

DESIGNART TOKYO 2023

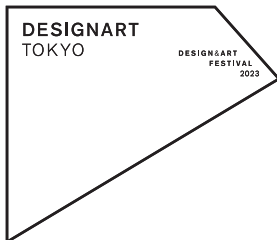
2023. 10.20 fri - 29 sun

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# DESIGNART TOKYO 2023 ENTRY GUIDELINE



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# 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.

With sustainability being the norm and questions arising about the responsibilities of the creator and those of the user, creative crafts and manufacturing will be a driving force that supports society into the future. To experience daily life enriched with long-lived designs and art—connections for such irreplaceable encounters and wonderment abound without borders when DESIGNART TOKYO turns the city into a veritable museum.

## DESIGNART TOKYO 2022



Next Circulation at WORLD Kita-Aoyama Bldg.



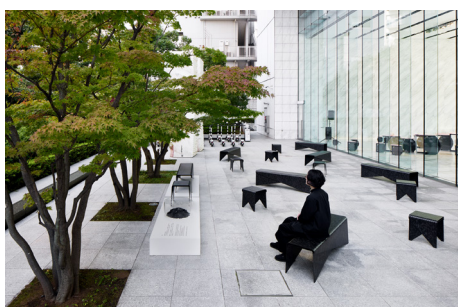
Studio Poetic Curiosity at BLUE BOTTLE COFFEE Shibuya Cafe



Daisuke Yamamoto at TOKYO MIDTOWN



quantum x Stratasy at Hz SHIBUYA



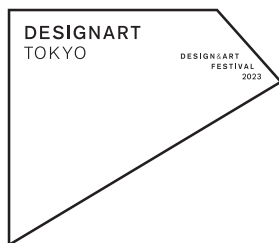
TAFNEX® by MITSUI CHEMICALS x JUNICHIRO YOKOTA STUDIO at WORLD Kita-Aoyama Bldg.



Ishinomaki Laboratory at Kaisu



ninanomura at Hibiya OKUROJI



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# ABOUT DESIGNART TOKYO 2023

## 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 2023 OVERVIEW

### 2023 Theme

**Sparks - Freeing Your Thoughts -**



### 1. Name

DESIGNART TOKYO 2023

### 2. Date

October 20 -29, 2023

### 3. 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.

## DESIGNART TOKYO 2023 Goals



venue  
more than  
**100**



visitors  
more than  
**250,000**

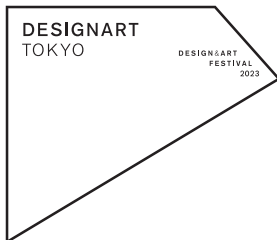


media  
more than  
**550**



web & social media  
**2,500,000**  
access

\*Total number of website views and reach for each SNS



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## BENEFITS

### Increase in Exposure

It will take place in eight major areas in Tokyo where visitors can enjoy cutting-edge design, art, architecture, fashion, food, and more. The entire city will turn into venues for the 10-day event, which is expected to draw a total of 250,000 visitors. In addition, commercial facilities such as shops and cafes will also serve as a part of the venues, creating new encounters that cannot be found at a stand-alone exhibition.

### 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.

### 2022 Media Partners

#### Global Media

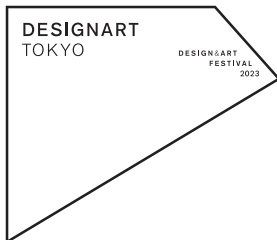


#### Japan Media



DESIGNART TOKYO 2022 REPORT

<http://designart.jp/designarttokyo2022/report/>



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# 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 : Wednesday, March 1 - Friday, 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, 2023 (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 judges based on entry information and exhibition proposal

Reward: Participation fee waiver

## JUDGES

### DESIGNART TOKYO FOUNDERS

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



Karyn Lim

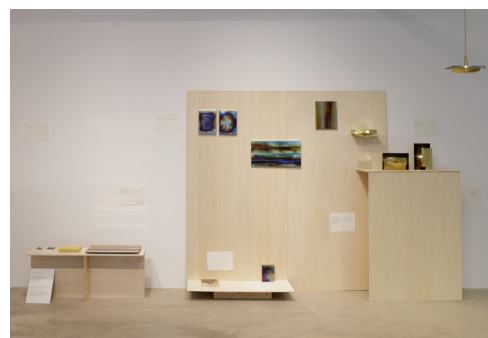


ninanomura

## DESIGNART TOKYO 2022 REFERENCES



Sohma Furutate

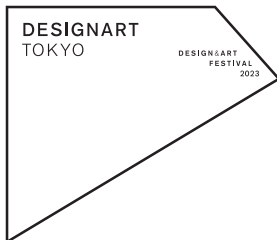


messagingleaving(Chialing Chang)



Takaya Mic Mitsunaga





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# 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 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.



MATCHING  
COORDINATE

#### VENUE ONLY

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.

### PLAN C

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



MATCHING  
COORDINATE

#### ARTWORK ONLY

For those who have artworks or products to display and are looking for exhibition space. For designers, artists, and manufacturers.

## 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
------------------------	----------------------	------------------------	----------------------	--------------------------

## STEP 3

Submit Your Entry ▶ <http://designart.jp/en/entry2023/>



#### OPTION

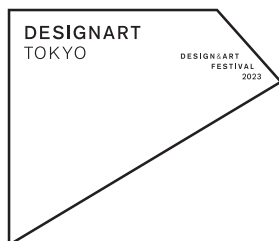
Add-on optional services are available at additional cost.

▶ P07

#### MATCHING COORDINATE

We will match and coordinate the artworks or products for PLAN B and the exhibition space for PLAN C to ensure that new chemical reactions occur.

▶ P08



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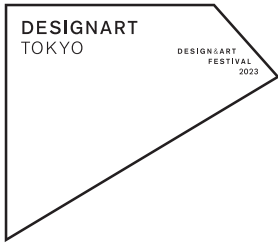
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## EXHIBITION PACKAGES

The volume of coverage on online tools varies depending on the exhibition package.  
Regular and above packages include social media posting during the event.

EXHIBITION PACKAGES	SMALL 200,000 JPY	REGULAR 300,000 JPY	LARGE 500,000 JPY	X-LARGE 1,000,000 JPY
WEB ▶ P9-10				
Top page slider	×	×	●	●
ARTICLES	×	×	×	●
EXHIBITOR'S PAGE				
Images	Max. 1 image	Max. 3 image	Max. 5 image	Max. 10 image
Description text	Japanese: max.150 characters English: max. 225 characters	Japanese: max.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	×	●	●	●
GUIDE MAP ▶ P11				
Map / Exhibition info	●	●	●	●
SNS ▶ P12				
PR video production and distribution (prior to the event)	+ 100,000 JPY	+ 100,000 JPY	+ 100,000 JPY	●
Pre-exhibition introduction (prior to the event)	●	●	●	●
Introduction of the actual exhibition (during the event)	×	●	●	●
Instagram Live streaming (during the event)	+ 100,000 JPY	●	●	●
SIGNAGES ▶ P13				
Cutting Stickers	●	●	●	●
Banner Flags	●	●	●	●
OFFICIAL SHOOTING ▶ P14				
Official shooting	+ 50,000 JPY	+ 50,000 JPY	+ 50,000 JPY	●

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



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for **PLAN B & C**

## 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	MATCHING COORDINATE FEE	+ 50,000 JPY
------------------------	-------------------------	--------------

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 exhibitor changes or cancels a plan while matching is in progress, the matching coordination fee may be charged in full or in part, depending on the progress made.

### DESIGNART TOKYO 2022 REFERENCES



DESIGNART GALLERY 2022 at Hz SHIBUYA

photo: Nacása & Partners

Collaboration between  
brands and creators

Exhibits utilizing the  
facility's event space

Group exhibition in accordance  
with the store's concept



Ayame Ono at PERVERZE EMBODIMENT STORE



Takaya Mic Mitsunaga  
at Hibiya OKUROJI

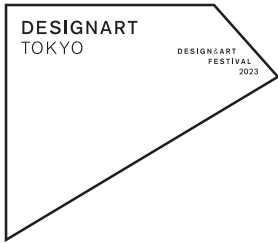
photo: Nacása & Partners



Ao./Studio Poetic Curiosity/Konel  
at ITOCHU SDGs Studio

photo: Nacása & Partners





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# OFFICIAL WEB SITE 1

www.designart.jp

## Website & SNS with over 250 million access

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.

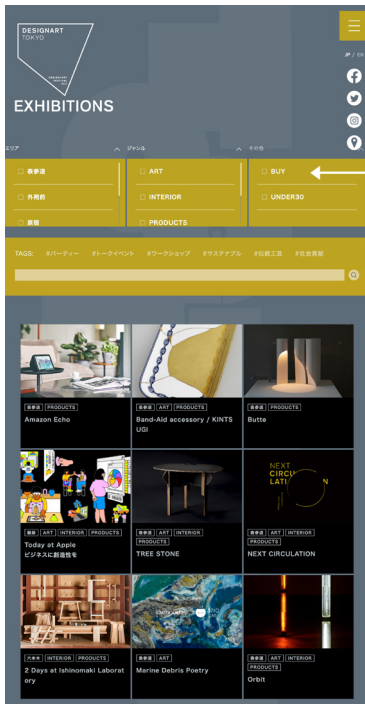
\*advertisement costs / production costs will apply

## DESIGNART TOKYO 2022 WEB SITE (2022 ver.)

### Top Page



### Exhibition page



Search by area,  
genre, or tag

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



Main image

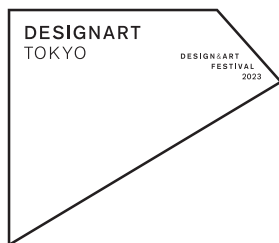
Other images

Description text

\*Contents volume varies  
depending on your package

Bio  
URL  
Logo

\*Contents volume varies depending  
on your package.  
This is 2022 ver. Please note that the  
design may be changed.



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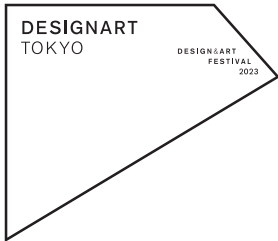
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## OFFICIAL WEB SITE 2

PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
Top page slider	×	×	●	●
Articles	×	×	×	●
EXHIBITOR'S PAGE				
Images	Max. 1 image	Max. 3 image	Max. 5 image	Max. 10 image
Description text	Japanese: max. 150 characters English: max. 225 characters	Japanese: max. 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	×	●	●	●
<div> <div> <div>Images</div> <div>Exhibition's title</div> <div>Description text</div> </div> <div> <div>Other images</div> <div>Presentation video</div> <div>Bio / URL / logo</div> <div>Link to e-commerce website</div> </div> </div>				



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# OFFICIAL GUIDE MAP

## Official Guide Map distributed at 250 locations in Tokyo

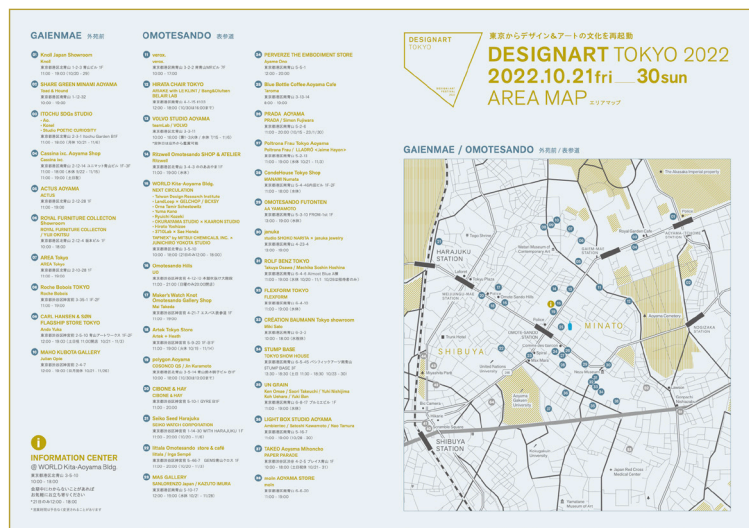
The Guide Map, distributed at more than 250 locations in Tokyo, including hotels, museums, galleries, shops, cafes, and schools, is an official tool to help visitors tour DESIGNART TOKYO more smoothly. The map presents information on featured exhibitions and UNDER 30, as well as interviews to heighten 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 2022. The design will be changed this year.



297mm

210mm

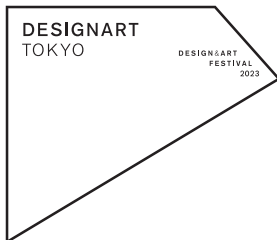


Number of copies: 30,000  
Size: A4, 20 pages



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

P15



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## OFFICIAL SOCIAL MEDIA

### 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.

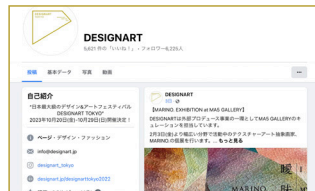
EXHIBITION PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
PR video production and distribution (prior to the event)	+ 100,000 JPY	+ 100,000 JPY	+ 100,000 JPY	●
Pre-exhibition introduction (prior to the event)	●	●	●	●
Introduction of the actual exhibition (during the event)	×	●	●	●
Instagram Live streaming (during the event)	+ 100,000 JPY	●	●	●



Instagram



Twitter



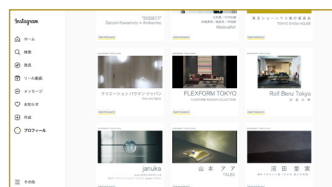
Facebook



### PR video production and distribution (prior to the event)

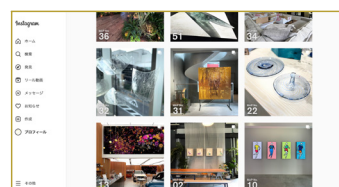
DESIGNART' s production team will produce a PR video and distribute it via social media.

The video will be produced based on your needs in a range of formats: interviews, brand introductions, and so on, to gain wide exposure.



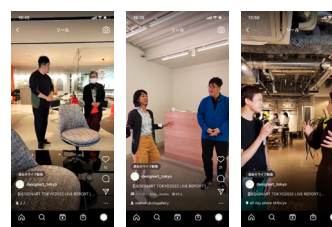
### Pre-exhibition introduction (prior to the event)

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



### Introduction of the actual exhibition (during the event)

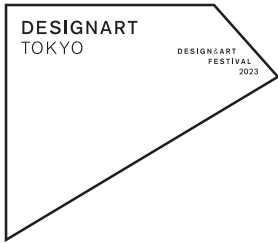
Our staff will visit your exhibition site during the event and post actual exhibition scenes. This is important reference information for visitors to choose where to visit among many exhibitions.



### Instagram Live streaming (during the event)

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.





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# OFFICIAL SIGN

## 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.

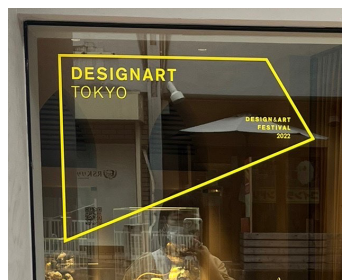
EXHIBITION PACKAGES	SMALL	REGULAR	LARGE	X-LARGE
Cutting Stickers	●	●	●	●
Banner Flags	●	●	●	●



O'Tru no Trus at THE ANOTHER MUSEUM ARTIDA OUD

### 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.



SAKI TAKESHITA at AXIS building 4F JIDA gallery

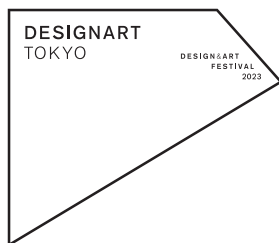
### Banner Flags

Flags, which will be used as landmarks for visitors as they make their way around, have been provided to all exhibitors since last year with support from the sponsors. Exhibitors who have flags from previous years are welcome to use them at multiple locations.

\*The sponsor's name will be printed on the flags.







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## 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 JPY	+ 50,000 JPY	+ 50,000 JPY	●



O'Tru no Trus at THE ANOTHER MUSEUM ARTIDA OUD



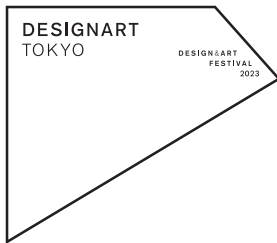
Ritzwell at Ritzwell Omotesando SHOP & ATELIER



CLAY studio 1 at FUJIFILM design



ambi at Tokyo Midtown



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# SPONSOR PLANS

## Reaching out to highly influential audience

DESIGNART TOKYO, where various exhibitions are held at over 100 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.

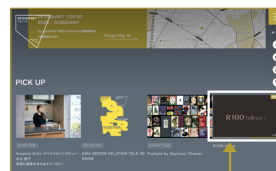
Website	Advertising costs	500,000 JPY
	Web banner advertising costs	500,000JPY (limited to 8 companies)
Guidemap (Size: A4)	Advertising costs	500,000 JPY (1/2page) / 1,000,000 JPY (1page)
Website & Guidemap	Advertorial production costs	300,000 JPY ~ (Includes shooting costs / text production costs)

\*Advertorial production costs will be estimated according to the content.

## WEB



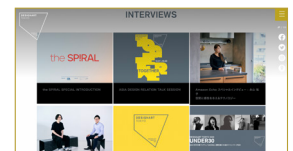
Advertorial (image)



Web banner advertising (image)



Web banner for article ads-1



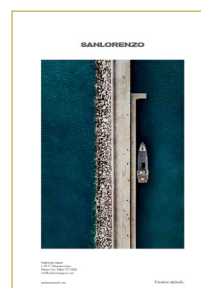
Web banner for article ads-2

## GUIDE MAP

Size: A4 / 20 pages  
(subject to change)



Advertorial (image)



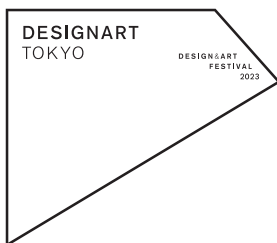
Pure advertising (image)

1 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](mailto:sponsor@designart.jp)



DESIGNART TOKYO 2023  
**2023. 10.20** fri - **29** sun

T.  
03.6804.3819

W.  
www.designart.jp

M.  
2023exhibitors@designart.jp

# ENTRY GUIDELINES

## 1. 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.

## 2. ENTRY PERIOD

### PLAN A

Wed, Mar. 1 - Fri, Jun. 30

\*Deadline for application documents : Fri, Jun. 30

### PLAN B & PLAN C 1st phase

Wed, Mar. 1 - Fri, Mar. 31

\*Deadline for application documents : Fri, Mar. 31

### PLAN B & PLAN C 2nd phase

Sat, Apr. 1 - Sun, Apr. 30

\*Deadline for application documents : Sun, Apr. 30

### UNDER 30

Wed, Mar. 1 - Fri, Mar. 31

\*Deadline for application documents : Fri, Mar. 31

## 3. 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.

## 4. About application documents

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

Proposal of the contents of the exhibition

- **Exhibitor profile**
- **Photographs of the artworks or the products, visuals of the exhibition space**

(sketches, computer graphics, photographs of models, drawings, etc.)

\*For those who apply for Plan C, the submitted documents will be used for matching coordination with the exhibition space.

\*We will send you information on how to submit your documents by e-mail 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 Apr. 15

**PLAN B / PLAN C 2nd phase:** Around May. 15

**UNDER 30:** Around Apr. 20

## 6. 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 ENTRY

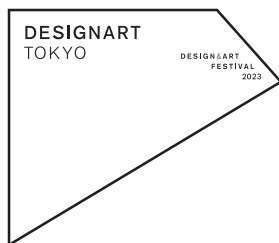
Please choose a plan and submit your entry form on  
DESIGNART TOKYO's official website.



<http://designart.jp/entry2023/>

For enquiry

[2023exhibitors@designart.jp](mailto:2023exhibitors@designart.jp)



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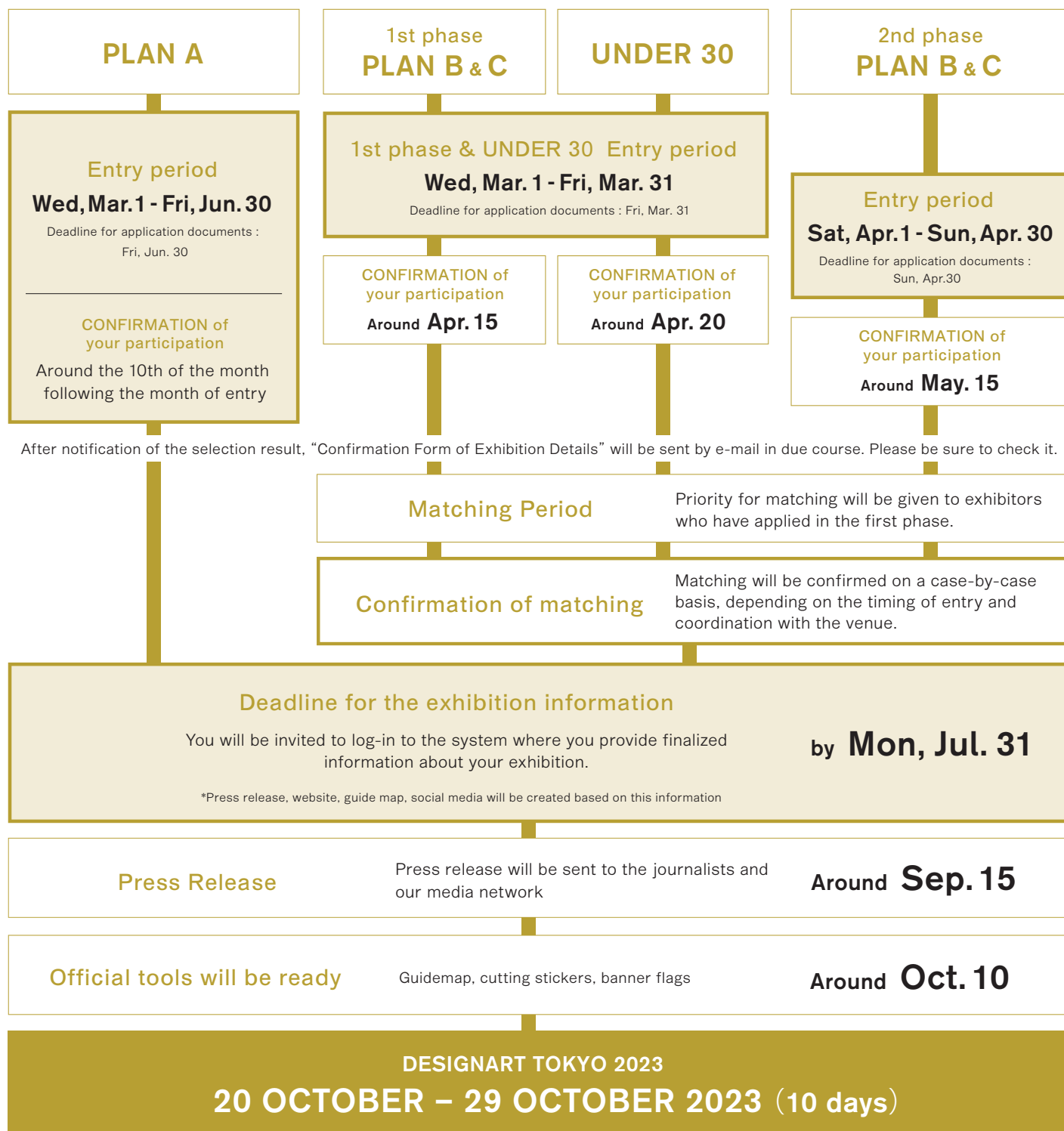
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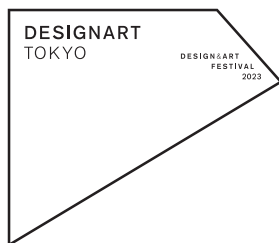
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# SCHEDULE

Priority for matching will be given to exhibitors who have applied in the first phase.

 Exhibitor's schedules are shown in the box.





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## 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

<b>SMALL</b>	<b>200,000 JPY</b>
<b>REGULAR</b>	<b>300,000 JPY</b>
<b>LARGE</b>	<b>500,000 JPY</b>
<b>X-LARGE</b>	<b>1,000,000 JPY</b>

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

<b>SMALL</b>	<b>200,000 JPY</b>
<b>REGULAR</b>	<b>300,000 JPY</b>
<b>LARGE</b>	<b>500,000 JPY</b>
<b>X-LARGE</b>	<b>1,000,000 JPY</b>

+

**MATCHING  
COORDINATE fee  
50,000 JPY**

Invoice : end-July  
Payment due : end-August

**Add-on Options, Advertising Fees**

Invoice: end-October  
Payment due: end-November

Invoice will be sent to the billing contact of your project on email.

Participation may be cancelled in case the payment is not confirmed by the payment due date.

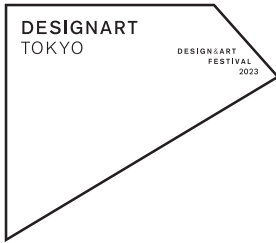
Cancellation will not be accepted after your payment of the exhibition fee.

Please contact below for any enquiry or request on payment.

Enquiry on Payment

**accounting@designart.jp**





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# 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. EVENT / PARTY / GIFT

It is effective to create opportunities to communicate with visitors through parties, talk events, workshops, and limited-time services.

### 3. SALES

At DESIGNART TOKYO, in order to have visitors feel the joy of owning artwork, it is recommended that exhibits available for sale are priced accordingly.

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.

# DESIGNART TOKYO 2023 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 2023 on your social media platforms. Your participation is incredibly impactful to create a big movement.

Don't forget to add the hashtag #DESIGNARTTOKYO2023 on your post!

**#DESIGNARTTOKYO2023**