

DESIGN
TIDE
TOKYO

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■ Concept

This marks the 4th year that DESIGNTIDE TOKYO is being held.

This year, Tokyo Midtown Hall was 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.

This is the kind of design hub that DESIGNTIDE TOKYO aims to become.

■ Outline

Organizer:

DESIGNTIDE

Period:

October 31st – November 3rd for 5 days

Participants:

Designers, makers, companies, shops, embassies and other projects from over the world

Target:

Buyers, distributors, journalists from over the world
And students and general public who is interested in design and art

Main venue:

Tokyo Midtown Hall (9-7-2 Akasaka, Minato-ku, Tokyo)

Extension venues:

45 venues: galleries, shops, cafes in Aoyama/ Harajuku/ Shibuya/ Roppongi/ Marunouchi/ Shinjuku area

Support:

J-WAVE 81 .3 FM / Shibuya City / Embassy of the Kingdom of the Netherlands

Sponsor:

EXILIM / Isetan Company Limited / TOYOTA MOTOR CORPORATION / MITSUBISHI ESTATE CO., LTD/
moonlinx / ASKUL Corporation / WORLD CO., LTD / TSP TAIYO Inc. / WAKI PROCESS /
Oji Paper Co.,Ltd / SINGHA BEER

Special Cooperation:

Tokyo Midtown

Cooperation:

KDDI CORPORATION (au) / SEIKO EPSON CORPORATION / British Council /
FUJI FILM Imegetec Co., Ltd.

Accredited by:

UK-Japan 2008

■ Records

This year, we held the 4th DESIGNTIDE event based at Tokyo Midtown as our main venue. Every year, the attention to our event has grown, and we had a lot of visitors including designers, buyers, distributors, journalist from over the world. Those are the approximate numbers of visitors, exhibitors, web access and so on.

The total number of visitors:

75,000 people

(for 5 days, incl. all Tide Extension sites)



The number of visitors to the main venue:

32,000 people

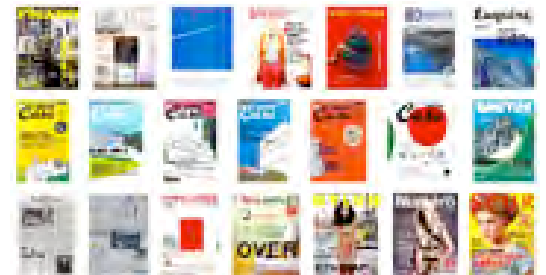
The number of the guests to the opening party:

2,700 people



The number of participating designers:

150 groups (incl. all Tide Extension sites)



The number of venues:

45 locations

The number of web access:

760,000 page views (for 5 days)

Press:

200 magazines, newspapers, radio, websites

Booklet:

50,000 copies



■ TIDE Exhibition

TIDE Exhibition is the main feature of our event. It is the place where designers present their new creation and ideas and at the same time it is the place for buyers, distributors, makers and all others who are seeking for the highest quality works from over the world. The space and booth which made of non-woven thin fabric are designed by Makoto Tanijiri.

Our event was praised as the best exhibition within many other exhibitions during the Tokyo design week.



DESIGNTIDE TOKYO Main venue



Tomás Alonso



METROCS-Riki Watanabe



Jo Nagasaka (above left) / Emmanuelle Moureaux (above right)
Teruhiro Yanagihara (bottom)

enamel.

■ TIDE Market

TIDE Market is the place where designers themselves can sell their products directly to the visitors. For designers, it is good place to do market research, and for visitors, it is a good opportunity to see the person who made the products.



Tou



RAZY WORKS-Reijin Fukao (above) / NEO GREEN (bottom)



bonboog-Tomoko Yoshii

■ TIDE Extension

Not only the main venue, there were many other exhibitions happening around Tokyo during DESIGNTIDE. Designers, galleries or shops who wished to have their own space and created own exhibition participated in TIDE Extension. Their information was included in the official map, website and booklet.



CLASKA / CLASKA 5th Anniversary



Paul Smith SPACE / Richard Woods Presents "The Wood Show"



CALM & PUNK GALLERY / Link@Tokyo'08



21_21 DESIGN SIGHT / Exhibition 4 "Second Nature"
Directed by Tokujin Yoshioka



MUJI Tokyo Midtown / MUJI



WORLD CO.,LTD Aoyama Building / Tokyo Bench



E&Y CO.,LTD. / PHOTO EXHIBITION



CIBONE AOYAMA / unexpected harmony



maison GALERIE VIE / FLOCKS color

■ Designers

TIDE Exhibition:

100%-Hironao Tsuboi / Akihiro Kumagaya / Arabeschi di Latte / Australia 'indesign'
central line studio / Chris Kirby / CIBONE COLLECTION with TAF /
CRITIBA-Kazunaga Sakashita / DMY Berlin / d o (darren onyskiw) + soft-geometry
E&Y CO.,LTD. / Emmanuelle Moureaux / enamel. / FAMO DESIGN WORKS-
Toshitsugu Fujiwara / GRAND FURNITURE & FACTORY-Naoya Matsuo /
Jin Kuramoto / Jo Nagasaka / Kazutoyo Yamamoto / Kousuke Tsumura /
Masato Hatanaka / METAHO / METROCS-Riki Watanabe / Mihoko Mori / MILE /
OnGround-Katayama@moviti / OnGround-Rie Isono/ OnGround-Tomoko Azumi /
Piers Mansfield/PINTO / Pompelmo/ Raw-Edges Design Studio / Ray/
Retz Yoshimoto / Sfera / SHIMURABROS. × EXILIM /
Suppose design office-Makoto Tanijiri / Tamotsu Koshima / TENDO PLY /
Teruhiro Yanagihara / Tomás Alonso / Toshihiko Sakai × MOOR/ Toshi
Wakita/TrinhBuscher / Tsutomu Ben Sato+Tetsushi Kurokawa

TIDE Market:

501DESIGNSTUDIO / Amabro / ANYTHING / bonboog-Tomoko Yoshii /
idlezoo-Vanessa Ward / NEO GREEN / RAZY WORKS-Reijin Fukao /
SHOWSTUDIO MALINBAUMANN / StitchandSew-Hironori Inada / Tou /
Yuki Otani-2e



■ Extension Venues

- 1 SHIBUYA PUBLISHING BOOKSELLERS / KENZO POWER
- 2 shibuya workers welfare hall / Shibuya WASHION
- 3 RESPEKT (SUS) / WHERE TO START
- 4 MiLK CAFÉ / Ping Pong Project
- 5 GALLERY WHITE ROOM TOKYO / MORPHONICS
- 6 EDITION OMOTESANDO HILLS / Freedom of edition
- 7 Wut Berlin / Generate Presents : Limited Editions by Design's Rising Stars
- 8 Paul Smith SPACE / Richard Woods Presents "The Wood Show"
- 9 LISN AOYAMA / green life
- 10 Gallery5610 / Design Aid
- 11 SEMPRE AOYAMA / SEMPRE NEW's!
- 12 HOYA CRYSTAL TOKYO / The Secret Garden
- 13 LIGHT BOX STUDIO AOYAMA / +d EXHIBITION 2008
- 14 Theory AOYAMA / WE ALL LIVE IN THEORY / "co existence"
- 15 Theory AOYAMA BELLCOMMONS / Theory OMOTESANDO
/WE ALL LIVE IN THEORY / Child PLAY [GOCO]
- 16 ESPACE 218 /L'ECLAIREUR TOKYO 2F / urban-landscape-changing bikes
- 17 maison GALERIE VIE / FLOCKS color
- 18 WORLD CO.,LTD Aoyama Building / Tokyo Bench
- 19 AOYAMA STUDIOS / GOØD DESIGN
- 20 Stressless®Showroom Tokyo / Stressless®Vision (S)
- 21 Lloyd's Antiques Aoyama / Not UK. But UK.
- 22 CIBONE AOYAMA / unexpected harmony
- 23 Life Creation space OVE / TOKOLO meets INFRAME
- 24 OFFICE / THOUSAND LEAVES
- 25 SPACE INTART / DEROLL Commissions Series 2 : Japanese History
- 26 Seitoku Memorial Picture Gallery / iQ × SOMARTA MICROCOSMOS
- 27 CALM & PUNK GALLERY / Link@Tokyo'08
- 28 SOUVENIR FROM TOKYO /SFT GALLERY / Ochawan Ijyo Donburi Miman
- 29 Gallery EGG / DeLuxe? by DesignLuxe
- 30 21_21 DESIGN SIGHT / Exhibition 4 "Second Nature" Directed by Tokujin Yoshioka
- 31 MUJI Tokyo Midtown / MUJI
- 32 restir midtown / elegance for future
- 33 Awai /awai × matohu = ten
- 34 E&Y CO.,LTD. / PHOTO EXHIBITION
- 35 THE GLOBE / no antiques, no life
- 36 marcs international co.,Ltd. / DUENDE mix with DUTCH DESIGN
- 37 CLASKA / CLASKA 5th Anniversary
- 38 Isetan Shinjuku / Jaime Hayon - Life with Smile -
- 39 Isetan Shinjuku / Life with Smile
- 40 HANAZEN FLORIST SHOW ROOM / bibbidi-bobbidi
- 41 Babaghuri/Jurgen Lehl Marunouchi / WILD WEAVE BAMBOO
- 42-45 (marunouchi) HOUSE / POPET EDING:POST / Rebirth nosigner / SEE YOU AGAIN! / WASARA

Official Booklet/Website

DESIGNTIDE official website and booklet are very efficient communicational tools. As an actual result, the official website had 760,000 page views during the last year's event and we made 50,000 copies of the booklet. It covers all exhibitors and venues information, as well as the information about the sponsors. We keep our website / booklet design clean and simple in order to feature more on exhibitors and their works. The booklet was designed not just as a guidebook, but almost like an art book which people would keep in their bookshelves after the event.

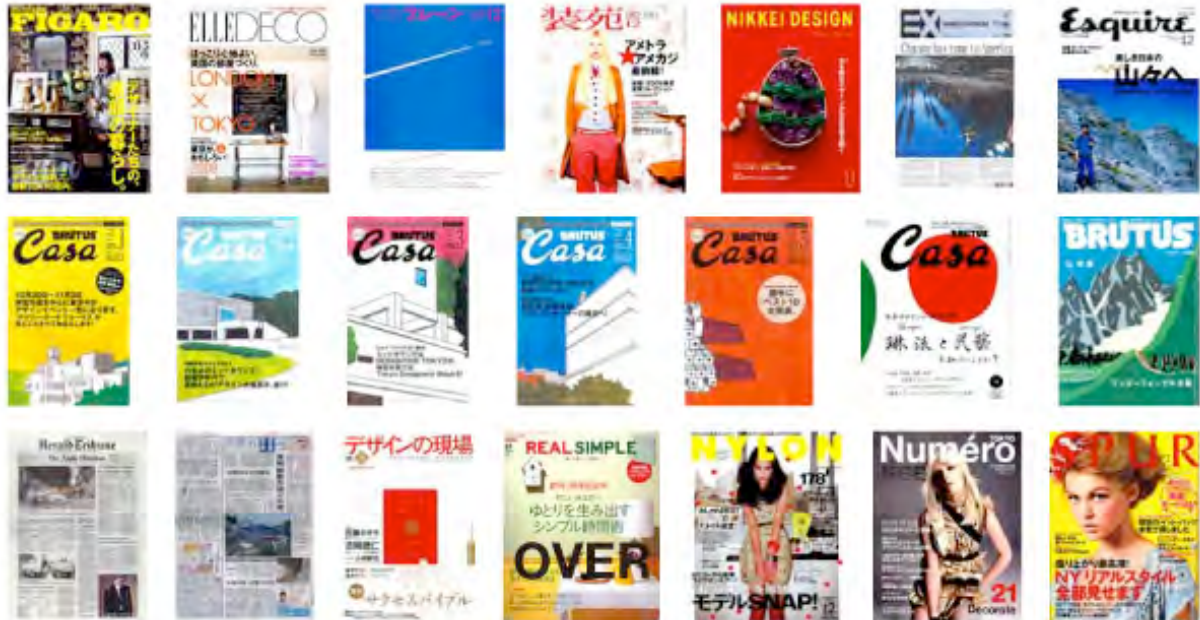


Official website



Official booklet

■ Press



Magazine / Newspaper /Free paper

+designing / BRUTUS / Casa BRUTUS / CONFORT / ELLE DECO / Esquire / FIGARO japon
/Frame magazine / Invitation / NIKKEI DESIGN / Numero TOKYO / NYLON / Real Design / REAL SIMPLE
/ SPUR / STUDIO VOICE / T. / voice / Aki Pia /Shinkenichiku / Designer's Workshop /Tokyo Calendar /
NIKKEI Architecture / NIKKEI DESIGN / Brain / Scandinavian Style / So-en / Nippon Seni Shimbun /
NIKKEI MJ / Sankei Shimbun / Weekly Pia / The Daily Yomiuri / Asahi Shimbun / The Asahi Shimbun/
SANKEI EXPRESS / Senken Shimbun /Ambiente / Home Living / Marketing Eye (ITOCHU) / WGSN /
ISETAN / metropolitana / L25 / TOKYO NOTICE BOARD / TOKYO HEADLINE / Senken h / Daily Casa
BRUTUS / wooly

Radio

J-WAVE TOKYO UNITED / J-WAVE Special program / J-WAVE MODAISTA

Website

Adrienne G FA27 / architecturephoto.net / BRUTUS / CINRA.net / core77 / Creators Dictionary |
Public/Image.org / cybozu.net / design boom / DESIGN EVENT ACE / Design from a coder's view /
Designcentre / DESIGNLUXE / dsgnwok / EURO DESIGN / eventcast / excite News/ excite ism /
fashionsnap.com / fazoo / FIGARO / Floyd / flyer collection / Fuji-tv ART NET / Gizmodo japan / Goethe-
Institut Tokyo / goo Ongaku / HAPPY ☆ MANIA / InfoArquitectura / Interior and design / intheyellow / iZa /
JDN / J-WAVE / KENCHIKU / LCRTLK / LET'S ENJOY TOKYO / listen Japan / livedoor clip / MdN / melma!
/ moonlinx / MSN digital life / my sumika / nifty clip / OPENERS / pd web / pingmag / REALTOKYO /
Response. /SHIFT blog / storm from the east / STUDIO VOICE / taccato! / TOKYO ART BEAT / TOKYO
ART PATROL / TOUT / Tranlogue / verita daily news / WHAT WE DO IS SECRET / white-screen.jp /
world-architects.com / YAHOO News / Interior Business News /Myvcm journal / Sankei News /
Shibuya Keizai Shimbun / Tokyo Walker / NIKKEI BP net / Roppongi Keizai Shimbun



Daily Casa BRUTUS



ミッドタウンに引っ越ししてリニューアル。今年のデザインタイムは会場まるごと作品です!



So-en



ジャパン・デザインを元気にする 期待のクリエイター



参/MILE

「参/MILE」は、デザイナーの個性を表現するための照明器具。シンプルながらも、洗練されたデザインが特徴。黒と赤のカラーリングが、空間にアクセントを加える。また、調整可能な高さや角度が、使いやすさを確保している。



FIGARO japon



この秋も刺激的! デザインタイムトキョーへ行こう。



ELLE DECO



Sankei Express (left)
Sankei Shimbun (right)

■ Credit

Director:

Akio Aoki(MIRU DESIGN) / Fumikazu Ohara(SOUP DESIGN) / Tomoji Kurasho(BACH) /
Juri Kobayashi(Bunnypress) / Naoko Takegata(Daily Press) / Yoshitaka Haba (BACH) /
Tsuyoshi Matsuzawa (E&Y) / Yu Yamada(method) / Masaki Yokokawa (CIBONE)

Assistant Director: Hiromi Yoshida

Main Site

Direction: Tsuyoshi Matsuzawa (E&Y)

Architectonics: Makoto Tanijiri (Suppose design office)

Music Composition: Masato Hatanaka

Production Assistant: Mihoko Mori

Execution: TSP TAIYO Inc.

Management: Masato Tanaka

TIDE Market: Yu Yamada (method)

Press: Naoko Takegata (Daily Press) / Benjamin Budde (Daily Press)

International Relations: Juri Kobayashi (Bunnypress)

Support: J-WAVE 81 .3 FM / Shibuya City / Embassy of the Kingdom of the Netherlands

Sponsor:

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Special Cooperation:

Tokyo Midtown

Cooperation:

KDDI CORPORATION (au) / SEIKO EPSON CORPORATION / British Council /
FUJI FILM Imegetec Co.,Ltd.

Accredited by: UK-Japan 2008

Booklet

Planning / Editing: Yoshitaka Haba (BACH) / Tomoji Kurasho (BACH)

Art direction: Fumikazu Ohara (SOUP DESIGN)

Design: Yuichi Urushihara (SOUP DESIGN)

Writing: Sayaka Ito

Translation: Wakako Inada / Claire Irvine / Ayami Laing

Photo (TIDE Market): Shunya Kawai

Printing: Taiyoushuppan LTD.

Web site

Planning: DESIGNTIDE TOKYO

Development: Azone + Associates

Movie Direction (Point of view): Ryo Inoue

Translation: Darryl Jingwen Wee

Bag

Direction / Design: Mihoko Mori

Movie

Filmmaker: Toshi Wakita