

“Tokyo Midtown DESIGN TOUCH”

October 17 to November 3, 2014

Tokyo’s design event weeks coming soon

From late October to early November, Tokyo will host various design and interior events including the **Tokyo Designers Week** and **IFFT/Interior Lifestyle Living**. Tokyo Midtown is located in **Roppongi** as a complex facility housing offices, residences, a hotel (The Ritz-Carlton, Tokyo), cultural facilities (Suntory Museum of Art, 21_21 DESIGN SIGHT, Tokyo Midtown Design Hub, FUJIFILM SQUARE), 130 shops and restaurants, and a sprawling green area; it is visited by approximately 30 million visitors each year. Tokyo Midtown has kept true to its founding concept to be “a town that creates and gathers JAPAN VALUES (new values, senses, talents of Japan) and introduce them to the world.” As an embodiment of this concept, it has been hosting “Tokyo Midtown DESIGN TOUCH” every year since 2007.



▲Tokyo Midtown

The master concept of **Tokyo Midtown DESIGN TOUCH** is “Enjoy design with the five senses.” Last year, with a total of roughly 1.43 million visitors, the event created opportunities for many people to enjoy various design attractions. This year’s theme is “Switch on!” The event returns to Tokyo Midtown with a rich variety of attractions that are sure to satisfy a wide range of people, from those who have a deep interest in design to those who will come to the event for the first time.



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 ①②Tokyo Midtown Award winners in the past
 ③The main attraction (last year)


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 ④ : Image of “Salone in Roppongi”
 ⑤ : Tokujin Yoshioka (Salone in Roppongi)
 ⑥ : Image of “The Forest of Chairs”

“Tokyo Midtown DESIGN TOUCH 2014”

- **Period:** October 17 (Friday)
to November 3 (Monday, National holiday), 2014
* The period is different depending on the event.
- **Venue:** Tokyo Midtown
- **Featured events**

- ✧ **The Forest of Chairs DESIGN X SCIENCE:** Many chairs with unique designs will appear on the Grass Square. Visitors can enjoy the wonders of science with the chairs. Colorful chairs with various designs made by famous creators will be placed around and “Switch on” visitor’s sense of creation.
- ✧ **Salone in Roppongi:** “SPARKLE LOUNGE” designed by Tokujin Yoshioka. His “design of Japan” presented at the Milano Salone enchanted the world.
- ✧ **INADA Stone Exhibition – Earth & Craft Park -:** Popular collaborative exhibition in which Japan’s leading designers will make new designs using traditional Japanese crafts such as roof tiles, Kasamayaki pottery, and “Inada granite stone,” the best grade stone in Japan.
- ✧ **Tokyo Midtown Award 2014:** A public exhibition and an award ceremony will be held for the works that receive awards in two categories of the art and design competitions, which is held for the purpose of supporting young artists and designers who will lead the next generation. Past award-winning design pieces that have been commercialized will also be exhibited.



■ THE FAB MIND: Hints of the Future in a Shifting World

THE FAB MIND: Hints of the Future in a Shifting World has a broad aim. It is not limited to tangible design products, but focuses on the aspirations and activities of those who seek to understand and resolve social issues through design. It takes a particular kind of mind to attempt such a feat; a mind capable of examining society and human "fabrication" endeavors through a "fabulous" lens... The Fab Mind.

This exhibition showcases projects by twenty-four individuals and groups from eleven countries. Featured are the creative explorations that offer a critical, bird's-eye view of our world and propose new ways of forging relationships in society and communities to take us into the future. Come discover captivating hints for thriving in times of constant change at THE FAB MIND: Hints of the Future in a Shifting World.



▲Images

Date: October 24, 2014 – February 1, 2015

(Closed on Tuesdays (Except October 28, December 23), December 27 - January 3)

Place: 21_21 DESIGN SIGHT (Tokyo Midtown Garden) 9-7-6 Akasaka Minato-ku, Tokyo

Time: 11:00-20:00 (Entrance until 19:30)

Admission General: ¥1,000

Organized by 21_21 DESIGN SIGHT, THE MIYAKE ISSEY FOUNDATION

Tel: +81-3-3475-2121

■ GOOD DESIGN EXHIBITION 2014

Good Design Exhibition 2014 at Tokyo Midtown from October 31 to November 4 introduce this year's winning entries in Japan's renowned Good Design Award program.

An international design event drawing many visitors from Japan, Asia, and beyond, the exhibition introduces all winning entries for the year, as submitted by designers and companies from Japan and around the world. The broad scope of design evaluated in the program now spans both hardware (in the form of manufactured products, architecture, and much more) and software (including applications and content) and extends to urban development, CSR activities, and other spheres. This makes the winning entries quite diverse, yet all will be on display at Good Design Exhibition 2014.

Visitors can also see special exhibitions by design-focused companies, watch presentations by eminent invited designers, and purchase award-winning products. Overall, the event is viewed by the organizer as an opportunity to demonstrate the power of good design at work in society.

Exhibition Overview

Dates : October 31 -November 4, 2014 (Friday–Tuesday)

Place : Tokyo Midtown

Time : 11:00-20:00(last day close at 18:00)

Admission General : ¥1,000 (no fee required for some areas)

Organized : Japan Institute of Design Promotion

Tel : +81-3-6743-3777



▲Images