

## **Application guideline for special exhibitions at Tokyo Midtown Design Hub**

Tokyo Midtown Design Hub offers special exhibition opportunities under the following conditions.

### **1. Purpose**

Tokyo Midtown Design Hub offers companies, educational institutions, groups and organizations opportunities to hold special exhibitions. Proposals deemed appropriate will be implemented, co-organized by Tokyo Midtown Design Hub.

### **2. Eligibility criteria**

- (1) Responsible organization is clearly identified.
- (2) The organizer—a company, an educational institution, a group or an organization—uses Tokyo Midtown Design Hub as the venue under the following conditions.
- (3) The organizer bears all the necessary expenses for the exhibition.

### **3. Conditions for special exhibitions**

- (1) Co-organization with Tokyo Midtown Design Hub
    - \*Special exhibitions are not to be independently sponsored by applicants.
  - (2) A social theme such as suggestions for "next-generation lifestyle and society" through design
    - \*Promotion or sales of products or businesses should not be the main objectives.
  - (3) Exhibitions aimed at soliciting visitors for political, religious or cult groups are prohibited. Demonstration of specific political stance is also prohibited.
  - (4) In the context of (2), no corporate names in the exhibition titles unless deemed necessary by Tokyo Midtown Design Hub
  - (5) Effective use of the 300 sq.-meters venue and maintenance of quality content
  - (6) Management of the exhibition for designated duration (from 10 days to one month)
  - (7) Opening hours must be from 11am to 7pm in principle, open every day during the exhibition period.
  - (8) Responsible management during the exhibition period
  - (9) Able to bear the following expenses
    - Construction and installation: 3,000,000–5,000,000 JPY
    - Printing of DMs, flyers, posters: 500,000–600,000 JPY
    - Arrangement of part-time workers: Varies with the duration
    - Arrangement of storerooms: Varies with the duration and exhibits
- \*The expenses are estimated based on the past exhibitions at Tokyo Midtown Design Hub.
- \*No storeroom annexed. Goods such as packaging materials cannot be accepted for safekeeping.

#### **4. Fees for the facility use**

<Rental fee for the venue> \*Includes cost for cleaning, electricity and promotional support

One month: 1,500,000 JPY plus tax

Two weeks: 1,000,000 JPY plus tax

Exhibitions aimed at developing young human resources may be subject to fee reduction. Fee reduction may also be applied depending on the content of the proposal.

\*Cancellation or postponement of the exhibition will incur following charges:

Less than three months prior to the opening --- 50 percent of rental fee

Less than one month prior to the opening --- 100 percent of rental fee

#### **5. Associated events**

Applicants for the special exhibitions may hold associated events at International Design Liaison Center, a constituent of Tokyo Midtown Design Hub, for no fee. The center's main role is to support a wide variety of design-centered networking and thus the venue cannot be leased out to a sole organizer for the whole duration of its main event. Applicants must consult with Design Hub secretariat for the schedule, along with the event contents. (Events organized by Tokyo Midtown Design Hub may take on top priority.) Rental fee may be charged depending on the event hours.

#### **6. Promotional support**

Tokyo Midtown Design Hub, as the co-organizer of special exhibitions, offers promotional support for the event.

(1) Posting the notice on Websites (including those of Tokyo Midtown and Tokyo Midtown Design Hub)

(2) Posting the notice on event news distributed by Tokyo Midtown (including videos shown on the premises and tabloid paper "SCENE")

\*Information must be provided two months in advance.

(3) Delivery of news mail (by Tokyo Midtown Design Hub and participating institutions)

(4) Distribution of DMs within Tokyo Midtown

\*DMs are to be prepared by the applicants.

(5) Preparation and distribution of media release

\*Media release will be put out approximately one month prior to the exhibition.

#### **7. Process from application to the opening**

Applicants must submit documents on prescribed data items to be screened by Tokyo Midtown Design Hub steering committee (consisting of participating institutions and Tokyo Midtown Management Co.,Ltd.). The committee may ask for changes in contents of the proposals.

Once the proposals are selected, Japan Institute of Design Promotion, Japan Graphic Designers Association

or Musashino Art University Design Lounge (or more than one of them) will proceed with the proposed plan as a cooperating body. Tokyo Midtown Design Hub will also support the promotion of the exhibition. Applicants must submit the project proposal at least six months in advance and the arrangement drawings at least three months in advance of the preferred opening day. Contents of the exhibition need to be shared with the Secretariat as needed.

\*In principle, applicants must set up and remove the exhibits. Such operations and arrangements need to be applied through documents designated by Tokyo Midtown Management. Consultation contact point for the procedure is Tokyo Midtown Design Hub steering committee.

\*After the exhibition, applicants must promptly submit a report in prescribed form.

## **8. Application documents**

Applicants must submit following documents six months prior to the desired opening day of the exhibition.

(1) Overview of the planned exhibition (objectives, content, duration, layout, operational plan)

\*There is no designated format for the document.

(2) Overview of the applicant (company, educational institution, group or organization)

## **9. Supplementary provision**

This guideline has been updated in January 2014 and implemented on February 1, 2014. The content is subject to change without prior notice.

## **10. Application submission / Inquiries**

Special exhibition application for Tokyo Midtown Design Hub

Japan Institute of Design Promotion

5th floor, Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo 107-6205 Japan

Tel: +81 (0)3-6743-3776

Fax: +81 (0)3-6743-3775

info@designhub.jp