. 1</b>			
dec <b>12</b>	Festival report    Around <b>Dec. 15</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 ¥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.

Add-on Options, Advertising Fees	Invoice: end-October Payment due: end-November
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- \* 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

accounting@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 18th to the 27th of October?

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?

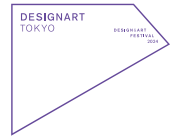
A The theme and guest curators for the main exhibition will be determined by the Committee. The Committee may contact qualified exhibitors for the main exhibition.

#### 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 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 banner flags and cutting stickers?

A The banner flags 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 2024 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 2024 on your social media platforms.

Your participation is incredibly impactful in creating a big movement. Don't forget to add the hashtag #DESIGNARTTOKYO2024 on your post!

**#DESIGNARTTOKYO2024**

## 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.