

## What is DESIGNTIDE TOKYO?

This marks the 4th year that DESIGNTIDE TOKYO is being held. This year, Tokyo Midtown Hall will be used as the main venue for the event. DESIGNTIDE TOKYO is a trade show where designers across a variety of fields – from interior and product design, architecture, graphic design, textiles, fashion and art - can congregate and exhibit work from serious design practices that make up the unique mix in Tokyo.

This edition of DESIGNTIDE TOKYO will be an opportunity to reconsider design as a concept and way of thinking that anyone can share and participate in. DESIGNTIDE TOKYO will be a design-oriented event that gathers creators and artists with a sincere passion for design, linking design-related creative talents, manufacturers, journalists and buyers from all over the world, connecting them to people and their everyday lives and spreading the word about their design activities.

## Outline

**Schedule: 5 days from October 30th (Thu) to November 3rd (Mon, national holiday)**

**Main venue: Tokyo Midtown Hall**

**Opening hours: 11:00-21:00 (last entry 20:30)**

**November 3rd only: 11:00-18:00 (last entry 17:30)**

\* Please note that visitors will not be allowed to enter the venue after the last entry time.

**Extension venues: Various locations in Tokyo**

## Contents of DESIGNTIDE TOKYO

### 1. TIDE EXHIBITION

The core of DESIGNTIDE TOKYO, TIDE EXHIBITION is a trade center where new creations and ideas are introduced and exhibited. This is the main exhibition venue for designers, manufacturers, buyers and journalists to gather and confront design head-on.

DESIGNTIDE TOKYO is a place to exhibit prototypes for new products, as well as products already on the market, using an installation format. Because customer response can also be directly observed, DESIGNTIDE TOKYO can be used as a tool for market research as well. In addition, through encounters with people working in various industries, DESIGNTIDE TOKYO will serve as a springboard for discovering new markets for products and spurring on new creative projects.

### 2. TIDE MARKET

A place where new creations are exhibited and sold, and market research can be conducted. TIDE MARKET is also where visitors can actually get to pick up the designs and make purchases.

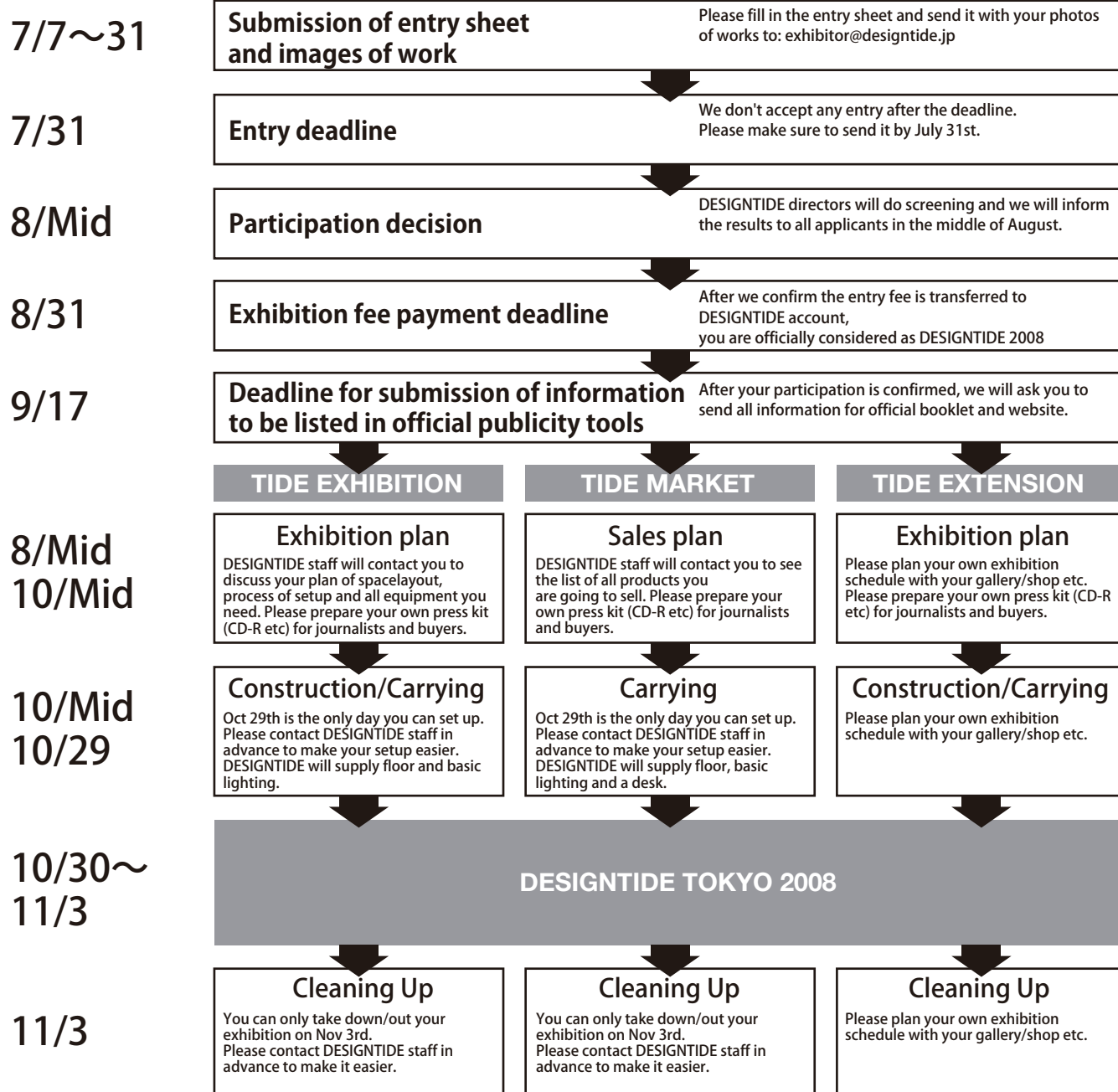
Buyers and manufacturers from all over the world will visit DESIGNTIDE TOKYO. Visitors will be able to make purchases while asking exhibiting creators about the ideas behind their work, tapping new markets for products.

### 3. TIDE EXTENSION

An exhibition of works throughout the city of Tokyo, held at individual shops and galleries that will be connected through DESIGNTIDE TOKYO, forming a single exhibition.

Works will be showcased in shops and galleries in Aoyama, Harajuku, Shibuya, Roppongi and Marunouchi, with participation from both shops and individual designers renting their own space. Compared to the main venue, TIDE EXTENSION offers more freedom to design an installation that embodies your own unique vision. Information on each venue and exhibition will be listed on DESIGNTIDE TOKYO's official publicity tools (booklets, websites, etc), guiding visitors through the entire event.

## Flow of participation



Please send us your entry sheet with clear image of your work.

You can download the entry sheet here:

>> [www.designtide.jp](http://www.designtide.jp)

### Deadline: Thursday, July 31st

As exhibition space is limited, participating entries will be screened.

Please e-mail your entry sheet and photos to:

exhibitor@designtide.jp

Or by post to:

1-1-3 Jingumae, Shibuya-ku, Tokyo 150-0001

### Exhibition fee

#### TIDE EXHIBITION

5m<sup>2</sup> (157,500yen)  
10m<sup>2</sup> (315,000yen)  
15m<sup>2</sup> (472,500yen)  
20m<sup>2</sup> (630,000yen)  
30m<sup>2</sup> (945,000yen)  
50m<sup>2</sup> (1,575,000yen)

#### TIDE MARKET

For the space: 262,500yen  
\*we don't take commission fee.

#### TIDE EXTENSION

For the participation:  
210,000yen