

Date: July 7 [Wed] - 9 [Fri], 2010

Venue: Tokyo Big Sight, Japan

Organised by : Reed Exhibitions Japan Ltd.

Concurrently Held with: 5th INT'L VARIETY-GIFT EXPO TOKYO, 2nd Baby & Kids Expo
1st FASHION GODDS & ACCESSORIES EXPO, 1st TABLEWARE & DINING EXPO

Marketable Designs Ready to Take Off to the world from TOKYO!

Reed Exhibitions Japan Ltd. organises '1st DESIGN TOKYO -TOKYO DESIGN PRODUCTS FAIR-', which propose marketable designs, and stimulate the growth of design industry. DESIGN TOKYO transmits marketable designs from Tokyo and to Tokyo. Once in a year, various designed products from European nations such as Netherlands, Belgium, Asia and Japan gather under one roof. Also, number of buyers from all over the world will participate to DESIGN TOKYO. This release features part of exhibits. Please check them out, and report DESIGN TOKYO to witness where next design trend will be born.

<<Screening for Exhibits>>

The Judging and Screening Committee shall conduct screening and qualify applicants as exhibitors at DESIGN TOKYO while respecting the concept and the quality of the fair and its screening policies.

<<Judges>>



Kazuo Kawasaki, Ph.D.,
Design Director / Professor of
Graduate School of Engineering,
Osaka Univ.



Yukio Fujimaki,
President,
Fujimaki Brothers, Inc.



Tomomi Nagayama,
Interior Stylist



Isao Kuwahara
Former Chief Editor of
'Real Design'



2 Tea Spoons of Salt & Secret Spice of Design

Exhibitor's Name: **ADMIRAL SANGYO (JAPAN)**

Product Name: **ifif (Pyramid Measuring Spoon)**

Feature: An original brand, which associates with the concept of 'imaging from real life and delivering the joy.' This product delivers something 'I wish if we had this.'

Blighen you up with Flower Bloom

Exhibitor's Name: **MGX BY MATERIALISE (Belgium)**

Product Name: Desk Lamp **BLOOM**

Feature: Desk lamp expresses from a bud to a bloom.

100 pieces limited. You may have a dream with full blossoms when you place it nearby your pillow....





Fully bloomed in your Office! Clip Flower

Exhibitor's Name: **INNOSPHERE PRODUCT DEVELOPMENT CO.**
(Hong Kong)

Product Name: A Sun Flower for Everyday

Feature: Don't you think on your office desk is so stark? But if you display real flower, I know you need extra care. But this clip flower is very useful because you can use for your task!

Adding Japanese Beauty on your Wedding Gown

Exhibitor's Name: **BON KYOTO CO., LTD. (Japan)**

Product Name: **BON KYOTO** (Wedding Accessory)

Feature: Rose bouquet motif hair accessory, which is made out of rare, beautiful and difficult to duplicate Kimono fabrics, was born in Kyoto, Japan. This accessory will add special essence of Japanese beauty to your wedding.



Aw... I wish I could have this in my Childhood...

Exhibitor's Name: **CASARICH TRADING CORPORATION (Japan)**

Product Name: **Inglesina zuma** (Baby Chair)

Feature: This baby chair is specially designed to fit into modern lifestyle. Various functions such as 3 reclining shifts, are hidden in this designed chair.

What is this? It's a Clock!

Exhibitor's Name: **HOUSE OF RAN (Netherlands)**

Product Name: **Continue Time** (Clock)

Feature: Yes, this is a clock. As you can see, there are no clock face and numbers. That's what it makes you to be more concern about time flow.



Watch Out! Running Egg is Coming!

Exhibitor's Name: **TROIKA K.K. (Japan)**

Product Name: **TROIKA GERMANY** (Salt Shaker)

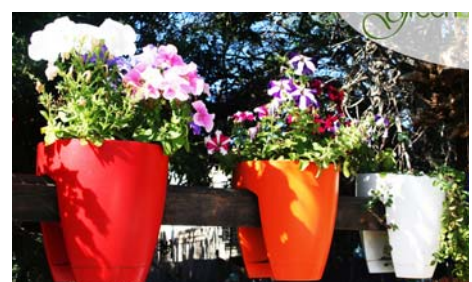
Feature: Egg shaped salt shaker on wheels. It has a friction motor and runs on your dining table.

Changing Japanese balconies? Colorful Planters

Exhibitor's Name: **TECHNOQUAY (Japan)**

Product Name: **Greenbo** (Planters for Fences)

Feature: You can place these colorful planters on the fences in garden or partitions in your room. These planters are big hit in America and Europe. Finally, it's landing in Japan.





Delivering Pop feel to your Office from Switzerland

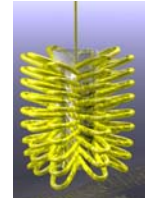
Exhibitor's Name: **CREW'S (Japan)**
 Product Name: **Ordo, ELCO (Paper File)**
 Feature: Natural texture and pop color paper filings from Switzerland. You can directly write on the file and can directly print with ink jet printer.



PROTO LAB

— PRODUCT DESIGNERS & THEIR PROTOTYPES —

'PROTO LAB' is a special area, where up-and-coming designers spread their wings around the world. In this year, 20 designers and 20 prototypes gather under the themes of 'lightings' and 'chairs'. All pieces are for commercialization. Hit products for the next generation will be born from this PROTO LAB. Check this out!



Press Registration Form **Send FAX to >>> +81 3 3344 2411** **Attn: Chiharu Nishiura (Ms.)**

*Please fill out legibly

Company Name:	Magazine & Publication Name:	Your Name: Mr./Ms.	
If you have any accompanies, please fill out their names:			
TEL:	FAX:	E-mail:	
Circle dates you wish to report	July 7, [Wed]	July 8 [Thur]	July 9 [Fri]

Inquiries to...

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