TOKYO DESIGNERS WEEK 2010 Student Exhibition
Application Guidelines

- **Name**: TOKYO DESIGNERS WEEK 2010 Student Exhibition
- **Date**: (Fri) 29th Oct. 2010 – (Wed) 3rd Nov. 2010
- **Time**: 11:00 – 22:00 *not determined yet
- **Venue**: Meijijingu Gaien Baseball Stadium
(same venue as 2009)
2-3 Kasumigaoka, Shinjuku-ku, Tokyo
- **Theme**: ‘Red List’
- **Work Category**: Works should be strong enough to endure the outside environment for outside, roofless exhibiting.
Theme
- Red list -

It is not only human that affected by global environmental change. Animals and plant is a big part of the damage. There are about 8700 kinds of wild animals and about 8500 kinds of plants in the Red list which hold all creatures being threatened with extinction on this planet. Welter of these reasons are delivered from us; it is our convenience-oriented lifestyle.

This year student exhibition at TDW is an opportunity for students to “think” of Design for earth environment as a home work.

Students are not just to “make” something for the environment, they are asked to “design” something looking at the specific environmental problems though a process of realizing, researching, thinking, visualizing, presenting, and communicating and to aim commercialization of the works in the end.

The student exhibition will be exhibited at the main venue Jingu Gaien. We believe it will be big challenge and step for students’ progression to present and communicate directly to the design conscious visitors, which are nearly 100,000 people during the TDW.
Selection Regulations

1) Student studying design at universities, colleges, design schools or institutes are subject to apply.

2) One group should have more than one teaching staff present. One group of exhibitors must be generally be made up of 5-10 works with a maximum of 20 pieces intended for exhibition. However, depending on the selection results, the number of pieces you apply to exhibit may differ from the number of pieces to actually be exhibited.

3) Basic exhibiting space: 20m² per group (as was for 2009)  
   - generally 2m² per a work (if case 10 works exhibited)  
   - If the number of pieces to be exhibited exceed 10, a larger space will be arranged accordingly. Exceed exhibition fee will cost 20,000yen per a work

4) School and Student should update Design oriented web portal established in Tokyo called “DESIGN CHANNEL”

5) Please prepare your own exhibition stand or caption, should you require it. Also the last day please bring all the staff.

6) During the exhibition, please cooperate with the management of the venue and works. If severe weather conditions arise, please act as instructed immediately.

7) On entry, as part of the administrative cost, we will require the school member’s fee, an assessment fee and exhibiting fee (see further on for details). If we do not receive the full amount by the designated deadline, your entry will be withdrawn.

8) Please send details on your school, its exhibitors and works intended for exhibition promptly, for the official event book and website etc.

9) The exhibitor must be able to be contacted during the exhibition. Any damage caused by the general operation of the exhibition is at the exhibitor’s own risk.

Selected Works

Since 2006 we have implemented an assessment and selection process for works intended for exhibition, to ensure the high quality of the exhibition as a whole. For selection, the below matters are require.

- Works should follow the theme “Red List” and should be strong enough the outside environment for outside, roofless exhibiting.
- Photos of the original works must be provided as part of the assessment application papers. We cannot accept unfinished works such as, models, drawings or computer graphics. Exhibiting works should be passed assessment.
Exhibition Space Plan
Each group is given 20㎡ (5m × 4m). * not yet determined
Sign pole is prepared for each exhibition space.
Exhibition location is decided with computer by lot.
Decorating exhibition space such as setting table and sheet within exhibition space is free.
Setting wall within exhibition space is prohibited due to ensure field of view.
Any damage to ground is prohibited due to that venue is baseball stadium.

IMAGE OF PAST STUDENT EXHIBITION
**TOKYO DESIGNERS WEEK Awards 2010 - Student Award**

Student Award is awarded to talented individual work “Student Award”, and team work “School Award”. Each award is prepared for the most outstanding award called “GRAND AWARD” and outstanding award called “AWARD” juried by panel members. Announcement and award presentation ceremony are held during Tokyo Designers Week.

**2010 AWARD**

DESIGN PREMIO has been grade up 2009. There are more awards prepared than ever.

<table>
<thead>
<tr>
<th>AWARD</th>
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<tbody>
<tr>
<td>GRAND AWARD</td>
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<td>5</td>
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<tr>
<td>STUDENT AWARD</td>
<td>10</td>
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**DESIGN CHANNEL**

DESIGN CHANNEL creates more way to promote your works and school. Student Exhibition provides online exhibition (365 Days) and venue exhibition (5 Days). In 2009, an alternative promotion method called “online exhibition” using a design oriented web portal established in Tokyo called “DESIGN CHANNEL” is provided for exhibitors to review exhibitors and interact with exhibitors before and after the exhibition.

**History of Student Exhibition**

- 2001 Launching Student Exhibition (Participation 10 schools)
- 2002 Starting Osaka Designers Week (Participation 27 schools)
- 2003 The first time having Student Exhibition at outside (Participation 40 schools)
- 2004 Work category expanded from chair to street furniture (Participation 52 schools: domestic 42 schools / overseas 10 schools)
- 2005 Venue had been moved to Jingu Gaien (Participation 47 schools: domestic 44 schools / overseas 3 schools)
- 2007 Starting Company and School collaboration project at Container Ground (Participation 45 schools: domestic 40 schools / overseas 5 schools)
- 2008 The first time exhibiting at 100% Design Tokyo (Participation 40 schools: domestic 36 schools / overseas 4 schools)
SCHOOL LIST PARTICIPATING STUDENT EXHIBITION 2001-2009 (86 Schools)

DOMESTIC:

OVERSEAS:
DAEGU UNIVERSITY (KOREA) / EWHA WOMANS UNIVERSITY (KOREA) / KOEKMIN UNIVERSITY (KOREA) / SONGIL UNIVERSITY (KOREA) / SUNG SHIN WOMEN’S UNIVERSITY (KOREA) / EDINBURGH HALL COLLEGE OF ART (U.K) / GRIFFITH UNIVERSITY (AUSTRALIA) / HONG KI UNIVERSITY (KOREA) / KOLN INTERNATIONAL SCHOOL OF DESIGN (GERMANY) / NOTTINGHAM TRENT UNIVERSITY (U.K) / QUEENSLAND COLLEGE OF ART, GRIFFITH UNIVERSITY (AUSTRALIA) / ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY RMIT (AUSTRALIA) / SHIH CHIEN UNIVERSITY (TAIWAN) / THE SURREY INSTITUTE OF ART & DESIGN UNIVERSITY COLLEGE (U.K)
**Schedule**

**June**
Entry Deadline Wed 30th June, 2010

**July**
Deadline of payment

**September**
Submit assessment image board by Mon 13th Sep, 2010 Assessment image board should include the following exhibitor’s name, photo of the original work intended for exhibition, a title and concept for these works.
Results: Fri 24th Sep, 2010

**October**
Moving in: Thu 28th Oct, 2010
We will inform you of the details regarding schedules and assessment image boards after initial application.

**Exhibition Costs**
¥310,000 (inc. TAX) School member Fee (¥100,000 tax exemption) + Exhibition Fee (¥210,000 inc. TAX)

Assessment / Exhibition fees: There is a basic exhibition fee of 200,000yen for up to 10 pieces per group. The above basic exhibition fee will be charged per group if the work has been assessed, even if there are under 10 pieces. The minimum number of guaranteed exhibition pieces is 5 per group. However, if there are over 10 exhibition pieces, there is a charge of 20,000yen per piece (exc. TAX). The maximum number of exhibition pieces per group is 20.

Fees included in Exhibition Costs:
Appearance in Official Designers Week event book
Appearance in Official Tabloid
Appearance in Official Website “DESIGN CHANNEL”
Appearance in Official Mail News (45,000 readers)
Entry Pass to Venue
Entry to official party
General venue maintenance costs (light, guidance, information etc)
Regarding Payment
Bank: The Bank of Tokyo-Mitsubishi UFJ, Ltd.
Branch: Roppongi Branch
SWIFT CODE: BOTKJPJT
Address: 4-9-7 roppongi minato-ku Tokyo, Japan
Account Name: Design Association
Account Number: No. 1388853

Payment Transfer Deadline: Payment of member’s fee and basic exhibition costs are required by the end of July 2010. We will send an invoice by the end of June. We will invoice you for any additional exhibiting costs after selections have been made.

Please note that all payments are non-refundable.
Realize

She decided her theme endangered species inspired by the concept Good Life, which was one of the graduation assignments. She chose white bear as she found many key words of white bear during her research about endangered species.

Research

She collected and gathered information with the help of NPO organizations. Specifically looking into the global warming as it is one of the most effective issues to the white bear. Also she looked at the reason causing global warming and researched especially greenhouse gas emissions caused by the farm caws.

Think

Think of reasons of global warming. Why global warming is happening:
- People’s action is not accompanied by their knowledge and information.
- It is not acknowledged as a problem until it really rise up to the surface.
- Not much chance/opportunity to think about the issue in everyday life.
- Etc, try to find a solution in your own way.

Visualize

Start realizing the concept and sketches. Global warming is the issue happening now, and she decided to make sand clock which shows “Time” physically in the digitized world.

Present Communicate

Title: 「Tilted World」

The distorted sand clock shows incoherence of human or unbalanced environment of the earth. Placing objects in the sand clock, it shows or make audience realize pricelessness of time and the issues we have now at the same time.
Negotiation Negotiate for the commercialization

Next Step

Seek the possibility for the next step

Postulate the actual commercialization and have hearings from distributors to set initial cost and unit price etc. Also plan commercialization of the products in the series with the same concept specifically.

Himalayan glacier and decertified Russian lake

Choosing places, which are located opposite site of the world, Himalayan glacier and desertified Russian lake. The motif is Himalayan glacier which is thawing continually and a lake which used to be flourished as a fishing village.

Other example works which are commercialized.

Polar ice by Atsuhiro Hayashi
Ice maker of white bear shape and penguin.

Global Warming Polar Bear Rug by NEL for Nanimarquina
A rug under the theme of global warming