

**DESIGNART
TOKYO
2022**

**DESIGNART
TOKYO**

**DESIGN&ART
FESTIVAL
2022**

10.21^{Fri}—^{Sun}10.30

ENTRY GUIDELINES



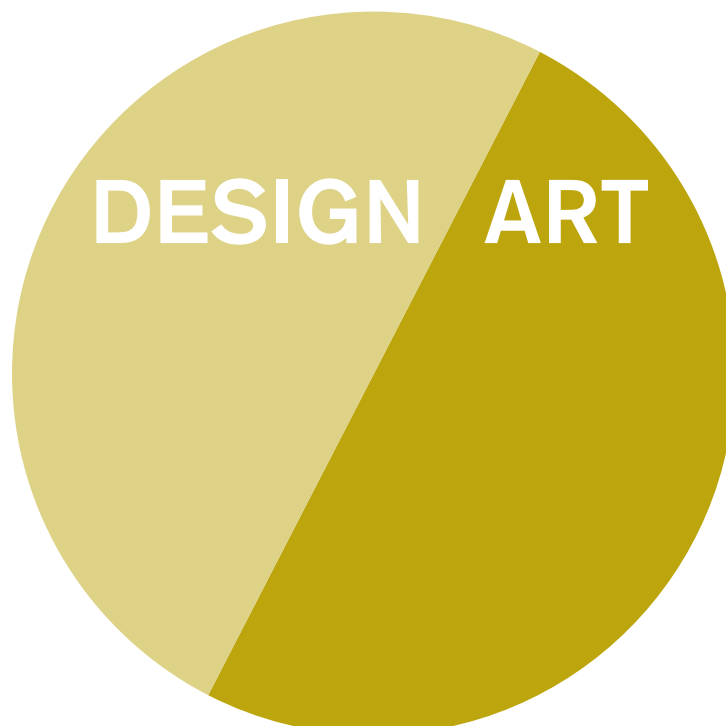
WHAT IS DESIGNART ?

Beyond the Boundaries between Design and Art DESIGNART Communicates What Bring Us Emotions.

DESIGNART is about spreading and sharing quality objects and experience that touches us and bring emotion to our everyday lives. Crossing over the boundaries between design and art, we aim to bring people the joy of immersing ourselves in what makes us happy and what makes our life genuinely comfortable. Our goal is to encourage the development of our creative community as well as to revitalize the Japanese economy, by giving opportunities for people to truly enjoy and appreciate high-quality craftsmanship and creativity.

Into the Emotions.

DESIGNART TOKYO is an annual festival of art and design. Founded in 2017, it is set every autumn in Tokyo – one of the world-leading cultural cities where every aspect of creative activities gathers. Bringing together art, architecture, interior design, product design, fashion, food, sports and technologies from all over the world, DESIGNART transforms the city of Tokyo into a museum, inviting people to stroll around the city by visiting varieties of presentations of this multi-venue festival.



VISION

1. Revitalize Our Creative Community

Our aim is to bring joy to people by introducing high-quality craftsmanship, and raise awareness towards the value of items that enrich our life. The more people who wish to bring these quality items into their daily life, the more vitalized our creative community will be.

In our event, visitors experience DESIGNART exhibitions and can purchase the works showcased there. We ask our exhibitors to price the works they exhibit.

We also propose to introduce financial approaches such as "interior loans / shopping credit" that help customers' purchase plan.



KURADASHI

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2. Interactions and Inspirations beyond Frontiers

DESIGNART is a platform to interact with people from all over the world. The creative professionals, regardless of the nationalities or the fields of activities, will be connected with each other, creating unexpected synergies that could potentially lead to new projects.



Opening Ceremony

©Nacasa & Partners

3. Support Young Designers and Artists

We look ahead to the future - we believe that there should be more opportunities for the young creators where they can explore and showcase their works with ambition. We continue offering our supporting program for young creators with "UNDER 30" program.



AROUNDANT

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ABOUT DESIGNART TOKYO 2022

The Grand Concept : INTO THE EMOTIONS

We aim to develop new synergy and organic networks, by connecting creative professionals from various fields of creative activities
- interiors, products, graphic, fashion, art, music, architecture, technology, foods, sports and more.

DESIGNART TOKYO 2022 OVERVIEW

1. Name

DESIGNART TOKYO 2022

2. Date

October 21-30, 2022

3. Venues

Areas: Omotesando, Gaienmae/Harajuku, Meijijingumae,
/Shibuya,/Ebisu/Daikanyama, Nakameguro
/Roppongi, Hiroo/ Ginza

Shops, restaurants, cafes, galleries, museums
and event spaces.

4. 2022 Theme

TOGETHER

5. Exhibitors

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

6. Event Structure

DESIGNART is a multi-venue festival, transforming the city of Tokyo as a museum. Visitors of DESIGNART visit a numbers of exhibition venues (shops, galleries, spaces et) that participates in the festival.

7. Visitors

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

8. Media

Official website, official guidemap, cutting stickers, flags,
Social media, and more.

DESIGNART TOKYO 2022 Goals



venue
more than

100



visitors
more than

250,000



media
more than

550



web & social media

1,500,000
viewers

BENEFITS

Increase in Exposure

6 premier commercial areas in Tokyo renowned for cutting-edge fashion, design, architecture and food will become the venues of DESIGNART.

For 10 days, the whole city transforms into a festival that is expected to attract 250,000 visitors.

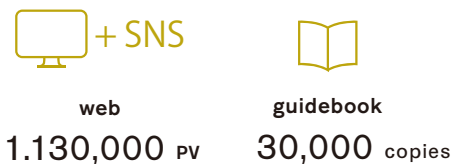
Varieties of venues, including shops and cafes, will expand the audience and will increase the exposure significantly.



Extensive Publicity

On top of DESIGNART's dynamic public relations tools, the festival will be widely introduced in Japan and overseas in the forms of articles and advertisement by our media partners and contributors.

1. DESIGNART TOKYO 2021 Publicity record



2. 2020 Media Partners



3. DESINGART TOKYO 2021 REPORT

DESIGNART TOKYO 2021

<http://designart.jp/designarttokyo2021/report/>

SUPPORTING PLAN UNDER 30 PROJECT

Supporting Young Artists and Designers

DESIGNART TOKYO is committed to support young artists and designers.

To support young artists and designers, as well as to further encourage the development of Japanese culture, DESIGNART TOKYO 2022 will offer a program that waives the exhibition fee for the selected exhibitors. In this "UNDER 30" program, five prominent artists and designers will be selected by the founders of DESIGNART TOKYO. The program is open to the artists and designers who are under the age of thirty, working with any media or in any category of works.

The artists and designers selected in this program will be introduced to shops, brands, and manufacturers. The exhibition spaces will be arranged for them.

Who is Eligible :

- * You must be younger than the age of 31 as of December 31, 2022.
- * Candidate of this program must apply for UNDER 30 on the entry form of DESIGNART.
- * Only entries by Friday, May 20 are eligible.

Winners :

Five projects

Selection Process;

The founders of DESIGNART will assess the application submitted upon entry

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



Atsushi Shindo

©Nacása & Partners

DESIGNART TOKYO 2021 REFERENCES



Hiromasa Fukaji

©Nacása & Partners



ENTRY GUIDELINES

1. DESIGNART TOKYO 2022

October 21 - 30, 2022

2. VENUE

Areas: Omotesando, Gaienmae / Harajuku, Meijijingumae,
/ Shibuya, / Ebisu / Daikanyama, Nakameguro
/ Roppongi, Hiroo / Ginza
Shops, restaurants, cafes, galleries, museums and event spaces

3. CALL FOR ENTRIES

DESIGNART TOKYO is looking for exhibitors who embody our grand concept; INTO THE EMOTIONS.

An ideal opportunity if you are a designer or an artist who wish to promote your works from Tokyo to the world, or you are a company or a brand that wish to showcase your products, activities or facilities to the wider audience. We look for professionals who join us to vitalize the market in Japan.

4. BENEFITS OF EXHIBITING

- DESIGNART offers high profile opportunities where you can gain significant exposure during the 10-days-long festival. The festival will welcome 250,000 visitors in 2022.
- The official communication tools and the website (bilingual in Japanese and English) will allow you to promote your offerings internationally.
- You will meet new people and may find potential opportunities to grow your business.

5. EXHIBITION

PLAN A : You have both exhibition space and work(s) to exhibit.

PLAN B : You have exhibition space, and are looking for work(s) to exhibit.

PLAN C : You have work(s) to exhibit, and are looking for an exhibition space.

6. REGISTRATION PERIOD

Start date: Thursday, March 10, 2022

Deadline: Friday, May 20, 2022 at 24:00 (Japan Standard Time)

7. HOW TO REGISTER YOUR ENTRY

Select your plan and register your entry on the DESIGNART official website:

► <http://designart.jp/en/entry2022/>

8. Required Information for Your Entry

- | | |
|---|--|
| • Contact | Email / phone number |
| • About your exhibition | Brand website URL, profile etc. |
| • About the work(s) to exhibit (plan A/C) | Description, images of your project |
| • About the space (plan A/B) | Description, images of your space |
| • Additional information | Plan B and C applicants may provide the requirement and preference about space or work(s) that you wish to collaborate with. |

9. Images of Your Project

Upon submitting the entry form, you will receive an email inviting you to submit the images of your project. Please make sure to follow the link on the email and upload the images (photos / sketches / graphics of your works and/or exhibition plan). The images are required for the selection process. Please follow the rules below when uploading the files:

Compile the images in one ZIP file and compress it to less than 5MB.
-Name your ZIP file as "Eentry_DA2022_(your company or brand name)"
***Deadline: 20 May 2022**

10. Confirmation of Your Participation

DESIGNART committee will assess submitted projects and approve your participation. The result will be informed by 31 May 2022.

11. For the Safety of the Event

DESIGNART TOKYO aims to bring the joy of experiencing high-quality products to people. 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.

For the products using electricity, PSE certification is required and PL insurance is recommended.

For enquiry

2022exhibitors@designart.jp

EXHIBITION PACKAGES

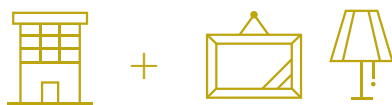
We have updated our exhibition plans and packages in order to meet growing online needs. We offer matching services for venues and creators, as well as various add-on options where participants can choose the services they need.

STEP 1

Select your plan from A, B, C:

PLAN A

You have both an exhibition space and an work(s) to exhibit.



VENUE AND ARTWORK

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.

PLAN B

You have an exhibition space and are looking for work(s) to exhibit.



VENUE ONLY

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 have. If you wish to collaborate with a designer, an artist, a manufacturer, etc., select this plan.

MATCHING
COORDINATE

PLAN C

You have work(s) to exhibit and are looking for an exhibition space.



ARTWORK ONLY

This plan is for an applicant who has an item or a product 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.

MATCHING
COORDINATE

STEP 2

Select your exhibition package. LARGE allows more appearance on website and PR tools, REGULAR / SMALL have limited appearance.

EXHIBITION PACKAGES	SMALL 200,000 JPY	REGULAR 300,000 JPY	LARGE 500,000 JPY	X-LARGE 1,000,000 JPY
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STEP 3

Submit Your Entry ► <http://designart.jp/en/entry2022/>

OPTION

Add-on optional services are available at additional cost.

► P09

MATCHING COORDINATE

We offer matching services for PLAN B applicants and PLAN C applicants. The exhibition fee is for each exhibition venue. In principle, we kindly ask that the payment be made by the exhibitor who signs up the plan.

► P10

EXHIBITION PACKAGES

It is planned to enrich WEB site and to strength the relationship with other PR tools.
The plans except SMALL are recommended to attract more customers and to achieve greater PR impact.

*Add-on options (highlighted in yellow) can be requested until August 20.

EXHIBITION PACKAGES	SMALL 200,000 JPY	REGULAR 300,000 JPY	LARGE 500,000 JPY	X-LARGE 1,000,000 JPY
Website Contents (OFFICIAL WEBSITE) ▶ P11-12				
Images	Max. 1 image	Max. 3 images	Max. 5 images	Max. 10 images
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
Profile/URL/logo	Exhibitor: 1 profile + Venue: 1 profile	Exhibitor(S): 1-3 profile + Venue: 1 profile	Exhibitor(S): 1-5 profile + Venue: 1 profile	Exhibitor(S): 1-10 profile + Venue: 1 profile
Link to e-commerce website	●	●	●	●
Top page slider	×	×	●	●
Presentation video	×	●	●	●
ARTICLES	×	×	×	×
GUIDE MAP ▶ P13				
Map/exhibition info	●	●	●	●
SNS ▶ P14				
Interview (~Aug)	+ 100,000 JPY	+ 100,000 JPY	+ 100,000 JPY	●
Piece introduction (Sep~)	●	●	●	●
Exhibition introduction (During the festival)	×	●	●	●
LIVE streaming (During the festival)	+ 100,000 JPY	●	●	●
SIGNAGES ▶ P15				
Cutting Stickers	●	●	●	●
Banner Flags	+ 5,000 JPY	+ 5,000 JPY	●	●
SHOOTING ▶ P16				
Exhibition shooting	+ 50,000 JPY	+ 50,000 JPY	+ 50,000 JPY	●

*All prices exclude tax. A separate sales tax will be added to the cost.

for **PLAN B & C**

MATCHING COORDINATION

For PLAN B applicants who have exhibition space, and looking for works to exhibit, and
For PLAN C applicants who have works to exhibit, and looking for exhibition space,
We provide a careful matching program to connect you with your partner.

*A matching coordination fee of 50,000 JPY must be paid by each party upon successful matching. Matching coordination fee is not included in the exhibition fee.

MATCHING COORDINATE	MATCHING COORDINATE FEE	+ 50,000 JPY
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This matching program is only finalized as a successful matching upon agreement of the both parties. There may be the possibility of non-successful matching.

The applicants that decide not to participate in the event as a result of unsuccessful matching will not be charged any fee.

If an applicant does not agree to the matching proposition by the DESIGNART Committee, and change the plan selection to PLAN A, the applicant may be required to pay a full or partial amount of the matching coordination fee, depending on the recourses involved at the Committee during the matching coordination process.



Salvatore Ferragamo GINZA FLAGSHIP x IMURA Kazuto

DESIGNART TOKYO 2021 REFERENCES

ABOUT EXHIBITION FEE for PLAN B/C

For PLAN B or C participants, the exhibition fee is to be paid per each exhibition venue. The exhibition fee is for one matched pair of a PLAN B participant and PLAN C participant; one party of the pair should represent and process the payment of the fee. In principle, we kindly ask that the payment be made by the exhibitor who signs up the plan.

Please let us know in advance if you need some help to mediate by host.

Case1. PLAN B participant (venue provider) covers the exhibition fee

If you wish to support the creator and provide the venue to showcase their work (s), or if you wish to enhance exposure of your space;

Eg. (SMALL) : PLAN B payment : Exhibition Fee 200,000 JPY + Matching Coordination Fee 50,000 JPY ▶ 250,000 JPY
PLAN C payment : Exhibition Fee 0 JPY + Matching Coordination Fee 50,000 JPY ▶ 50,000 JPY

Case 2. PLAN C participant (exhibitor) covers the exhibition fee

If you wish to showcase your work(s) in the venue that are usually not available, or if you seek for new encounter with new potential customers;

Eg. (SMALL) : PLAN B payment : Exhibition Fee 0 JPY + Matching Coordination Fee 50,000 JPY ▶ 50,000 JPY
PLAN C payment : Exhibition Fee 200,000 JPY + Matching Coordination Fee 50,000 JPY ▶ 250,000 JPY

* The exhibition space may incur the rental fee.

The matching will be finalized upon your agreement in consideration with your requirement and preference (location, size, types of exhibition etc.)

Case 3. Sharing the cost between PLAN B participant and PLAN C participant.

The both parties share the cost evenly.

Eg. (SMALL) : PLAN B payment : Exhibition Fee 100,000 JPY + Matching Coordination Fee 50,000 JPY ▶ 150,000 JPY
PLAN C payment : Exhibition Fee 100,000 JPY + Matching Coordination Fee 50,000 JPY ▶ 150,000 JPY

* The text and contents to be submitted for GUIDEMAP and WEBSITE must be agreed by the both parties.

OFFICIAL WEB SITE 1

www.designart.jp

Website with over 1 million page views

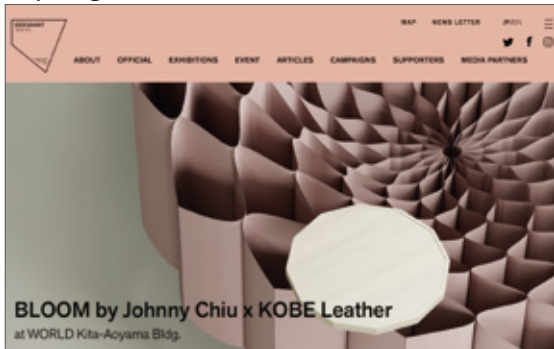
Official website, bilingual in Japanese and English, communicates to people from all over the world.

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.

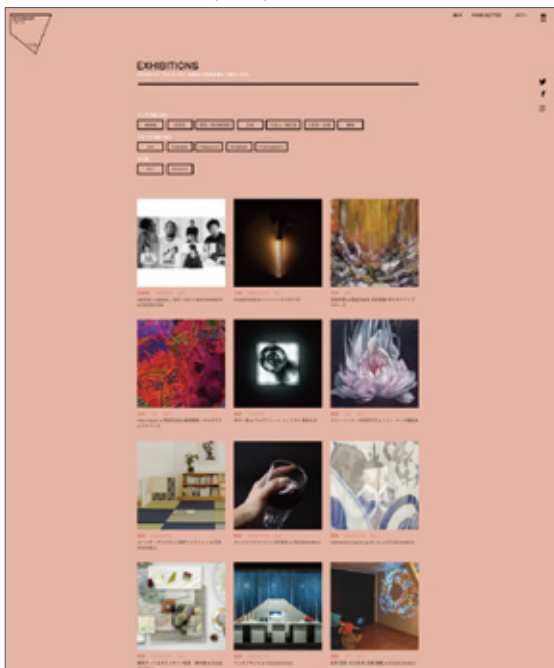
*advertisement costs / production costs will apply

DESIGNART TOKYO 2021 WEB SITE (last year)

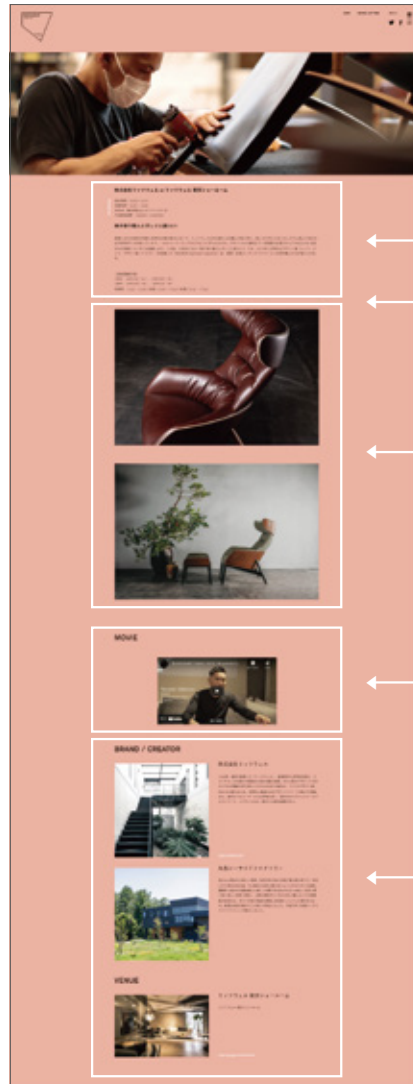
Top Page



About Exhibitors (List)



About Exhibitors (Individual)




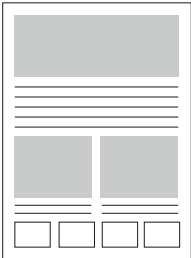
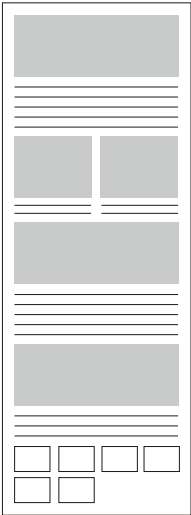
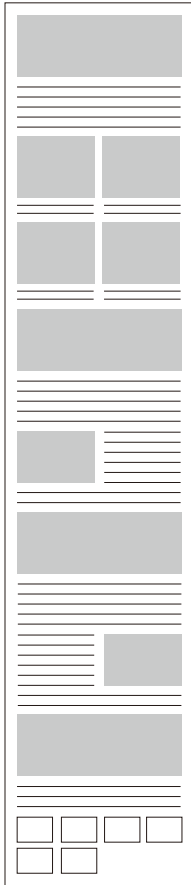
Link to the
E-commerce website

Presentation video
※Regular / Large only

Exhibition description
profile / URL / logo
*Contents volume varies
depending on your package

OFFICIAL WEB SITE 2

オフィシャルウェブサイト

出展パッケージ	SMALL	REGULAR	LARGE	X-LARGE
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
Profile/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): 1-5 profile(s) + Venue: 1 profile
Profile/URL/logo	●	●	●	●
Top page slider	×	×	●	●
Presentation video	×	●	●	●
特集記事掲載	×	×	×	●
掲載ボリュームのイメージ Images Description text Profile/URL/logo Link to e-commerce website Top page slider Presentation video				

OFFICIAL GUIDE MAP

QR codes will lead the users to the detailed information on the official website.

The OFFICIAL GUIDE MAP, which will be distributed at over 250 locations including hotels, museums, galleries, shops, cafes, and schools all around Tokyo, serves as DESIGNART TOKYO's bible.

* The images are from 2021. The design will be changed this year.



297mm

210mm

Projected number of copies: 300,000
Size: A4, 20 pages



A QR code will be added to lead the users to the detailed information on our website.



Advertorials and pure advertisements on the special feature page are available as a sponsorship menu.

OFFICIAL SOCIAL MEDIA

Understand and utilize the characteristics of each social media platform to promote the event world wide in both English and Japanese.

Comprehensive engagement on social media to further promote the exhibitors and DESIGNART TOKYO.

The DESIGNART social media live stream which launched in 2020, will be back again this year on DESIGNART's official Facebook page and on IGTV. Before and during DESIGNART TOKYO 2022, we will actively post exhibitors information and images on DESIGNART's official social media platforms to encourage visitors to the event, and to lead viewers to the exhibitor's E-commerce sites.

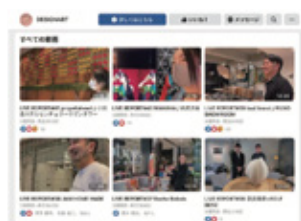
EXHIBITION PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
Interview(~Aug)	+ 100,000 JPY	+ 100,000 JPY	+ 100,000 JPY	●
Piece introduction (Sep~)	●	●	●	●
Exhibition introduction (During the festival)	×	●	●	●
LIVE streaming (During the festival)	+ 100,000 JPY	●	●	●



OPTION

LIVE stream

Live streams on Facebook and Instagram introducing the exhibitions - a perfect platform to tell your special / behind-the-scene stories that are not easily mentioned on the regular online contents. An effective tool to attract audience to plan their visit.



*included in REGULAR and LARGE

Before the festival

Prior to the event, we will make some posts on social media to show how the exhibits are being set up and prepared. We will interview participants to offer them the chance to promote themselves or say a few words on the exhibition.



OFFICIAL SIGNAGE

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 beige on one side and pink on the other, so exhibitors may choose their preferred color depending on the tone of the venue. The flags are made of the material which can be used both inside and outside. The price has been revised. We hope you will take advantage of this opportunity.

EXHIBITION PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
Cutting Stickers	●	●	●	●
Banner Flags	+ 5,000 JPY	+ 5,000 JPY	●	●



Cutting Stickers

To increase visibility, a DESIGNART 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.

OPTION

Banner Flags

Banner flags that mark the exhibition location will be available as an add-on option. The use of the banner flag is recommended as an effective tool to attract audience during the festival. Those participated in previous editions of DESIGNART may use the same banner flag that you have used previously. Please contact us should you require a new one.



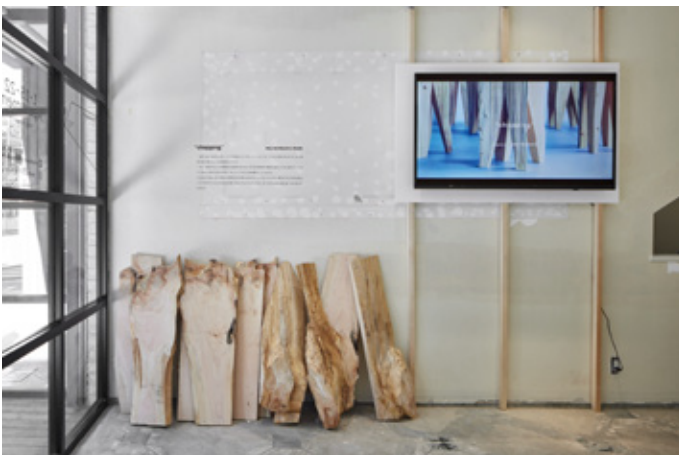
OFFICIAL SHOOTING

展示画像提供

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 Nacasa & Partners, we will provide you with a package of five images (tentative) of your exhibit, including the exterior appearance, exhibition content and items, or other elements as may be necessary. They may be used for your portfolio, website, social media, and other PR purposes or for organizing your works after the exhibition. (Please note that we may not be able to meet your request for re-shooting, etc. due to time constraints.)

EXHIBITION PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
Cutting Stickers	+ 50,000 JPY	+ 50,000 JPY	+ 50,000 JPY	●



SPONSOR PLANS

Reaching out to highly influential audience

Advertising on the website and the guide map (A4) will increase the exposure.

Tell your stories on the featured articles on the top page, and you will gain significant attention of key audience who are influential to the customer trends.

It is an effective tool to achieve KPIs (key performance indicators) in customer attraction and PR.

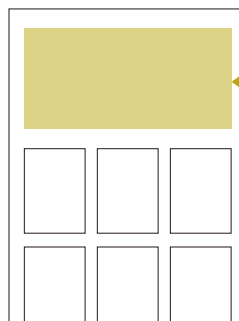
Website	Advertising costs	500,000 JPY (Editorial production costs and shooting costs are not included)
	Web banner advertising costs	500,000JPY (limited to 8 companies)
Guidemap (Size: A4)	Advertising costs	500,000 JPY (1/2page) / 1,000,000 JPY (1page)
Website & Guidemap	Advertorial production costs	300,000 JPY ~ (Includes shooting costs / text production costs)

*Advertorial production costs will be estimated according to the content

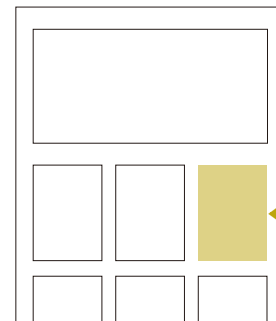
WEB



Advertorial (image)



top page
slider



banner advertising
for 1 year
(Sep 20, 2021 –
Sep 19, 2022)

Web banner advertising (image)

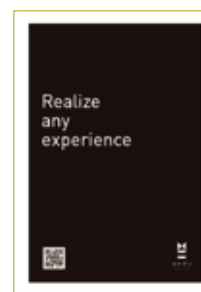
GUIDE MAP

Size: A4 / 20 pages
(subject to change)



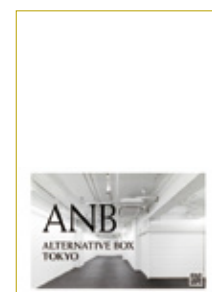
2pages

Advertorial (image)



1 page

Pure advertising (image)



½ page

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

SCHEDULE




PAYMENT

The invoices will be sent upon finalizing your participation.


The invoice date will vary depending on your plan and your selection of add-on options.

*all prices are excluding tax

PLAN A

Exhibition fee	SMALL	200,000 JPY		Upon finalizing your participation
	REGULAR	300,000 JPY		
	LARGE	500,000 JPY		
	X-LARGE	1,000,000 JPY		
Invoice : end-May Payment due : end-June				

PLAN B/C

Exhibition fee + MATCHING COORDINATE fee	SMALL	200,000 JPY		Upon finalizing your matching and participation
	REGULAR	350,000 JPY		
	LARGE	550,000 JPY		
	X-LARGE	1,000,000 JPY		
Invoice : end-July Payment due : end-August				

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.

Cancellation will not be accepted after your payment of the exhibition fee.

Please contact below for any enquiry or request on payment.

Enquiry on Payment

accounting@designart.jp



THE KEY TO SUCCESS

How to Maximize Your Participation in DESIGNART TOKYO

1. PR

Once your exhibition project is finalized, create a press release and make announcement about your exhibition on media and your social media networks.

2. ATTRACTING CUSTOMERS

Events (parties, workshops, talk events) are effective tools to attract customer's attention.

3. SALES

DESIGNART TOKYO wish to provide the joy of owning quality works of the creators. We ask exhibitors to price the items.

The price appears on the exhibition will make the audience realize that they can actually buy the works by the creators, and they can participate in design and art by purchasing them.

Pricing and selling of experiential works are becoming increasingly popular overseas. DESIGNART TOKYO welcomes experiential works and performances to be showcased and sold during the event.

DESIGNART TOKYO 2022 HASHTAG

Your Participation Creates a Big Movement

Social media such as Instagram, Facebook and Twitters are essential tools for promotions. Actively announce your participation in DESIGNART TOKYO 2022 on your social media platforms. Your participation is incredibly impactful to create a big movement.

Don't forget to add the hashtag #DESIGNARTTOKYO2022 on your post!

#DESIGNARTTOKYO2022