



Application Guidelines for Special Exhibitions at the Tokyo Midtown Design Hub

Tokyo Midtown Design Hub calls for the submission of exhibition and event proposals, and 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 by members of the Tokyo Design Hub will be implemented, co-organized by Tokyo Midtown Design Hub.

2. Eligibility

A company, an educational institution, a group or an organization that wishes to, and is able to, use Tokyo Midtown Design Hub as the venue under the following conditions.

- (1) Responsible organization is clearly identified.
- (2) The organizer is not an antisocial force or related to antisocial forces in any way.
- (3) The organizer bears all the necessary expenses for the exhibition.

3. Conditions for special exhibitions

- (1) Special exhibitions are not to be independently sponsored by applicants. They are to be co-organized with the Tokyo Midtown Design Hub, and this is to be pointed out clearly to external parties as well.
- (2) The exhibition should have a social theme, such as suggestions and proposals for “next-generation lifestyle and society” through design, and the main objective should not be the promotion or sale of products or businesses.
- (3) In the context of item (2) above, no corporate names are to be included in the exhibition titles, unless deemed necessary by Tokyo Midtown Design Hub as being necessary for reasons such as consistency with the contents of the exhibition.
- (4) Exhibitions aimed at soliciting visitors for political, religious, or cult groups are prohibited. Demonstration of a specific political stance is also prohibited.
- (5) Management of the exhibition for designated duration (from three days to one month). Opening hours must be from 11am to 7pm in principle, open every day during the exhibition period.
- (6) Effective use of the 300 sq.-meters venue and maintenance of quality content.
- (7) The ways in which exhibitions are set up and staged must not disrupt other spaces within the Design Hub or the businesses on the floors below.

The exhibition space is served by a corridor that is connected to other Design Hub facilities. Exhibitions that obstruct visitors, other than visitors to the special exhibition, from entering the Design Hub, or which disrupt work in office spaces or events at the International Design Liaison Center, are prohibited. Exhibitions that may disrupt the operation of the Tokyo Midtown Conference on the floor below are also prohibited.

- (8) Able to undertake responsible management during the moving in of items before the exhibition, setup and dismantling after the exhibition, and during the exhibition itself.

It is necessary to complete administrative procedures prior to the moving in and out of items, and dismantling of the setup. These include the submission of applications, and submission of information for publicity purposes.

- (9) Able to bear exhibition expenses, separate from the cost of using the venue.

Reference based on actual exhibitions that have been held at the Tokyo Midtown Design Hub to date:

Construction/Setup costs: 3,000,000 – 5,000,000 JPY

Cost of printing posters/materials to be distributed to visitors: 500,000 – 600,000 JPY

Other costs, including hiring of part-time staff, use of storerooms

*Services such as the placement of reception staff from the Tokyo Midtown Design Hub and use of the attached back yard are not provided.

- (10) Tokyo Midtown Design Hub organizes gallery tours for the exhibitions in order to offer visitors the opportunity to gain exposure to design easily. During the exhibition period, organizers are requested to cooperate on the holding of more than one gallery tour. (Gallery tours are organized by the Tokyo Midtown Design Hub. They can also be co-organized with the organizer of the special exhibition.)

4. Rental fee for the venue

The following fees for facility use are applicable for special exhibitions.

One month: 1,500,000 JPY plus tax

Two weeks: 1,000,000 JPY plus tax

Three days: 300,000 JPY plus tax

*Even if the duration of the exhibition is shorter than the durations stated above, in principle, rental fee will be charged for the predetermined duration that is closest to and longer than the actual duration.

*The duration does not include time required for setup and dismantling. The organizer shall establish a separate and appropriate period for setup and dismantling based on the proposal, and include the use of the number of days required in the above rental fees.

*The above rental fees include the costs of cleaning before and after the event, electricity, and promotional support. A separate cost may be incurred if industrial waste or other waste matter requiring disposal is generated during dismantling.

*Proposals that focus on disaster reconstruction and human resource development, as well as proposals that are considered to be in need of support, may be eligible for subsidies.

*Rental fees for the venues will be charged one month before the start date of the event. (Deadline for transfer of payment: By the end of the following month)

*In the event of a cancellation or postponement after three months prior to the scheduled exhibition period, a cancellation charge will be incurred (50% of the above-mentioned rental fee). In the event of a cancellation or postponement after one month prior to the scheduled exhibition period, a cancellation charge will be incurred (100% of the above-mentioned 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. Use of this Center is free of charge for associated events. As the center is an independent facility that supports a wide variety of design-centered networking, the venue cannot be leased out to a sole

organizer for the whole duration of its main event. Applicants must consult with the Japan Institute of Design Promotion, which manages the facility, on the schedule as well as the event contents. (Events organized by Tokyo Midtown Design Hub may take on top priority.) There may be cases where use by events organized by the Tokyo Midtown Design Hub are prioritized.

The time of use of the International Design Liaison Center are in accordance with the operating hours of the Tokyo Midtown Design Hub. Rental fees may be charged depending on the time of use.

6. Promotion support for special exhibitions

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

(1) Posting of information on websites

Tokyo Midtown website, official website of the Tokyo Midtown Design Hub, etc.

(2) Posting notices on event news distributed by Tokyo Midtown

- Digital signage in the premises, the tabloid paper “SCENE” (distribution of about 300,000 copies once a month), etc.

*The designated information must be submitted at least two months before the event.

(3) Distribution of news mail

Tokyo Midtown Design Hub mail/Mails distributed independently by its constituent organizations

- Tokyo Midtown Design Hub mail: Approx. 7,600 mails sent out once a month

(4) Securing slots in the notification tools within the premises of Tokyo Midtown (flyers, DM, etc.)

-Eight locations in Tokyo Midtown

*Notification tools produced by applications may be placed at distribution locations within the premises. The applicants are responsible for replenishing the supply of these materials.

(5) Preparation of press releases, distribution to media, and post-event reports

*Press releases are distributed approximately one month before the event.

7. How to apply

<Application – Decision to hold the event>

Applications to hold special exhibitions are accepted from one year prior to the scheduled event date.

First, please check with Tokyo Midtown Design Hub on the availability of the venue for your preferred event date. If the venue is available, please submit the following application documents promptly. These application documents must be submitted at least six months prior to the scheduled date of the event.

Application documents are accepted at least three months in advance only for short-term proposals for exhibitions lasting three days.

<Application documents>

(1) Overview of the planned exhibition (no designated format)

Objectives, contents, dates and duration, venue layout, operational plan

(2) Overview of the applicant (no designated format)

Documents that provide details of the company, educational institution, group, or organization

The Tokyo Midtown Design Hub steering committee (consisting of participating institutions and Tokyo Midtown Management Co., Ltd.) will promptly review the documents submitted, and convey the decision on whether or not the proposal has been accepted to the applicant. The committee may ask for changes in contents of the proposals. Applicants whose proposals have been selected must review and revise the contents, and at least three months prior to the event, submit the final version of the overview of the planned exhibition, along with the completed and stamped “Application to Hold a Special Exhibition at Tokyo Midtown Design Hub” (appended) to Tokyo Midtown Design Hub.

Inquiries and application submission:

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

8. Process from the submission of the application to the opening of the exhibition

<After submission of application>

For selected proposals that have submitted the application form, the Japan Institute of Design Promotion, Japan Graphic Designers Association or Musashino Art University Design Lounge (or more than one of these organizations) will proceed with the proposed plan as a cooperating partner. Applicants must contact the cooperating partner where necessary and share the contents of the proposal with them. They should also respond quickly when requested by their cooperating partner to disclose information about the progress status. Tokyo Midtown Design Hub will also support the overall promotion of the exhibition.

<Moving in and out of items, and setup and dismantling of the exhibition>

In principle, the applicant is responsible for the necessary setup and dismantling of the venue and special exhibition. Any applications and procedures for prior work accompanying setup and dismantling should be completed using the forms designated by Tokyo Midtown Management Co., Ltd. The plans for setup and dismantling work should be decided upon a full consultation with the cooperating partner, and application for these plans submitted through the cooperating partner.

Depending on the work related to the moving in and out of items as well as setup and dismantling, a time period may be designated for the work in cases where noise is expected to be generated through the work.

When changing or processing the facilities or specifications inside the venue as a part of the special exhibition, the applicant must restore all facilities to their original condition after the end of the exhibition.

*Includes the work of putting up posters in the Tokyo Midtown district, outside of the exhibition space.

<During the exhibition>

The applicant is responsible for the operation of the exhibition during the exhibition period. Tokyo Midtown Design Hub is not liable for any accidents that may arise as a result of the special exhibition, and/or the theft or loss of exhibits. The applicant should take the necessary measures and purchase insurance independently. If any damage to the exhibition space, arising as a result of the special exhibition, is found after the end of the exhibition, the applicant may be required to pay for the repairs.

<After the exhibition>

The applicant is required to submit a report of the exhibition, using the designated form (results of the exhibition, such as number of visitors, text and images), promptly after the exhibition ends. The report may be edited and published on the Tokyo Midtown Design Hub website or other media, and provided as facility operation information to Tokyo Midtown Management Co., Ltd.

9. Supplementary provisions

This guideline has been updated in May 2018 and enforced for applications on or after June 1, 2018. The content is subject to change without prior notice.

May 31, 2018

Tokyo Midtown Design Hub

Date of application: YY MM DD

Name of representative: _____ Sign/Seal _____

Applicant [Billing party]	
Name of organization	
Department/Position	Name of person-in-charge
Contact details TEL	E-mail
Emergency contact (Mobile phone, etc.)	
Address:	
Remarks: *Please write down any requests with regard to contacting you.	

Proposed exhibition									
Title									
Overview									
Organizer									
Preferred date	MM	DD ()	~	YY	MM	DD ()	Total: days
Preferred setup date	MM	DD ()	:	~	:			
Preferred dismantling date	MM	DD ()	:	~	:			

Application/Inquiries

Tokyo Midtown Design Hub
Representative organization: Japan Institute of Design Promotion
5th floor, Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo 107-6205
Tel +81-3-6743-3776
Fax +81-3-6743-3775
E-mail: info@designhub.jp <http://designhub.jp/>

Date received: _____

Notification of results: (Date) _____ Approval No. _____