



t
design & art festival 2020

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DESIGNART TOKYO 2020 PROPOSAL

Friday, Oct. 23 - Tuesday, Nov. 3

ver. May 11 2020



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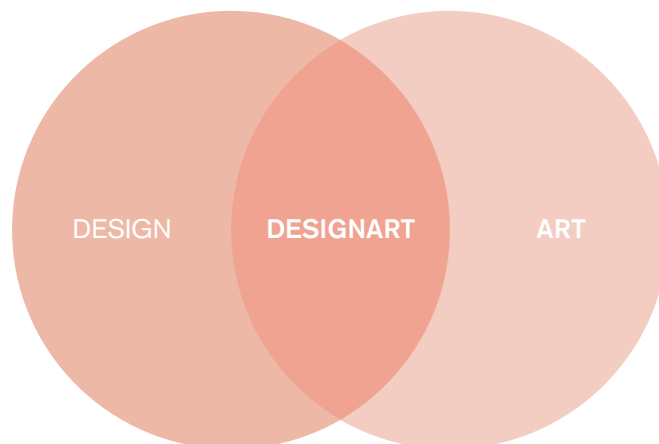
WHAT IS DESIGNART?

**Deconstructing Boundaries of Design and Art,
DESIGNART Communicates Objects and Experiences
that Arouse Our Intense Emotions in a Simple and Pure Form.**

DESIGNART is about spreading amazing things, design and art included, across barriers.
We aim to give people the joy of possessing things that give them joy in their daily lives.
We see this as an opportunity for more people to interact with beautiful things and to make those things an intimate part of their daily lives.

Bringing Emotion into Lives

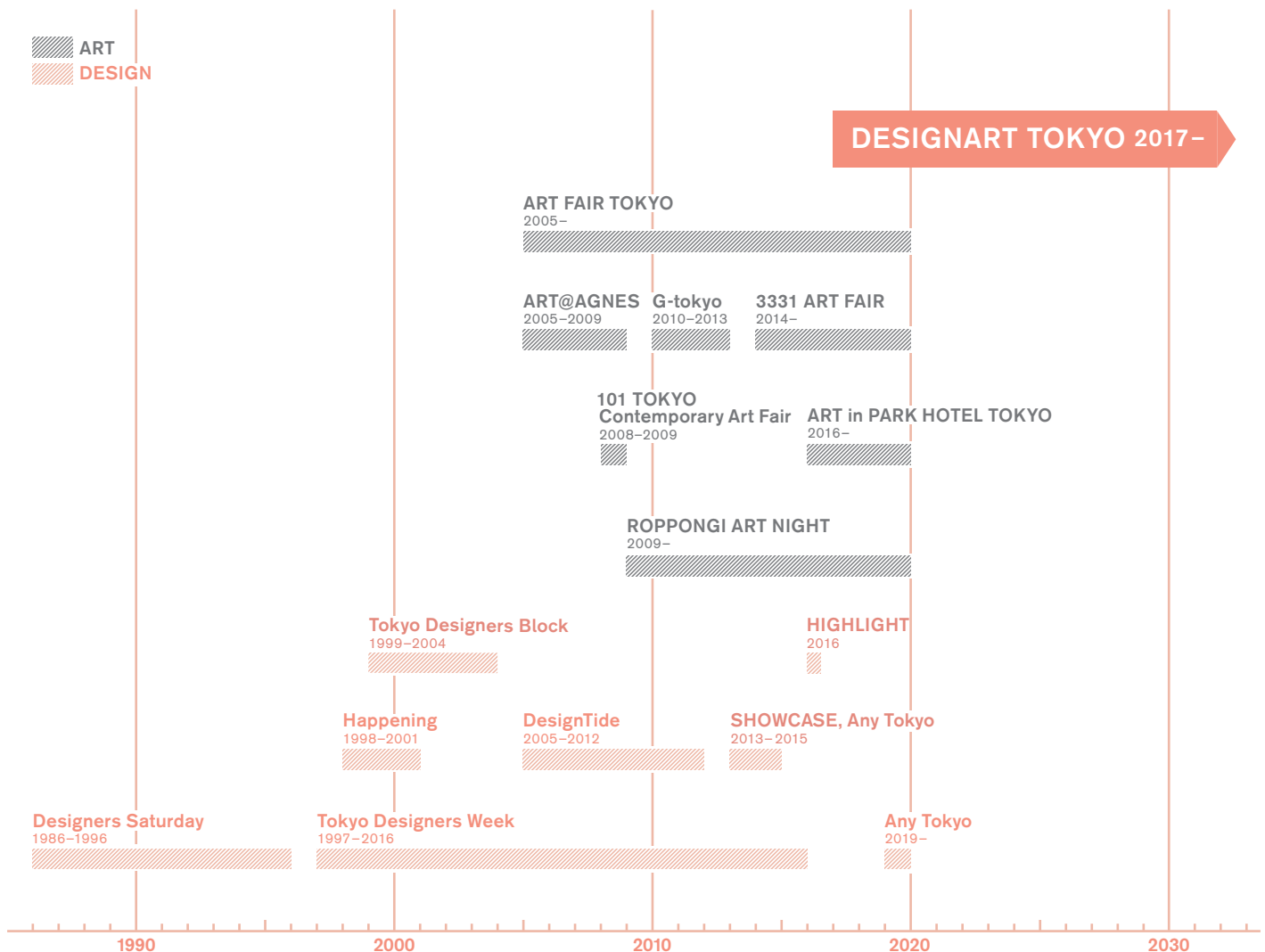
Started in 2017, DESIGNART TOKYO is an annual festival that brings design and art together each fall. The setting is Tokyo, one of the world's premier cities where architecture, interior design, product design, fashion, food, sports, technology, and more come together in a revolutionary mix of cultures to produce DESIGNART. This is an event that transforms all of Tokyo in a museum of design and art, allowing everyone to stroll the city taking in each display.



TOKYO DESIGN & ART CULTURE

The History of Tokyo Design and Art Events

To energize Tokyo, we are forming alliances with various industries and organizations to grow DESIGNART into a long-running event.



VISION

1. Japan as a Beacon to Vitalize Creative Industries

Our aim is for people to experience excellent making-of-objects and feel the value of objects that enrich our lives. Furthermore, by increasing the number of fans of these objects, we believe that we can vitalize the creative industry.

For the event, we propose a system that allows visitors to experience and then buy the exhibits of DESIGNART. A basic rule for our exhibitors is to price their own exhibition items, and as many of them as possible. Additionally, we will offer financial services, such as interior loans and shopping credits to help customers purchase the exhibition items.



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2. Meaningful Interactions That Change the People of the World

One of our goals is to generate meaningful interactions that change the world's people. At the event, creators from different fields from around the world will mingle and interact, synergizing beyond imagination and leading to new joint projects. Our goal is to offer a platform for amazing encounters with people from all over the world.



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3. Giving Young Designers and Artists Support

We are in the mindset of the future, ten or twenty years from now. We believe that opportunities must exist for young creators to explore with an adventurous spirit and present original works. This year again, we will offer our support program for young creators, "UNDER 30".



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ABOUT DESIGNART TOKYO 2020

The Grand Concept: Gateway to Emotions

Furniture and home interior products, other products, graphics, fashion, art, music, architecture, technology, food, and sports— creators working in different fields will mingle and interact, making organic connections, and producing incredible new synergism.

DESIGNART TOKYO 2020 Event Overview

1. Name

DESIGNART TOKYO 2020

2. Date

Runs for **12 days**

Friday, **Oct 23** – Tuesday, **Nov 3**, 2020 (national holiday)

3. Venue

Omotesando, Gaaienmae / Harajuku, Meijijingumae / Shibuya, Ebisu / Daikanyama, Nakameguro / Roppongi / Shinjuku / Ginza

Shops, facilities, galleries, rental spaces, and other places located in the areas listed above.

4. Exhibitors

Designers, projects by artists, brands, companies, shops, etc. from Japan and overseas.

5. Event Structure

A main venue will not be set up. Visitors will visit shops, facilities, galleries, rental spaces, and other places to see the exhibits. This is an event where the whole city becomes the venue; visitors will travel throughout the city.

6. Visitors

Wholesalers and retailers, companies, buyers, media members, consumers interested in design and art, students, etc. from Japan and overseas.

7. Media

OFFICIAL GUIDEBOOK, OFFICIAL TABLOID
OFFICIAL MAP, OFFICIAL WEB SITE
DESIGNART FLAG (set up at participating stores),
and various forms of media.

DESIGNART TOKYO 2020 Goals



venue

over
120
locations



visitors

over
200,000

DESIGNART TOKYO 2019 RECORDS

DESIGNART TOKYO 2019

Duration : Friday, Oct. 18 – Sunday, Oct. 27 10 days



Venues : 104



Booklets : 50,000
(distributed from 250 locations)



Collaborations : 39



Media : 185 outlets



Visitors : 227,400

Major venues

AXIS
B&B ITALIA TOKYO
BUNKITSU
CASSINA INC.
DAIKANYAMA TSUTAYA BOOKS
ESPACE LOUIS VUITTON TOKYO
FERRAGAMO GINZA

FRED PERRY
G GIFT AND LIFE STYLE
GINZA MAISON HERMS
HOTEL KOË TOKYO
SHISEIDO GALLERY
SPIRAL
THINK OF THINGS

TOKYO MIDTOWN
TOKYU PLAZA GINZA
WE WORK
WORLD KITAAOYAMA BLDG.
21_21 DESIGN SIGHT GALLERY 3
and more...

Jerusalem Design Week Garden of Eden at Spiral Garden



©Nacása & Partners

Atsushi Shindo at Petit Bateau Daikanyama



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Artek / Koichi Futatsumata



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PARTNER COUNTRY : ISRAEL

SPONSOR : Artek, AYUMI GALLERY / CAVE, DesignSingapore Council, DS AUTOMOBILES, Google, Hansen House, Center for Design, Media and Technology, Honda R&D Co.,Ltd, Jerusalem and Heritage, Jerusalem Design Week, Jerusalem Development Authority, Netafim, Perrier-Jouët, Ran Wolf, Urban planning and project, management Ltd., SivanS, LTD., Stratasys Ltd., Takeshi Yamamura Lab., Dept. of, Architecture, Waseda University., THE GINZA CO.,LTD, TOKYO MIDTOWN, VOLVO SUTUDIO AOYAMA, YSLA Yamamura SanzLaviña Architects

COOPERATION : AGC Inc., amanadesign inc., AMAN KYOTO, B&B Italia TokyoBUNKITSU Roppongi, DEAN & DELUCA CAFE, DIESEL JAPAN, Japan Fashion Week Organization, KARIMOKU FURNITURE INC., Koshin Planing Co.,Ltd, MATSUMIDORI BREWERY CO., LTD, MOIWA RESORTS OPERATION GK, Moleskine, Nakagawa Chemical Inc., PLUSTOKYO, Shigotohito Inc., Spiral/Wacoal Art Center, TAKEO Co., Ltd., TOKYU PLAZA GINZA, WeWork, WORLD CO.,LTD., WORLD PRODUCTION PARTNERS CO.,LTD., WORLD SPACE SOLUTIONS CO.,LTD.

SUPPORT : Arts Council Tokyo, Tokyo Metropolitan Foundation for History and Culture

MEDIA SUPPORT : J-WAVE 81.3 FM

MEDIA PARTNER : Artprice.com, Asia Art Biennial, design anthology, designboom, dezeen, ELLE DECOR, FASHIONSAP.COM, I'm home., Merci Media, SHIFT, SHOTENKENCHIKU, Spoon & Tamago, The Artling, Tokyo Art Beat, tsunagu Japan, WWD JAPAN

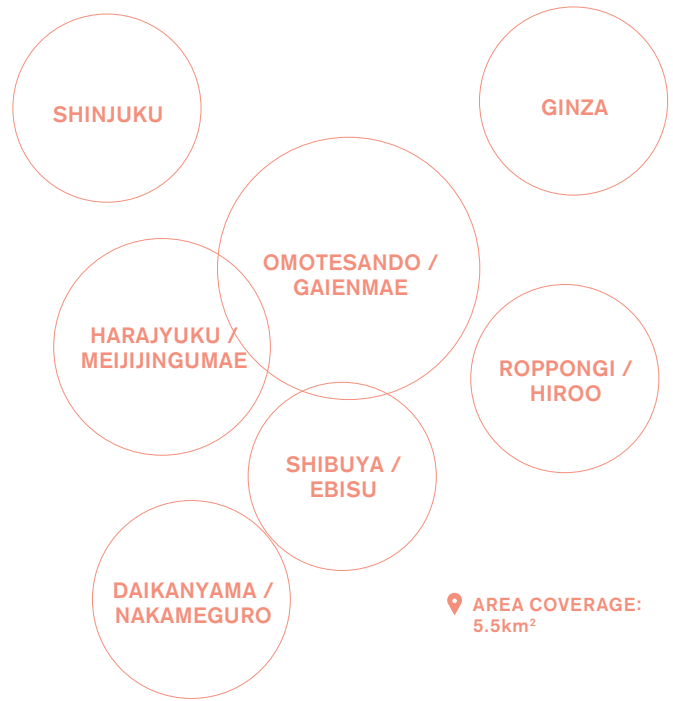
BENEFITS

Increase in Volume of Customers and Name Recognition of Your Business

The areas that will serve as venues remain unchanged from 2019. This year's venue areas are once again the seven premier commercial areas renowned for cutting-edge fashion, design, art, architecture, and food.

For twelve days, Tokyo itself will become the venue. We expect 200,000 visitors to attend throughout the event.

In addition, because commercial facilities such as shops and cafes will also be venues, people who are not event attendees will likely visit these spaces. Consequently, the event attracts a significant number of customers, and your name recognition will increase noticeably among potential customers.



Large-Scale Advertising Campaign

Besides using DESIGNART TOKYO's public relations tools, the event will be published in advertisements and articles by its media partners as well as many others.

1. DESIGNART Tokyo 2019 Publicity record



web

349,069 PV



tabloid

50,000 copies



map

50,000 copies



facebook

426,182 views



booklets

20,000 copies

2. 2019 Media Partners

Artprice.com Asia Art Biennial designanthorogy
designboom dezeen ELLE DECOR FASHIONSAP.COM
I'm home. Merci Media SHIFT J-WAVE 81.3FM
SHOTENKENCHIKU Spoon&Tamago The Artling
Tokyo Art Beat tsunagu Japan WWD JAPAN

BENEFITS

Collaborations That Produce Synergetic Energy

The event offers an opportunity to meet people you would normally do not meet—professionals working in other industries and those working for unrelated businesses. Some of these encounters may lead to joint projects. The event is a gateway to new activities and developments.



DESIGNART 2019 REFERENCES



© Nacasa & Partners

Natsuki Takayama
at Brooks Brothers Aoyama



© Nacasa & Partners

studioart x SOMA DESIGN
at B&B Italia Tokyo



OFFICIAL TOOLS

1. TABLOID

We will issue our tabloid to announce the event.

* Please note that only details of selected exhibits will be included in the tabloid.

size: **Tabloid page size (H406×W272mm)**

page: **20 (TBD)**

circulation: **50,000 copies (TBD)**



544mm

406mm



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OFFICIAL TOOLS

1. GUIDEBOOK

Exhibition spaces and information spaces will distribute copies of the guidebook.
The guidebook contains information about all the exhibits, and will serve as the event's archive book after the event ends.

size: **A5**
volume: **100–120 pages** (TBD)
circulation: **20,000 copies** (TBD)



210mm

148mm



210mm

296mm

*These images are from DESIGNART 2019 Guidebook.
The final layout may differ this year.

OFFICIAL TOOLS

1. GUIDEBOOK

The area map shows the locations of the exhibits. Copies of the map will be placed inside the guidebooks given out to visitors coming to the exhibition venues. Visitors will use the area map to navigate each area. The area map also shows the locations of architect-designed buildings that exist within the areas, allowing visitors to walk around the city enjoying each area as if they were a single museum.

size: **400×650mm** (TBD) (200mm×130mm when folded)
circulation: **20,000 copies** (TBD)

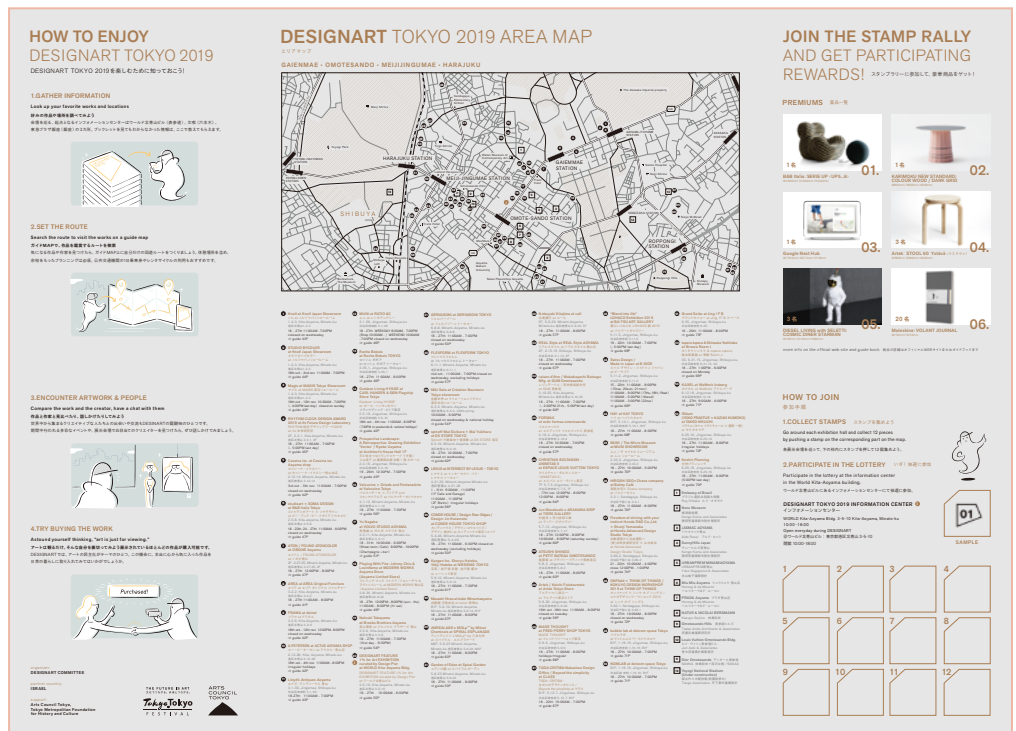
size when folded

size



200mm (TBD)

130mm (TBD)



400mm (TBD)

650mm (TBD)

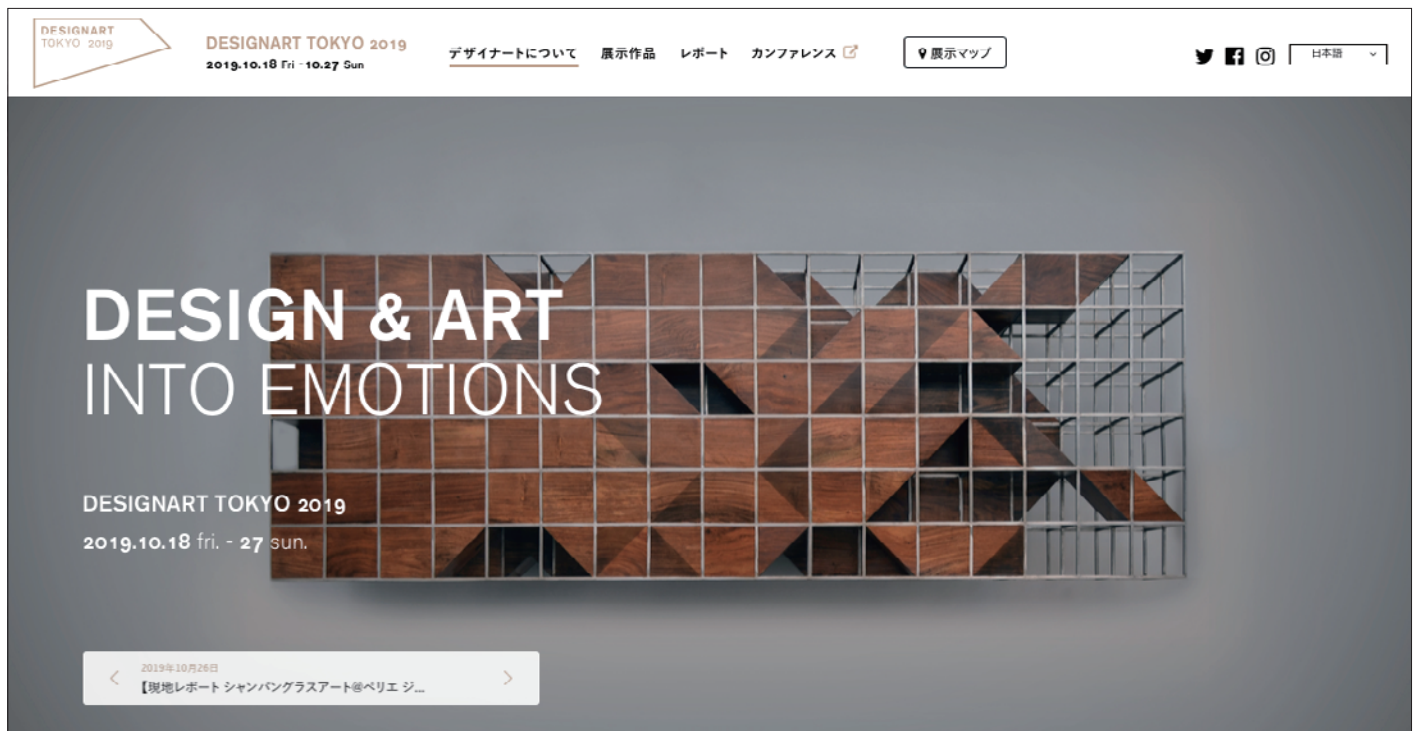
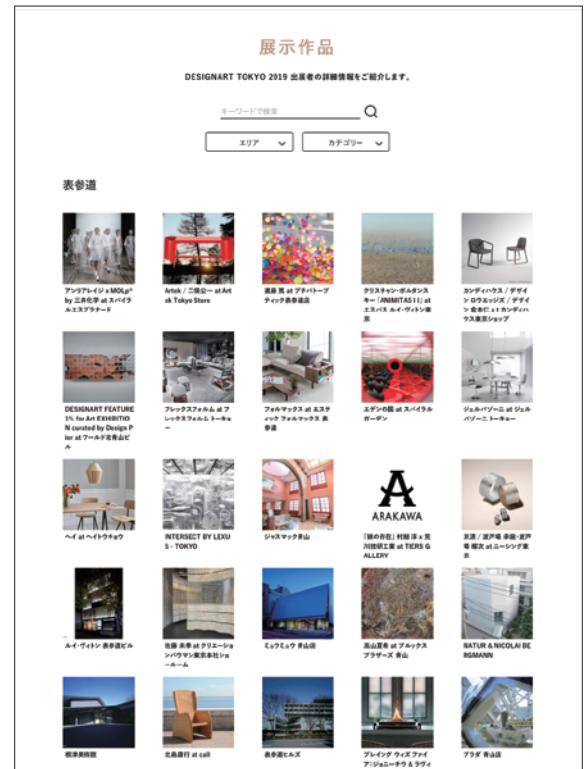
*These images are from DESIGNART 2019 Map.
The layout may differ this year.

OFFICIAL TOOLS

1. WEB

Information of the event will be provided on the official website and is available in two languages, Japanese and English. Through the website we will provide detailed information about the exhibits and exhibitors, works of creators, and brands that we could not include in the printed booklets. Also, we will frequently post information about parties and other events.

www.designart.jp/en/





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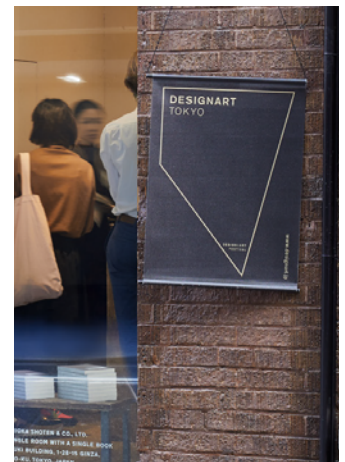
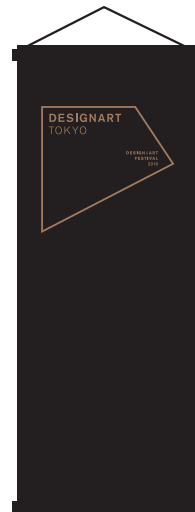
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OFFICIAL TOOLS

1. FLAG & SIGN

Flags are used to mark the exhibition venues. We will provide you with a 2020 flag, which has a new design. If you have exhibited in DESIGNART TOKYO during the past three years and you need two or more flags because your exhibition venue is large, flags and flag stands from the previous events may be reused.

Additionally, to increase visibility, event marking films shaped in the DESIGNART logo are available for decorating windows, doors, and walls.



* The final design may differ from the images being shown.



DESIGNART TOKYO 2020 ENTRY GUIDELINES

1. DATE

Runs for 12 days
Friday, October 23 – Tuesday, November 3 (National Holiday), 2020

2. VENUE

Shops, restaurants, cafes, galleries and event spaces nearby / around Omotesando, Gaienmae / Harajuku, Meijijingumae / Shibuya, Ebisu / Daikanyama, Nakameguro / Roppongi / Shinjuku / Ginza

3. REGISTRANTS

We are looking for exhibitors who sympathize with DESIGNART's grand concept, GATEWAY TO EMOTIONS. You want to transmit to the world from Tokyo as a designer or an artist, a product or a work of your company, or the activities and facilities of your brand, and you want to work together with us to vitalize the market in Japan –if this describes you, please join us.

4. BENEFITS OF EXHIBITING

- The event, which runs for 12 days, will have more than 200,000 visitors. You can market your offering to a huge crowd.
- Using the bilingual official tools and website (Japanese and English), you can promote your offering internationally.
- You will meet new people. The meetings may turn into unprecedented chances for you to grow your business.

5. EXHIBITION PACKAGES (Please refer to the next page for details)

PLAN A: Applicants who can prepare both an exhibition space and an item to exhibit.

PLAN B: Applicants who can prepare an exhibition space and who are looking for an item to exhibit.

PLAN C: Applicants who can prepare an item to exhibit and who are looking for an exhibition space.

6. REGISTRATION PERIOD

Regular Entry

Start date: Wednesday, February 12, 2020
Deadline: 24:00 on Sunday, May 10, 2020 (Japan Standard Time)

Regular Entry (*Additional Call)

Start date: Monday, May 11, 2020
Deadline: 24:00 on Wednesday, June 10, 2020 (Japan Standard Time)

7. HOW TO REGISTER

Go to DESIGNART's official website and then register using the online registration form. You must choose a PLAN when you register.

www.designart.jp/en/entry2020/

8. INFORMATION REQUIRED FOR REGISTRATION

Your Name Your company's name, your brand's name, the name of the contact person

Contact information Address, telephone number, email

• Profile

Company, brand, website URL

• Details of the exhibition item (for PLAN A & PLAN C users)

Something, such as a concept, an explanation, an illustration, or an image, that describes and explains your work.

• Exhibition venue (for PLAN A & PLAN B users)

Something that describes the exhibition space, such as location, images of the venue's exterior and interior, etc.

• Additional information

* If you are a PLAN B or a PLAN C user, please describe here the exhibition item you want to show and the exhibition space you want to use.

9. HOW TO SEND TO US IMAGES

When you register you will need to send to us images. Please follow the rules below when you send to us the image files showing your exhibition item and your concept for your exhibit (sketches, CG, model photographs, and drawings), or the ones showing the venue you are renting out.

- Compress the files and create one zip file.
(File size of the zip file: **5MB** or less)
- Name the zip file using the following format:
Entry_DA2020_(company or brand name).
Then, create an email and use the following format for the Subject:
Entry_(company or brand name).
- Attach the zip file to the email and send it to
2020exhibitors@designart.jp
by May 10, 2020 (those who applied in Regular Entry period),
or by June 10, 2020 (those who applied in Additional Call period)

10. NOTIFICATION OF SELECTION PROCESS RESULTS

After the registration deadline passes, the DESIGNART Committee will review the applications.

The notification of the selection results

Regular entry by Friday, May 29, 2020
Regular entry (Additional Call) by Tuesday, June 30, 2020

11. SAFETY REQUIREMENTS

DESIGNART TOKYO aims to move and astound visitors through its exhibits and merchandises. Having people experience the happiness of owning a creator's work or product is its goal. In order for the events to take place safely and so that the customers who buy a work or a product can use them without risk, we ask that all exhibition items meet safety standards. DESIGNART cannot be responsible for losses or accidents caused by exhibition items or exhibits.

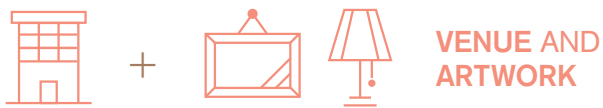
*If you are selling or exhibiting an exhibition item that uses a power supply, we recommend that you obtain a PSE certification and purchase a product

12. CONTACT

DESIGNART COMMITTEE

tel: +81(0)3-6804-3819 mail: exinfo@designart.jp web: www.designart.jp

EXHIBITION PACKAGES



PLAN A

You can prepare both an exhibition space and an item to exhibit.



PLAN B

You can prepare an exhibition space and are looking for an item to exhibit.



PLAN C

You can prepare an item to exhibit and are looking for an exhibition space.

for PLAN B & C MATCHING COORDINATE

We will match up PLAN B users (can prepare an exhibition space and are looking for an exhibition item) and PLAN C users (can prepare an exhibition item and are looking for an exhibition space) so that powerful synergies occur.

Please note that teams can be formed only if all parties agree to become a team. As a result, there may be times when a team you want cannot be formed.

If an applicant cannot participate in DESIGNART TOKYO 2020 because a team cannot be created, the applicant will not need to pay any matching coordination fees. However, if applicants are successfully matched up, in addition to the exhibition fee, the PLAN B user and the PLAN C user must each pay a matching coordination fee of 50,000 yen.

In addition, if an applicant does not agree to the team forming DESIGNART proposed and ultimately switches to PLAN A, depending on the amount of work carried out to propose the team forming, the applicant may be required to pay all or a portion of the matching coordination fee.

studioart x SOMA DESIGN
at B&B Italia Tokyo



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Chialing Chang
at BUNKITSU Roppongi



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DESIGNART TOKYO 2019 REFERENCES



EXHIBITION PACKAGES: PLAN A

You can prepare both an exhibition space and an item to exhibit.

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.

COST

SMALL

200,000yen
(before tax)

- Guidebook article size: S-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 1
- Fees for the flag and marking film

REGULAR

300,000yen
(before tax)

- Guidebook article size: M-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 3
- Fees for the flag and marking film

LARGE

500,000yen
(before tax)

- Guidebook article size: L-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 5
- Fees for the flag and marking film

PAYMENT

Exhibition fee is per each exhibition venue.

If you are exhibiting at multiple exhibition venues, you will be required to pay a separate fee for each venue.

EXHIBITION PACKAGES: PLAN B

You can prepare an exhibition space and are looking for an item to exhibit.

This plan is for an applicant who can prepare an exhibition space (a shop, a gallery, etc.) and who does not have anything to exhibit yet or who wants to exhibit something new, rather than something they can exhibit. If you wish to collaborate with a designer, an artist, a manufacturer, etc., select this plan.

COST

SMALL

The total for a team of
PLAN B user and PLAN C user

200,000yen

(before tax)

- Guidebook article size: S-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 1
- Fees for the flag and marking film

REGULAR

The total for a team of
PLAN B user and PLAN C user

300,000yen

(before tax)

- Guidebook article size: M-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 3
- Fees for the flag and marking film

LARGE

The total for a team of
PLAN B user and PLAN C user

500,000yen

(before tax)

- Guidebook article size: L-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 5
- Fees for the flag and marking film

The exhibition fee is per each exhibition venue.

The above fee is for one team consisting of PLAN B user and PLAN C user; the PLAN B user and the PLAN C user do not each pay this fee. One team member needs to represent the team and pay to us the above fee. Please decide among your team who will do so and make necessary arrangements, such as collecting money from each team member.

MATCHING COORDINATE FEE

SMALL / REGULAR / LARGE

In addition to the exhibition fee, the PLAN B user and the PLAN C user must each pay the matching coordination fee

50,000yen

(before tax)

DESIGNART will introduce to you a designer, an artist, or a manufacturer. We will match up applicants so that a remarkable synergy occurs.

- There is a limit to the number of potential partners who can be introduced to you. We will begin introducing potential partners to an applicant when the applicant registers; potential partners are introduced to applicants on a first-come, first-served basis.
- Regardless of whether the exhibition fee has been paid yet, if a PLAN B user and a PLAN C user are successfully matched up, the PLAN B user and the PLAN C user must each pay a matching coordination fee of 50,000 yen.

PAYMENT

With regard to the exhibition fee, the costs of exhibiting, and the revenue from sales, please discuss how these will be split up among your team. Please be aware that regarding any of these matter DESIGNART will not conduct any mediation, and it bears no responsibility.

Case 1: The PLAN B user pays for everything

This arrangement is for when you want to increase the name recognition and the appeal of the venue by supporting a creator you admire and allowing them to exhibit their work.

Example (SMALL) : The PLAN B user pays this...Exhibition fee 200,000yen + Matching coordination fee 50,000yen → 250,000yen + tax
The PLAN C user pays this...Exhibition fee 0yen + Matching coordination fee 50,000yen → 50,000yen + tax

Case 2: The PLAN C user pays for everything

This arrangement is for when you want to benefit from exhibiting in a venue that normally does not allow exhibits or when you want to create a new setting for your customers and you to meet in.

Example (SMALL) : The PLAN B user pays this...Exhibition fee 0yen + Matching coordination fee 50,000yen → 50,000yen + tax
The PLAN C user pays this...Exhibition fee 200,000yen + Matching coordination fee 50,000yen → 250,000yen + tax

*If the exhibition venue is a rented gallery space, you may be asked to pay additional fees.

*We will consider your request regarding location and venue size when introducing you to potential partners. In order for us to conclude that you have agreed to form a team with a partner, you must approve the exhibition venue that has been proposed.

Case 3: The PLAN B user and PLAN C user split the costs, and then one team member makes the payment

This arrangement is for when the PLAN B user and PLAN C user want to split costs and share the financial burden.

Example (SMALL) : The PLAN B user pays this...Exhibition fee 100,000 yen + Matching coordination fee 50,000 yen → 150,000 yen + tax
The PLAN C user pays this...Exhibition fee 100,000 yen + Matching coordination fee 50,000 yen → 150,000 yen + tax

*Each team member should obtain the same amount of exposure through the booklets and the website.
Please confer with your teammate and work out an agreement on how exposure will be shared.

EXHIBITION PACKAGES: PLAN C

You can prepare an item to exhibit and are looking for an exhibition space.

This plan is for an applicant who has a work or a product that they want to exhibit and who cannot prepare an exhibition space. Choose this plan if you need an exhibition venue. This plan is for designers, artists, and manufacturers.

COST

SMALL

The total for a team of
PLAN B user and PLAN C user

200,000yen

(before tax)

- Guidebook article size: S-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 1
- Fees for the flag and marking film

REGULAR

The total for a team of
PLAN B user and PLAN C user

300,000yen

(before tax)

- Guidebook article size: M-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 3
- Fees for the flag and marking film

LARGE

The total for a team of
PLAN B user and PLAN C user

500,000yen

(before tax)

- Guidebook article size: L-size
- The exhibition venue is shown on the area map
- Photos posted on the website: 5
- Fees for the flag and marking film

The exhibition fee is per each exhibition venue.

The above fee is for one team consisting of PLAN B user and PLAN C user; the PLAN B user and the PLAN C user do not each pay this fee. One team member needs to represent the team and pay to us the above fee. Please decide among your team who will do so and make necessary arrangements, such as collecting money from each team member.

MATCHING COORDINATE FEE

SMALL / REGULAR / LARGE

In addition to the exhibition fee, the PLAN B user and the PLAN C user must each pay the matching coordination fee

50,000yen

(before tax)

DESIGNART will introduce to you a designer, an artist, or a manufacturer. We will match up applicants so that a remarkable synergy occurs.

- There is a limit to the number of potential partners who can be introduced to you. We will begin introducing potential partners to an applicant when the applicant registers; potential partners are introduced to applicants on a first-come, first-served basis.
- Regardless of whether the exhibition fee has been paid yet, if a PLAN B user and a PLAN C user are successfully matched up, the PLAN B user and the PLAN C user must each pay a matching coordination fee of 50,000 yen.

PAYMENT

With regard to the exhibition fee, the costs of exhibiting, and the revenue from sales, please discuss how these will be split up among your team. Please be aware that regarding any of these matter DESIGNART will not conduct any mediation, and it bears no responsibility.

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This arrangement is for when you want to increase the name recognition and the appeal of the venue by supporting a creator you admire and allowing them to exhibit their work.

Example (SMALL) : The PLAN B user pays this...Exhibition fee 200,000yen + Matching coordination fee 50,000yen → 250,000yen + tax
The PLAN C user pays this...Exhibition fee 0yen + Matching coordination fee 50,000yen → 50,000yen + tax

Case 2: The PLAN C user pays for everything

This arrangement is for when you want to benefit from exhibiting in a venue that normally does not allow exhibits or when you want to create a new setting for your customers and you to meet in.

Example (SMALL) : The PLAN B user pays this...Exhibition fee 0yen + Matching coordination fee 50,000yen → 50,000yen + tax
The PLAN C user pays this...Exhibition fee 200,000yen + Matching coordination fee 50,000yen → 250,000yen + tax

*If the exhibition venue is a rented gallery space, you may be asked to pay additional fees.

*We will consider your request regarding location and venue size when introducing you to potential partners. In order for us to conclude that you have agreed to form a team with a partner, you must approve the exhibition venue that has been proposed.

Case 3: The PLAN B user and PLAN C user split the costs, and then one team member makes the payment

This arrangement is for when the PLAN B user and PLAN C user want to split costs and share the financial burden.

Example (SMALL) : The PLAN B user pays this...Exhibition fee 100,000 yen + Matching coordination fee 50,000 yen → 150,000 yen + tax
The PLAN C user pays this...Exhibition fee 100,000 yen + Matching coordination fee 50,000 yen → 150,000 yen + tax

*Each team member should obtain the same amount of exposure through the booklets and the website.
Please confer with your teammate and work out an agreement on how exposure will be shared.

OTHER EXHIBITION PLANS 1: UNDER 30 PROJECT

“UNDER-30” Project Supports Young Artists and Designers

To support young artists and designers, and to further develop Japanese culture, DESIGNART TOKYO 2020 will offer a program that waives the exhibition fee.

In this program “UNDER 30”, after reviewing the submitted works of artists and designers under the age of thirty, the founders of DESIGNART TOKYO will select five of them. Artists working with all media and designers working in all industries will be considered for this program.

After DESIGNART TOKYO makes its selection, it will introduce the selected artists and designers to shops, brands, and manufacturers so that exhibition spaces can be arranged for them.

Who Is Eligible:

Artists and designers at the age of 30 or under the age of 30

*You must be younger than the age of 31 as of December 31 2020.

* In order to be considered for UNDER 30,

you must check the box within the online registration form.

*Only entries by Wednesday, May 20 are eligible.

The Number of Winners:

Five applicants

Selection Process:

The founders will make the selections based on the information and materials submitted by the artists and designers when they registered

Benefit:

The exhibition fees will be waived for the winners



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JUDGES

DESIGNART COMMITTEE

Akio Aoki / MIRU DESIGN

Shun Kawakami / artless

Hiroshi Koike / NON-GRID, IMG SRC

Okisato Nagata / TIMELESS

Astrid Klein / Klein Dytham architecture

Mark Dytham / Klein Dytham architecture



OTHER EXHIBITION PLANS 2: OVER 2020

A Special Support Program for 2020

This year, because of the growing coronavirus outbreak, the economy has become unstable and our societies are facing much uncertainty. None of us can predict what the future will bring. Exactly because of these circumstances, we have decided to offer a special support program called OVER 2020 that assists the design and art industry.

Currently, a lot of us are being advised to refrain from many activities. Since DESIGNART's inception, we have constantly sought to vitalize the creative industry. Because this is our mission of our foundation, what we must do now is to support those of you who continue to steadfastly create during this difficult period. Our duty at present is to help you so that you will be successful when you present your brilliant works and products to the world.

The exhibitors we select for this program will have their exhibition fees waived.

One applicant each will be selected from the following groups: the PLAN A users, PLAN B users, and PLAN C users.

Who Is Eligible:

All applicants

*The winners of UNDER 30 are not eligible.

*Only entries by Wednesday, May 20 are eligible.

The Number of Winners:

Three applicants

(one applicant each will be selected from the following groups:
the PLAN A users, PLAN B users, and PLAN C users)

Selection Process:

The founders will make the selections based on the information and materials submitted by the artists and designers when they registered

Benefit:

The exhibition fees will be waived for the winners

JUDGES

DESIGNART COMMITTEE

Akio Aoki / MIRU DESIGN

Shun Kawakami / artless

Hiroshi Koike / NON-GRID, IMG SRC

Okisato Nagata/ TIMELESS

Astrid Klein / Klein Dytham architecture

Mark Dytham / Klein Dytham architecture

THE KEY TO SUCCESS

How to Maximize Your Participation in DESIGNART TOKYO

1. PR

Once you decide what your exhibit will be, create a press release and make announcements about your exhibit through the media and on SNS. Begin now and make sure that people are learning about it. Holding events attended by a large number of customers, such as parties, talk events, and workshops, is effective.

2. ATTRACTING CUSTOMERS

Holding events attended by a large number of customers, such as parties, talk events, and workshops, is effective.

2. SALES

DESIGNART TOKYO allows people to experience the joy of owning the work of a creator. Hence, we ask exhibitors to price the exhibition items that they are willing to sell.

When visitors see that the exhibition items have prices, they will know that they can buy works from the creators. Then they can feel that they too can participate in design and art. This is the ambience and experience that we are working on bringing about.

Although it is still rare in Japan, pricing and selling experiential works is becoming increasingly popular overseas.

DESIGNART TOKYO urges exhibitors to be forward-thinking and enterprising, such as pricing and selling experiences and performances.





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DESIGNART TOKYO 2020 HASHTAG

A Special Support Program for 2020

Word-of-Mouth Is What Creates a Huge Movement

SNS such as Instagram, Facebook, and Twitter are essential tools for self-promotion. Now is prime time to begin actively announcing your participation in DESIGNART TOKYO 2020 on SNS. Spreading by word-of-mouth is an incredibly impactful way to create a huge movement.

When you post on SNS, please add the hashtag #DESIGNARTTOKYO2020.

#DESIGNARTTOKYO2020

SCHEDULE

Deadlines for Regular Entry and Submitting the Images Showing Your Exhibition Items and Your Concept for Your Exhibit

Thursday, APRIL 2, 2020

Deadlines for Regular Entry (*Additional Call)and Submitting the Images Showing Your Exhibition Items and Your Concept for Your Exhibit

Wednesday, JUNE 10, 2020 | 24:00 (JST)

Deadline for Paying Your Exhibition Fee (early entry and regular entry)

Due on Tuesday, JUNE 30, 2020

Deadline for submitting materials for the event's promotional vehicles (a description of your exhibition item and images showing the same for the press release, guidebook, and website)

Tuesday, JUNE 30, 2020 | 24:00 (JST)

Issuance of the Press Release

around end of JULY, 2020

Mailing Out of the Tabloids

around mid- SEPTEMBER, 2020

Mailing Out of the Exhibitor's Tools (guidebooks, area maps, flags, etc.)

around mid- OCTOBER, 2020

Press Day

Thursday, OCTOBER 22, 2020

DESIGNART TOKYO 2020 Open

Friday, OCTOBER 23, 2020 – Tuesday, NOVEMBER 3, 2020(National Holiday) 12days

SPONSOR PLANS

1. TABLOID

BUYING ADVERTISEMENT SPACES IN THE TABLOID (issued before the event)

DESIGNART TOKYO will issue its tabloid one month before opening. It will contain a summarized version of the event overview with information about the exhibits. The tabloid is free, and participating shops and spaces will distribute copies.

Because our tabloid will be read by many people who are interested in the event, it is a potent tool for getting people to notice your business.

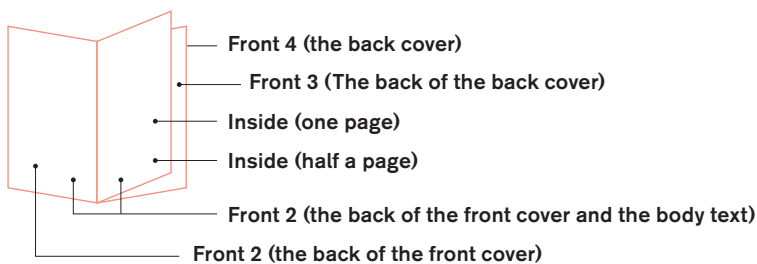
size: **tabloid (H406×W272mm)**
page: **20 page (TBD)**
circulation: **50,000 copies (TBD)**



DESIGNART 2019 TABLOID REFERENCES

ADVERTISING COST

Tabloid Advertisement Space Prices



artboard size 1P: H396×W265mm
color mode: Four-color CMYK

pages:

side4 (back cover)	2,000,000 yen
side3 (backside of back cover)	1,500,000 yen
side2 (backside of front cover + 1 page on body page)	2,400,000 yen
side2 (backside of front cover)	1,500,000 yen
Inside (1page on body page)	1,000,000 yen
Inside (1/2 page on body page)	600,000 yen

*A design fee is charged separately.

SPONSOR PLANS

2. GUIDEBOOK

BUYING ADVERTISEMENT SPACES IN THE GUIDEBOOK (a catalog-style booklet)

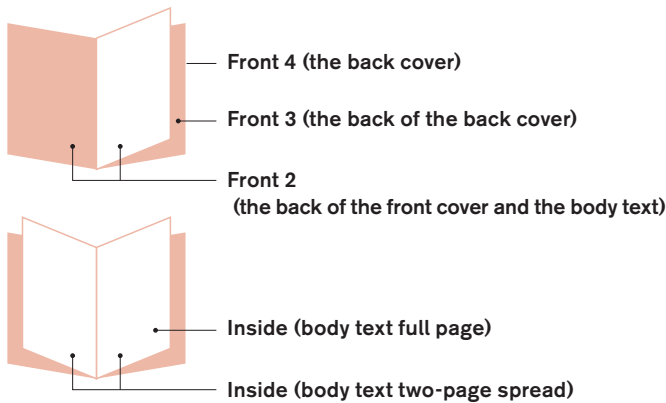
The guidebook contains information about all the exhibits and their photos. Participating shops and spaces will distribute copies.

The guidebook also serves as the catalog of the event.

size: **A5**
page: **100 – 120 pages** (TBD)
circulation: **20,000 copies** (TBD)

ADVERTISING COST

Guidebook Advertisement Space Prices



artboard size 1P: H179×W126mm(TBD)

color mode: CMYK

pages:

side4 (back cover)	1,500,000 yen
side3 (inside of back cover)	1,000,000 yen
side2 (inside of front cover + 1page)	1,500,000 yen
Inside (2pages)	1,000,000 yen
Inside (1page)	500,000 yen

*A design fee is charged separately.

page: 27.



SPONSOR PLANS

3. MAP

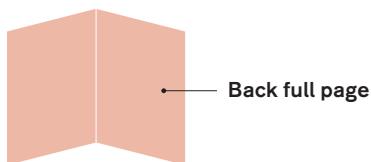
BUYING ADVERTISEMENT SPACES IN THE AREA MAP (portable area map for visitors)

Copies of the portable area map will be placed inside the guidebooks given out to visitors coming to the exhibition venues. Visitors will use the area map to navigate each area.

size: **400×650mm** (TBD) (200mm×130mm when folded)
circulation: **20,000 copies** (TBD)

ADVERTISING COST

Area Map Advertisement Space Prices



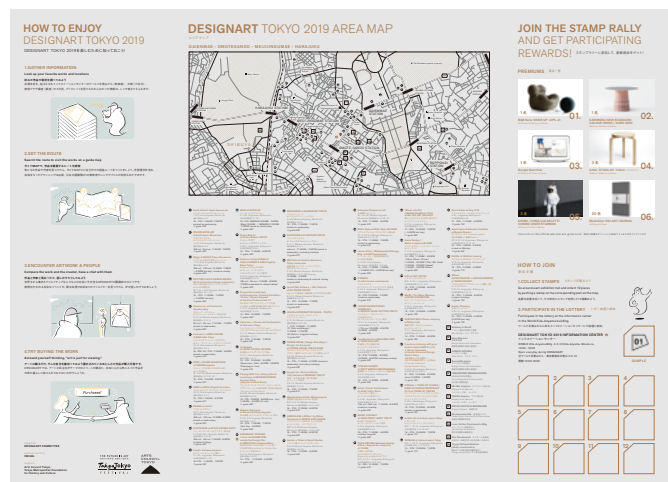
artboard size 1P: H365×W269.5mm

color mode: CMYK

Back two-page spread **2,000,000 yen**

(a half side)

*design fee not included



DESIGNART 2019 MAP
REFERENCE



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ACKNOWLEDGEMENTS

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Klein Dytham architecture

Mark Dytham
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