

DESIGN TOKYO 2018

9TH **TOKYO** DESIGN PRODUCTS FAIR

Dates : 4 [Wed] - 6 [Fri] July, 2018

Venue : Tokyo Big Sight, Japan

Organised by : Reed Exhibitions Japan Ltd.



- POST SHOW REPORT -

For immediate release 10/08/2018 Yurina Hara

DESIGN TOKYO attracted a huge number of visitors! Concluded with Great Success!

DESIGN TOKYO 2018 (held inside LIFESTYLE EXPO TOKYO 2018 [July]) was successfully held from 4 to 6 July, 2018 at Tokyo Big Sight (Japan) organised by Reed Exhibitions Japan. Known as Japan's leading B to B show for "marketable design", the show has been attracting huge attention worldwide. Exhibits which passed the strict screening done by 5 Committee Members were showcased, attracting 1,596* exhibitors from 30* countries/regions and 50,525* professionals worldwide. DESIGN TOKYO has firmly established itself as the gateway to Japan, the world's leading sophisticated yet functional products market. (*including all concurrently held shows)



■ ***The Ideal Gateway for International Exhibitors to Debut in Japan***

As the gateway to the Japanese and Asia-Pacific market, many international exhibitors prove the positive impact of exhibiting at DESIGN TOKYO 2018. One of the exhibitor: **ALL ACROSS AFRICA** (USA), exhibited beautiful handmade home décor which works as a solution for circumstances of low labour demand and unemployment in Africa, stood out at the show, and drew attention from media and visitors. Ms Alicia Wallace: co-founding partner & COO said that the show was fantastic, and they met many visitors such as lifestyle boutique retailers as well as major department stores. Also, not only Japanese qualified buyers, but also international buyers from Taiwan and South Korea. From Israel, **AGAN AROMA** exhibited "moodo" which is a smart home fragrance diffuser which can be connected to your smartphone. Users can put 4 different fragrance capsules into the machine and mix them to create a completely original scent.

Ms. Inbal Dembo who is the product manager said “Many visitors from Japan and also other Asian countries came to our booth. This was our start to develop in the Japanese/Asian market, and the show has been really good for us.”.

■ DESIGN TOKYO PRODUCTS AWARD 2018

DESIGN TOKYO PRODUCTS AWARD is held during DESIGN TOKYO and the GRAND PRIX and 4 Award Winners are announced on the first day of the show. This year, the GRAND PRIX was given to the “Smart measuring cup” from a Korean company, PETERS PANTRY. It can measure both the weight and volume of the content automatically by displaying the amount in a digital figures on the handle.

One of the Award Winners products is “ZEN”: a plate which is made of carbon and designed with the concept of “Japanese modern”. Another winner is “Plume Dip Pen X Inkwell” from GECKO ENTERPRISE CO., LTD. (Taiwan) is a set of a glass pen and ink bottle made of exquisite handmade glass and wood craft, perfect for a gift.

Full list of the Award Winners >> <http://www.designtokyo.jp/en/AWARD/exhibitor/>



Mr. Paul Galloway from MoMA - The Museum of Modern Art, one of the Screening Committee Members said, “The program was really interesting to be a part of. Looking at all the different applications, screenings, and finding those that were very strong entries, and others that we didn't feel strong enough to be part of the fair. However, all of the ones that were screened and accepted we were extremely impressed with. Selecting the Grand Prix was difficult because all of the finalists were such great examples of design. But it was unanimous, and we easily arrived at the grand prize winner.” He also mentioned what he put emphasis on when screening the products. He asked himself, “Is this a masterpiece? Does it clearly express its function? Does it do it in an innovative and interesting way? Is it beautiful? Does it have a kind of inherent aesthetic quality that we think is beautiful?” This he says, is exactly the same process he takes when selecting the artworks at MoMA. “It all has to reach a real high bar of excellence.” These aspects might be keys to becoming a best-seller.

■ Screening Committees

				
Paul Galloway Collection Specialist, Architecture & Design, MoMA – The Museum of Modern Art	Yasumichi Morita Designer CEO of GLAMOROUS co.,ltd.	Kazuo Kawasaki Ph.D., Design Director/ Professor Emeritus, Osaka University and Nagoya City University	Fumio Takashima President and Chief Executive Officer, Francfranc CORPORATION	Tomomi Nagayama Interior Stylist Styling for “Casa BRUTUS”, “ELLE DECO”, etc.

■ The Asian Business Hub for buyers to find new products and brands.

The show where a number of exhibitors gather from all around the world is also the best place to meet new products and ideas for worldwide buyers and retailers. From ITO-YA, who have been selling all kinds of import

stationery and home accessories since 1904, Mr. Hiroyuki Miyasaka, a Corporate Officer mentioned that International exhibitors often create unique products in terms of design sense or taste that Japanese do not have. Therefore, we always expect to discover new ideas and products at the show. Ms. Karen Hernandez from MOMA – The Design Store said, “The show has an impressive line up of designers and I’m always impressed at the new and innovative designs that we’re seeing. I definitely encourage buyers from all over the world to attend Design Tokyo. I think they’ll be able to see a range of manufacturers and product developers that they haven’t seen at any of the other trade shows in the world. And I encourage Reed Exhibitions and Design Tokyo to continue to bring in new and emerging talent—younger designers and less established designers—because I think a lot of the high quality retailers in the world are looking for emerging talent, and products that are unavailable elsewhere in the world.” These comments from top buyers prove that the exhibition is a must-attend show for importers, retailers and wholesalers to source products as well as to find OEM/ODM partners.



■ **Concurrent shows also held with success.**

One of the unique aspects of DESIGN TOKYO 2018 is that it is held inside LIFESTYLE EXPO TOKYO 2018 [July] and co-held with ISOT 2018- 29th INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO and 10th MARKETING & SALES PROMOTION EXPO July. All trade fairs attract a huge number of visitors. LIFESTYLE EXPO TOKYO is specialised in including design products, gifts, babies and kids items, health and beauty products, tableware, kitchenware, fashion accessories, and interior products, attracting 1,596* exhibitors from 30 countries/regions and 50,525* professionals worldwide, making this year’s event with the largest-ever visitors since its launch in 2005. The “STATIONERY OF THE YEAR 2018” which is held during ISOT 2018 is a strong attraction and moreover, “the ISOT Stationery PR Committee” consisting of influencers who have strong impact on the industry, walked the show and selected hot and interesting products from exhibitors to promote on SNS/various media. SNS and media promotion are also one of the remarkable aspects of ISOT and will become more important. In MARKETING & SALES PROMOTION EXPO, a conference was held in parallel to the exhibition. 17 sessions garnered high visitor satisfaction. Speeches by industry leaders covering the latest trends brought the conference to success.

■ **Expectations for the next edition**

The next shows; DESIGN TOKYO 2019 held inside LIFESTYLE EXPO TOKYO 2019 [June] will scale up and become even more international. Undoubtedly, exhibitors were very much satisfied with the show in 2018, as reflected in the number of booking and reservation for our next show. Most of the exhibit spaces of the next editions were booked by the end of the show. Mostly by satisfied exhibitors who aim to reserve a larger space for the next time, and also many new comers who see the potential. And thus, early booking is highly recommended!

Held inside **LIFESTYLE EXPO TOKYO** 2019 JUNE

DESIGN TOKYO 2019

10TH **TOKYO** DESIGN PRODUCTS FAIR

Date: 26th – 28th June, 2019

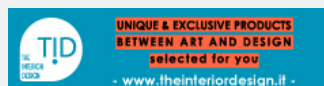
Venue: Tokyo Big Sight, JAPAN

Organised by: Reed Exhibitions Japan Ltd.

LIFESTYLE EXPO TOKYO 2019 [June] Consisting of:
GIFTEX TOKYO 2019 [June] – 14th Int'l Variety-Gifts Expo
10th Fashion Goods & Accessories Expo Tokyo [June]
11st Baby & Kids Expo Tokyo [June]
10th Table & Kitchenware Expo Tokyo [June]
INTERIOR TOKYO 2019 [June] - 3rd Interior Products & Furniture Expo Tokyo
6th Health & Beauty Goods Expo Tokyo [June]
DESIGN TOKYO 2019 – 10th TOKYO DESIGN PRODUCTS FAIR

Media Partners

With great support from international media partners DESIGN TOKYO is becoming well-known all over the world.



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