

Tokyo Midtown Design Hub Special Exhibition
Outline of Open Call for Exhibition Proposals

Tokyo Midtown Design Hub (“Design Hub”) invites exhibition proposals with the following details. Selected proposals are organized as Tokyo Midtown Design Hub Special Exhibition.

1. Overview

Throughout the year, we invite businesses, educational institutions, associations, organizations, and groups to submit proposals for exhibitions at Design Hub. Proposals deemed feasible by Design Hub’s member organizations, following a review of scheduling and content, will be held as special exhibitions co-hosted by Design Hub.

2. Eligibility

Businesses, educational institutions, associations, organizations and groups that wish to hold an exhibition at Design Hub and meet the following requirements:

- The party responsible is clearly identified.
- It must not be an anti-social force or in any relationship with such force.
- It must be capable of bearing costs and personnel necessary for the exhibition operation.

3. Exhibition Conditions

- 3.1 The exhibition must be organized under cultural or social themes, such as proposals or insights into daily life and society through design. Its main purpose must not be advertising or promotion of any specific company, product or service.
- 3.2 The exhibition must not be intended to solicit support for any political party, religion, or religious sect, nor be associated with the promotion of any specific political stance.
- 3.3 The exhibition must be co-organized by the applicant and Design Hub, and such co-sponsorship must be clearly made public.
- 3.4 In principle, the exhibition period must be between two weeks and one month, open daily from 11:00 to 19:00 without any closed day during the period unless it is the request of Tokyo Midtown or due to natural disaster.
- 3.5 The exhibition must make full use of the 300m² venue with high-standard exhibits.

In addition to the Shared Facility Fee mentioned in Article 4, the organizer must cover the operation cost.

Example: (based on past Design Hub special exhibitions)

Installation & Setup Cost: 3 – 5 million yen

Handouts and poster printing cost: 500,000 – 600,000 yen

Part-time staff, storage procurement, etc. (Design Hub does not provide storage)

- 3.6 The venue must be used in compliance with the Fire Service Act and other applicable laws and regulations, as well as the rules and regulations of Tokyo Midtown.

The exhibition space also functions as a corridor within Design Hub. Any obstruction to the traffic of passersby or the operation of daily work of, and events held at, International Design Liaison Center are prohibited. Furthermore,

events that may cause disruption to the operation of Tokyo Midtown Conference (located downstairs) are prohibited.

3.7 The organizer must take full responsibility for the move-in, move-out, installation and dismantling of exhibits, as well as the management and operation of the venue during the exhibition period.

Use of vehicles for move-in, move-out, installation and dismantling require the permission of Tokyo Midtown.

Because Design Hub does not have any dedicated staff, please arrange personnel as necessary, including staff to be present during the exhibition period.

Design Hub will be responsible for opening and closing the venue (consult with us if such operation requires handling of equipment) and counts visitor numbers using a simple digital counter.

3.8 The organizer must provide press information and produce the main visual and posters.

This typically contains exhibition information for press releases, main visuals (in several sizes and types suitable for Tokyo Midtown in-house signage and Design Hub official website), and ten copies of vertical posters (size: B1) to be displayed in Tokyo Midtown.

3.9 The organizer must host at least one exhibition-related event during the exhibition period.

Design Hub encourages organizers to host exhibition-related events (e.g. talks, workshops) to offer visitors accessible opportunities to engage with design. Design Hub may also host gallery tours upon request.

4. Cost to Host a Special Exhibition

For the organization of a special exhibition, we charge the following Shared Facility Fee:

Shared Facility Fee

Exhibition Period 1 month: 600,000 yen (tax excluded)
 2 weeks: 300,000 yen (tax excluded)

- There is no discount for any shorter exhibition period.
- Upon consultation, we may secure additional periods reasonably necessary for installation and dismantling without additional charge.
- Shared Facility Fee includes electricity cost, public relations support fee (to be explained later), and operation support fee.
- Shared Facility Fee will be charged after the exhibition period (payment must be made via bank transfer by the end of the following month).

5. Related Events

In organizing events related to the special exhibition, the organizer may use the International Design Liaison Center, a facility of Design Hub.

- Usage Fee: No fee is charged for the related events.
- Schedule: The schedule is determined in consultation with Japan Institute of Design Promotion, which manages the Center, taking into account details of the proposed event.
The Center is an independent facility dedicated to fostering design-focused networking and is not ancillary to the exhibition space. Therefore, exclusive use during the exhibition is not permitted. Also, use by Design Hub member organizations may be given priority.
- Use Hours: Same as the open hours of the Center. Fees may be applicable depending on the hours of use.

6. Public Relations Support

In co-hosting the special exhibition, Design Hub provides the following public relations support:

- 6.1 Distribution of press releases, announcements to media outlets, and post-event reporting on media coverage
 - We typically distribute a press release one month prior to the exhibition opening.
- 6.2 Publication on websites
 - Tokyo Midtown official website, Tokyo Midtown Design Hub official website, etc.
- 6.3 Listing in Tokyo Midtown event information
 - In-house signage, *Scene* (monthly tabloid with a circulation of approx. 300,000), etc.
 - We need certain information at least two months before the opening.
- 6.4 Distribution of e-Newsletter
 - Tokyo Midtown Design Hub newsletter (monthly newsletter with approx. 8,000 recipients)
- 6.5 Reservation of in-house announcement tools in Tokyo Midtown (e.g. signage, posters, fliers, direct mails)
 - Signage and in-elevator monitors across the building (98" or 70" vertical monitors / 4:3 or 16:9 horizontal monitors)
 - B1-size posters in 10 in-house locations (display of posters is mandatory. Please note that some locations are unavailable depending on the timing.)
 - Flyers, direct mail, etc.: 8 in-house locations (promotional materials for Design Hub special exhibition may be placed; placement shall be carried out by the organizer).
 - Please consult with us for details on the locations and placement of promotional materials.

7. How to Apply

Proposals are accepted from one year prior to the desired opening date.

- 7.1 First, please contact us at Design Hub via email to find out about the availability of the venue on your desired exhibition period.
- 7.2 Once the availability is confirmed, please promptly submit the following application documents (the documents must be submitted six months before the desired opening date at the latest):
 - (1) Exhibition Application
 - (2) Applicant's Profile (in any format): documents providing detailed information of the company, educational institution, association, organization, group, etc.
 - (3) Execution Plan (in any format): project purpose, project details, exhibition date & duration, venue design plan, operation plan
- 7.3 Application Screening & Approval Decision
 - Design Hub Executive Committee (consisting of Design Hub member organizations and Tokyo Midtown Management Co., Ltd.) promptly screens the submitted documents and notifies their decision.
 - In some cases, the applicant is asked to make some changes to the proposed contents.

Inquiry and Application:

Japan Institute of Design Promotion
c/o Tokyo Midtown Design Hub Special Exhibition Application Office
5th Floor, Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo 107-6205

Tel. 03-6743-3776 info@designhub.jp

8. Process from Application to Exhibition

8.1 After Approval

- One or more of the Design Hub members (Japan Institute of Design Promotion, Japan Graphic Design Association Inc., and Tama Art University Bureau) become a collaborator and work on the project together with the organizer.
- Please closely share updates with the collaborator. Also, please promptly respond to the collaborator's request to disclose the latest preparation status.
- Once a proposal is approved, we in principle do not accept request for cancellation.

8.2 Move-in, move-out, installation and dismantling

- The organizer is responsible for conducting necessary installation and dismantling work. Please make sure to restore the venue to the original state after the exhibition.
- Applications and other procedures associated with the above works must be made in the format designated by Tokyo Midtown Management Co., Ltd. Please thoroughly discuss the work plan with the collaborator before submitting relevant applications.
- We may designate time slots for the above works if significant noise and/or vibration is expected at the time of move-in, move-out, installation or dismantling.

8.3 During the Event

- The organizer is responsible for the operation of the venue during the exhibition period. Design Hub will not be responsible for any accident arising from the special exhibition, theft or damage of displayed items, or any other incidents. Please make sure that prevention measures are in place and purchase necessary insurance on the organizer's own responsibility.
- We may charge the organizer for the repair cost if damage is found in the venue after the exhibition.
- If the exhibition is cancelled due to force majeure or the demand of the government or public authority, Design Hub will not compensate the organizer for the cost of the project and display production.

8.4 After the Exhibition

Please promptly submit the exhibition report (i.e. photo data of the venue, etc.). We may edit the report and publish it on Tokyo Midtown Design Hub official website and/or provide it to Tokyo Midtown Management Co., Ltd. as part of facility usage information.

April 1, 2026

Tokyo Midtown Design Hub

Members: Japan Institute of Design Promotion

Japan Graphic Design Association Inc.

Tama Art University Bureau