



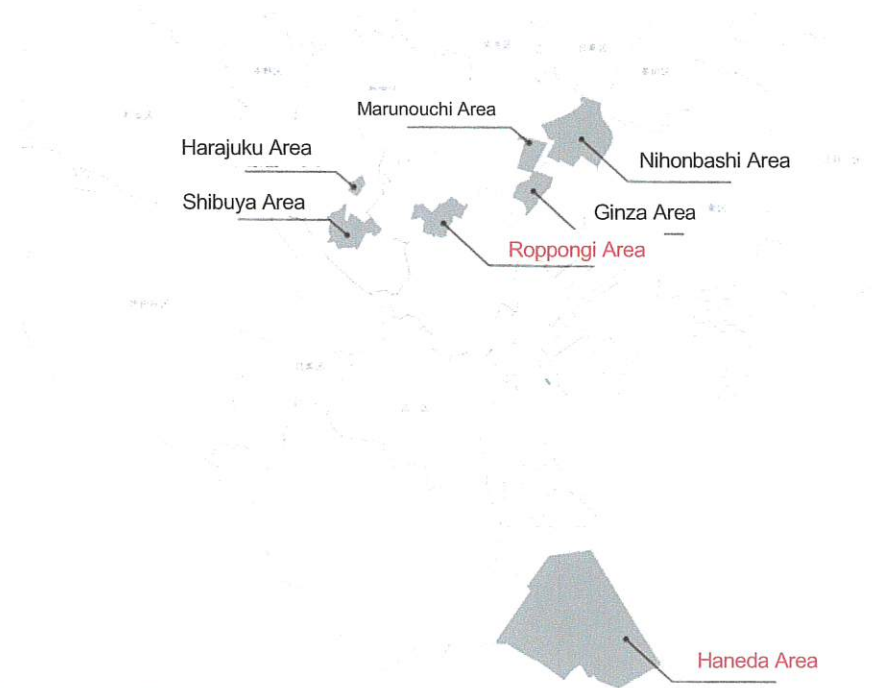
TOKYO CREATIVE SALON 2023

Tokyo Creative Salon Committee Office

Host	Tokyo Creative Salon Committee
Event Dates	Saturday, 11 March 2023 to Friday 31 March 2023 *Core Period : 3.17.2023(Fri) ~ 3.31.2023(Fri)
Event Areas	Nihonbashi, Marunouchi, Yurakucho, Ginza, Shibuya, Harajuku, Haneda *Roppongi is self-organized
Visitors	Approx 210,000

TCS 2023/

TOKYO CREATIVE SALON 2023 | Outline

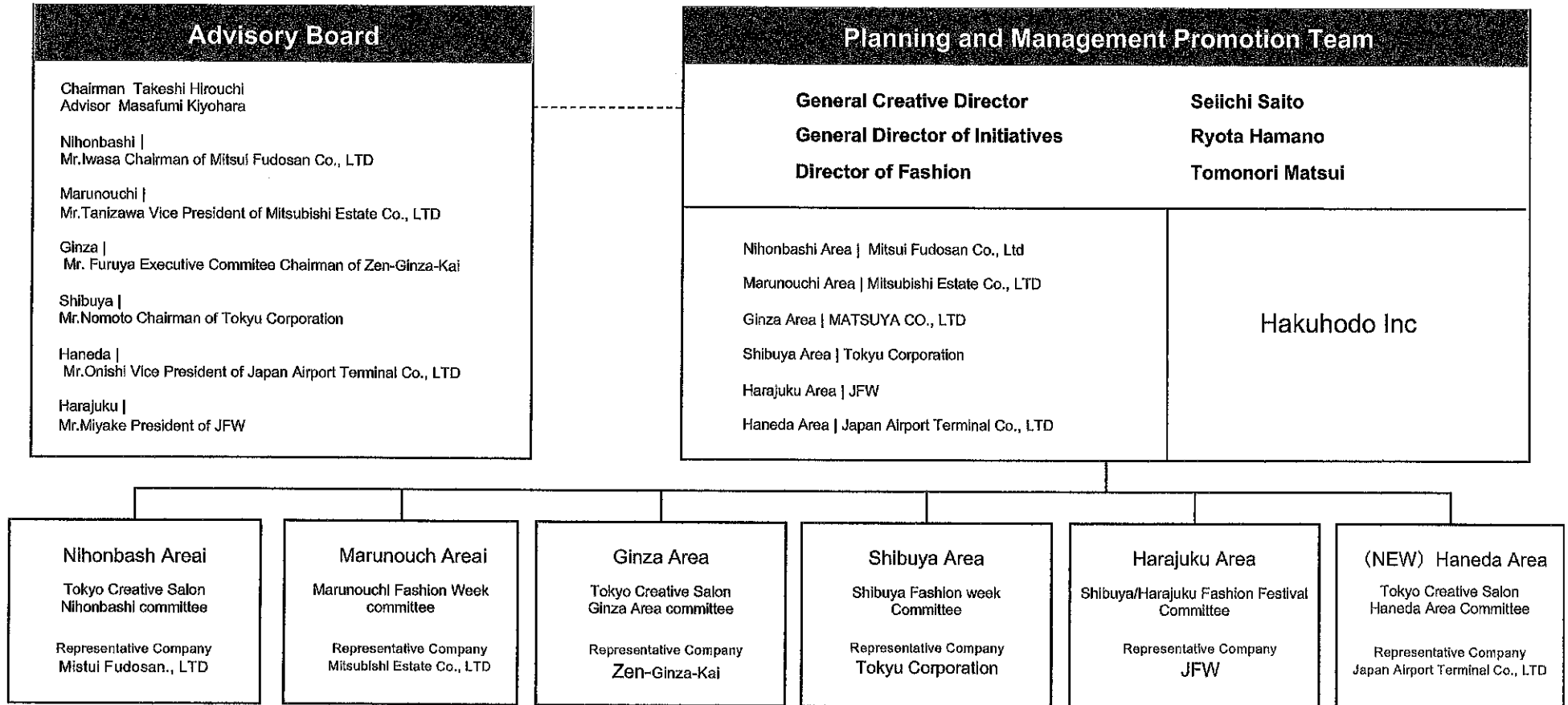


TOKYO CREATIVE SALON 2023

TCS2023 | Executive Committee

Forming an executive committee with 6 areas in Tokyo
 One of the largest fashion and design events in Japan

Participating Organizations
 JAFIC (Japan Apparel-Fashion Industry Council)
 JFW (Japan Fashion Week)



TCS2023 | Creative Director

PROFILE



Seichi Saito (Panoramatik/ Creative&Technical Director)

Born in Kanagawa in 1975. Studied architectural design at Columbia University's School of Architecture (MSAAD), and began working in NYC in 2000. Subsequently worked as a creative at Arnell Group, and exhibited as an artist at the Echigo-Tsumari Art Triennale in 2003.

In 2006, he founded Rhizomatiks. Based on the logical thinking skills cultivated in architecture, he has continued to create numerous 3-dimensional interactive works in the field of commercial art.

A member of the jury for D&ADD Digital Design in 2013 and Cannes Lions International Advertising Awards in the Branded Content and Entertainment category in 2014. In 2015, he was Creative Director for the Japanese Pavilion Theater at the Milan International Expo, and Media Art Director at Roppongi Art Night.

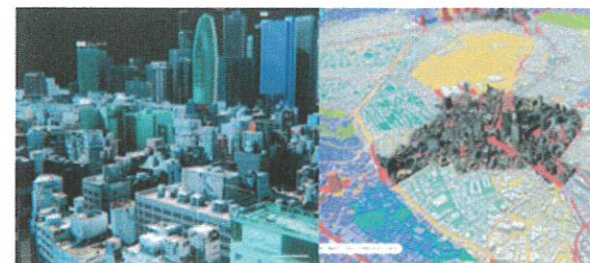
Member and Vice-Chairman of the jury at the Good Design Awards from 2018 on. Creative Advisor for the Japan Pavilion at the Dubai Expo 2020.



Dubai Expo Japan Pavilion (2021) Creative Advisor



Osaka Kansai Expo 2025 People's Living Lab Creator



Plateau by Ministry of Land, Infrastructure, Transport and Tourism | 3D City model Platform



Roppongi Art Night 2015 Media Art Director



KDDI Full Control Your City | 2011-2013 | CM / web / graphic



Okuyamoto MINDTRAL | Nara, Okuyamoto | 2020-2021 | Art Festival

TCS2023 | Past Achievements

Continuous implementation in March each year from 2020-2022 throughout the COVID-19 pandemic under private initiative.

TCS2022 3/15(Tue)~3/31(Thu)

Seichi Saito (Panoramatik) was appointed as the project's collaborating producer for the 3rd annual TCS. Kouta Iguchi (CEKAI) was in charge of key visuals and other creative work, and the creators of each area were in charge of their respective programs. This was an event created together with a host of renowned Japanese creators.

【A_BOX】

An installation common to all 5 areas was developed. Inside a giant box packed with the unique local flavor, area businesses and organizations redefined and expressed the charms of the city.

【A_CUBE】

A collaborative work by creators capturing the spirit of contemporary Tokyo in a 1.5m x 1.5m box. Decorated with key visuals of the event



During the event original shopping bags and stickers were distributed in the 5 areas. In addition, hanging and station advertisements were placed on Tokyo Metro and Tokyu subway lines, and signage was broadcast.



TCS2021 3/15(Mon)~3/31(Wed)

Ads/productions *featuring painter Teppei Takeda Ads on public transportation

ARTIST POSTERS



Various productions



Media publicity (PR) activities



TCS2020 3/15(Sun)~3/31(Tue)

Ads/productions



Ads on public transportation



Various productions



Media publicity (PR) activities



TOKYO CREATIVE SALON

Fashion & Design Festival

THEME/

TCS2023 | THEME

Tokyo brings together so many concepts and ideas from around the world.

This is not a new phenomenon.

Fashion and design have long been integrated into daily life through uniquely Japanese interpretations and fusions.

This has led to the growth of various industries in Japan, and the emergence of many products from Japan and Tokyo that have made their way to the rest of the world.

The world today is overflowing with information, and the flow of information to and from Japan has changed dramatically. The time has come to reconsider the role that Tokyo, Japan plays in the world.

TOKYO CREATIVE SALON puts the spotlight on fashion and design, two fields essential to daily life, and is held as a festival open to all consumers.

VISION/

TCS2023 | VISION

FASHION, DESIGN, PEACE.

**At TOKYO CREATIVE SALON,
We connect through fashion and design,
Creating a next-generation TOKYO COMMUNITY**

What lies beyond the pursuit of fashion?

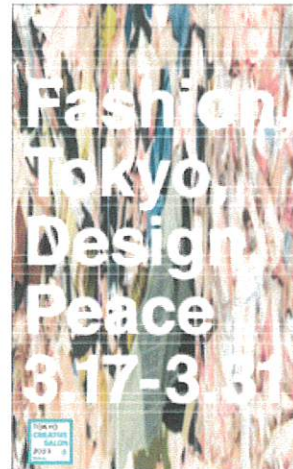
Refining our sense of beauty, increasing Earth-consciousness, rethinking politics.

A community connected by common values to become the standard for a new era.

Where people come together to truly enjoy fashion, conflict ceases to exist.

We want to create a nexus of empathy with the essential charm that exists behind fashion as decoration.

TCS2023 | Key Message



FASHION & DESIGN LOVERS (THE 20%)

TARGET/

TCS2023 | TARGET

Not just superficial Fashion/Design,
we have an awareness of sustainability and peace,
An aesthetic sensibility that allows us to recognize the essential,
we are able to act without being bound by conventional values.
We are influencers, industry professionals, and general users.



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Mass/The
others

8

GOALS/

TOKYO CREATIVE SALON | GOALS

TOKYO CREATIVE SALON, an urban event centered around fashion and design with a focus on Tokyo, will be held in March, when Tokyo is bursting with cherry blossoms.

The event will be held in various areas of the city, and will feature a wide range of designers from fields such as fashion, product design, material design, social design, media design, craft design, architectural design, and industrial design.

TCS aims to create an opportunity for designers, buyers, students, and consumers to meet and experience the present and future of design, and to provide an opportunity for everyone to purchase products and services.

It is an urban event that embodies the current design context of Japan, and Tokyo in particular.

The event will not only bring together Japanese industry professionals, but will also actively attract visitors from around the world.

We will create a platform to let the world's fashion design context know the current trends happening in Tokyo and around Japan, and at the same time present a once-a-year opportunity to bring together the Japanese design context with Tokyo as its center.

GOALS/

TOKYO CREATIVE SALON | GOALS

- 01 | Bring together Fashion & Design Creatives from around the world and Japan in Tokyo for two weeks.
- 02 | Provide maximized opportunities not only to see, but also to hold, experience, and buy.
- 03 | Create opportunities not only to showcase what's new, but also existing products already on the market.
- 04 |
B to B = RAKUTEN FASHION WEEK
B to C = TOKYO CREATIVE SALON
The TCS main event will be B-C focused.

TOKYO CREATIVE SALON | GOALS

THE WHOLE TOWN BECOMES A MARKET

AN OPEN MARKET FOR CREATIVES

TCS2023 | Area Themes

TOKYO CREATIVE SALON FASHION & DESIGN FESTIVAL

F	INNOVATION Fashion Show
D	

5-7 runways + 300 shops in one event, Shibuhara Market, etc.

F	INCUBATION FASHION
D	INCUBATION DESIGN

Student designer runway, shop participation projects, restaurant participation projects (Mr. Koyama), etc.

F	Sustainable Market
D	JAPAN Design Market

Fashion & design market event
* That's Fashion Weekend also to be held in conjunction with the event.

F	INNOVATION Fashion Show
D	

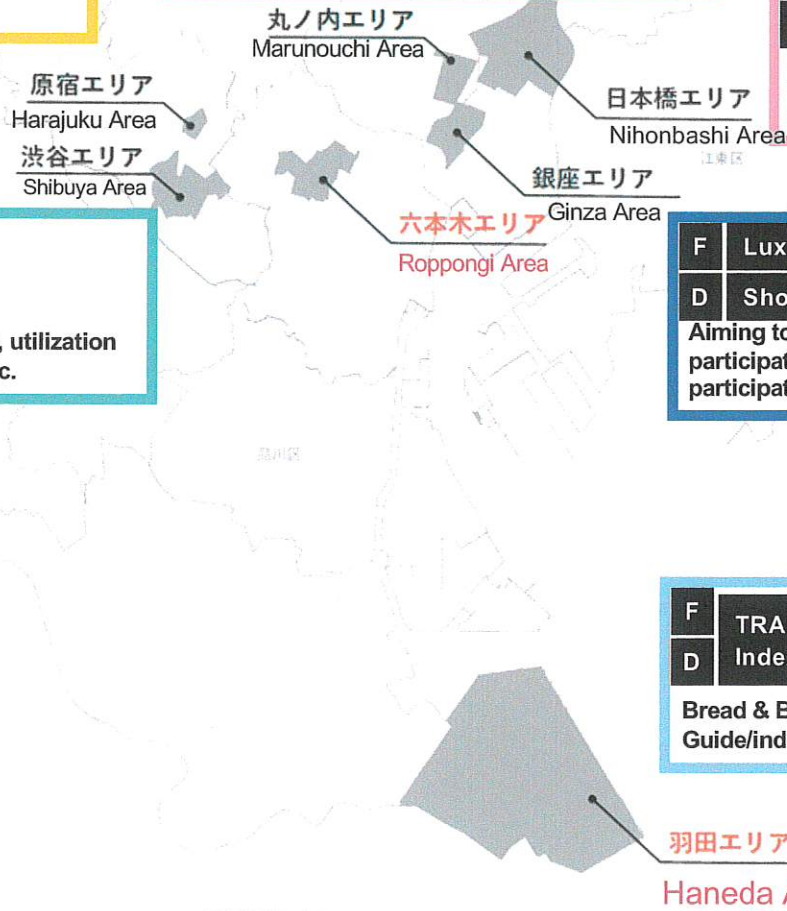
Runway, FASHIONART in unique venues, utilization of area commercial facilities & spaces, etc.

F	Luxury Fashion
D	Show Windowing

Aiming to make the city a show window, with 100 participating stores, consideration of luxury brand participation, curated content, etc.

F	TRADE SHOW New Encounters TCS
D	Index

Bread & Butter Berlin (BBB) style Trade Show Guide/index, functioning as a TCS hub



TCS2023 | Area Themes

TOKYO CREATIVE SALON

