

June 4, 2018
Designphil Inc.

DESIGNPHIL WEEK 2018:
DESIGNPHIL's First Private Show for General Customers
Period: July 4 (Wed) - 6 (Fri), 2018
Venue: DAIKANYAMA T-SITE GARDEN GALLERY

DESIGNPHIL Inc. (headquarters: Shibuya, Tokyo; president (CEO): Ichiro Aida) has created products based on the principle of "creating culture through the provision of products and experiences that are abundant in ingenuity" for almost 70 years since the company was first established in December 1950.

To provide a deeper understanding of the company to a large number of customers, DESIGNPHIL will hold DESIGNPHIL WEEK 2018, its first private show for general customers, on July 4 (Wed) to 6 (Fri), 2018.

The first DESIGNPHIL WEEK show will center on the theme Accent on Life, featuring exhibits that provide opportunities to experience and discover how DESIGNPHIL's products add vibrancy to people's lives. The company's MIDORI brand will take center stage, along with exhibits of the KNOX, TRAVELER'S COMPANY, PLOTTER and TOUCH & FLOW brands and part of DESIGNPHIL's corporate business, providing an overall view of DESIGNPHIL.

The venue is designed like a museum, exhibiting the numerous products DESIGNPHIL has developed and showing the history and evolution of those products. It is a place where visitors can make all kinds of discoveries by looking, touching and feeling.

There will also be demonstrations such as ring binding of DESIGNPHIL's long-selling Diamond Memo released in 1965 and foil stamping to create a limited-edition pattern on MD notebook™. First 1,000 visitors per day will receive a special mini size Diamond Memo (3 colors/different color each day) available only at the demonstration event.

This show will be enjoyable for a wide range of customers, from those who have been familiar with DESIGNPHIL for a long time, to loyal users of particular brands, to those who are encountering DESIGNPHIL for the first time.

As a prelude to the event, a MIDORI Corner will be set up on the stationery floor of DAIKANYAMA T-SITE from June 20 (Wed) to July 19 (Thu). During the event, the MIDORI Corner will sell some of the MD notebooks with a limited-edition pattern that will be made in the event venue.



DESIGNPHIL WEEK 2018:
DESIGNPHIL's first private show for general customers!

Details about DESIGNPHIL WEEK 2018 and a report about the event can be found on DESIGNPHIL's official website and Facebook page.

*This show will be held instead of DESIGNPHIL's appearance at ISOT (International Stationery & Office Products Fair Tokyo).

Summary of DESIGNPHIL WEEK 2018

■ Date and Time

July 4 (Wed) - 6 (Fri), 2018

10:00am-8:00pm (ends at 6:00pm on Friday, July 6)

■ Venue

DAIKANAYAMA T-SITE GARDEN GALLERY

Inside DAIKANYAMA T-SITE, 16-15 Sarugakucho, Shibuya, Tokyo

<http://real.tsite.jp/daikanyama/>

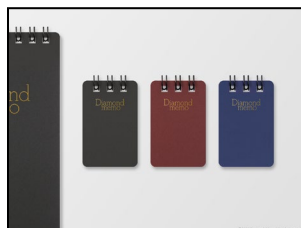
■ Theme:

Accent on Life

The exhibits provide opportunities to experience and discover the ways DESIGNPHIL's products add vibrancy to people's lives.

■ Features

- Exhibits about all of DESIGNPHIL's brands and services:
MIDORI, KNOX, TRAVELER'S COMPANY, PLOTTER, TOUCH & FLOW, Commercial Design Business
- An introduction of the numerous products developed under the theme of "creating culture through the provision of products and experiences that are abundant in ingenuity", along with the history and evolution of those products.
- Ring binding demonstration of mini size Diamond Memo available only at the event
- Foil stamping demonstration for MD notebook with limited-edition pattern available only at the event (can be purchased from T-SITE during the event).
- First 1,000 visitors per day will receive a special mini size Diamond Memo (3 colors/different color each day)
- A MIDORI Corner will be set up on the stationery floor of DAIKANYAMA T-SITE from June 20 (Wed) to July 19 (Thu)



1,000 visitors per day will receive
a special minisize Diamond Memo!

■ Booth Design

Designed like a museum, the booth is a space where visitors can make all kinds of discoveries by looking, touching and feeling.

*Exhibit details and event reports will be posted on DESIGNPHIL's website and Facebook page during the event period.

<DESIGNPHIL official website>URL : www.designphil.co.jp/information

<DESIGNPHIL official Facebook>URL : www.facebook.com/designphil

*DESIGNPHIL inc. www.designphil.co.jp/english