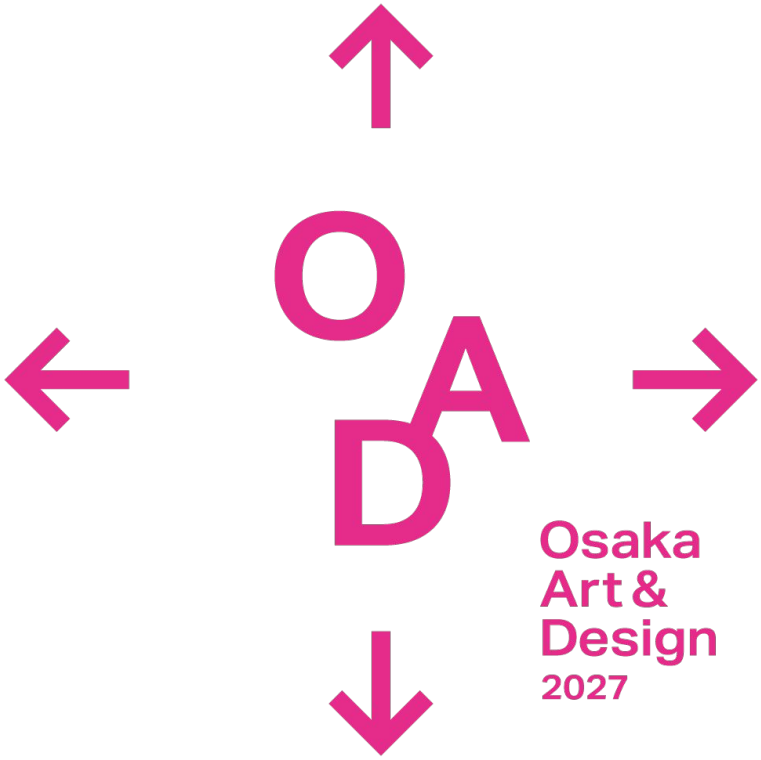


Osaka Art & Design 2027

Basic Outline Document

Exhibition Guidelines

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What is Osaka Art & Design?

Osaka Art & Design is a tour-around event where you can visit venues around the city of Osaka to enjoy encountering art and design that you are unfamiliar with.

It is an encounter with works of art that stimulate the imagination and inspire the senses and with design products that seize your mind with functional beauty and primitiveness.

A new movement is beginning in this city,
where people are connected through vibrant communication.

Outline Osaka Art & Design 2027

1. Name
Osaka Art & Design 2027

2. Period
May 26(Wed.)-June 22(Tue.),2027 (4weeks)

3. Area
Umeda / Dojima / Nakanoshima / Kyomachibori / Honmachi / Shinsaibashi / Namba / Abeno / and other locations in Osaka City.

4. Target
People from all over Japan and the world who are interested in world-class creative culture, the media, etc.

5. Exhibitors
Creators (artists and designers) / brands / galleries / shops / other facilities and companies from Japan and abroad.

6. Participants
Creators (artists and designers) / brands / galleries / shops / facilities / companies / etc. from Japan and abroad.

7. Media for publicity(planned)
Official website / social media / official guide map / digital signage / etc.

8. Organizers
Osaka Art & Design Executive Committee
Committee members:
Osaka Metro Co., Ltd.
Kintetsu Department Store Co., Ltd.
Osaka Store of Takashimaya Co., Ltd.
Daimaru Matsuzakaya Department Stores Co., Ltd.
West Japan Railway Company
Hankyu Corporation
(Business agent : Hankyu Hanshin Properties Corp.)
Hankyu Hanshin Department Stores Inc.
Umeda 1-chome Area Management (OAD2026 results)

9. Producers
General Producer Shinichiro Masui(Code-a-Machine)
Associate Producer Akio Aoki(DESIGNART)
Director:
Yoriko Ishizawa(AOIMOK)
Masahiro Yamamoto(SHONENKIKAKU)
Coordinator Mayumi Matsubara(IN CO.,LTD)
Advisor:
Masahiro Ihara(I/PLANNING)
Kiyofumi Deguchi(JR West Shopping Center Development Co., Ltd.)
Kaoru Teraura(E-DESIGN)
Takuya Nomura(SUPERSTATION)
Shigeki Hattori(graf)
Katsuhiko Fukumoto(BLUE OCEAN) (OAD2026 results)

10. Sponsors
Companies

11. Media partners
Establishing partnership with the media through mutual PR.

Content images :

Overall program structure

Experiencing the pleasure of seeing and buying while touring around the city

Department stores and shopping centers



Public spaces and open spaces



Galleries and shops



* Images are for reference only.

Osaka Art & Design 2027

Entry Guideline

Benefit

Benefits of exhibition

Overwhelming Crowds and Creation of New Appeal

A four-week, area-wide event held in major areas of Osaka City where visitors can enjoy art, fashion, entertainment, and food. The entire city becomes the venue, and an estimated 650,000 visitors are expected in total. Exhibitors can gain a high-profile exhibition opportunity by participating in Osaka Art & Design 2027, where the main venues will be commercial zones and areas around stations in the Kita (North), Minami (South), and Abeno areas of Osaka City.

Please note in advance that we may not be able to accommodate your preferred exhibition area.

Commercial Zones of Umeda, Shinsaibashi,Namba, and Abeno



Umeda and Namba Station Zones



PR effects

In addition to the official PR tools of Osaka Art & Design 2027, media coverage can be expected through initiatives like media tours.

Other Expansion Measures

We are planning various circulation-boosting measures, such as a digital stamp rally, as well as initiatives coordinated with each area.

Entry

Application Period:

Closes at 11:59 PM on December 11 (fri.),2026

Eligible applicants:

Galleries, commercial facilities, public spaces, shops, brands, fashion boutiques, and creators (artists and designers)

*How to Apply: Please prepare the required documents and apply through the entry website.

Entry site

https://www.osaka-artanddesign.com/

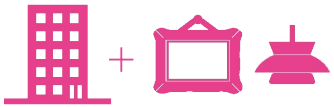
Inquiries: entry@osaka-artanddesign.com

Exhibitor entry process

Please select a plan according to the type of exhibit. Next, please select the PR package that best suits your PR volume.

Select an exhibition plan according to the availability of the exhibition venue and artwork.

plan A



VENUE AND ARTWORK

When you can provide both an exhibition venue and artwork
This plan is for those who can provide both a space for displaying and selling artwork (e.g. shop, gallery) and content (e.g. artwork, merchandise) and direct and manage their own exhibition.

plan B



VENUE ONLY

When you can provide an exhibition venue but are looking for artwork to exhibit
This plan is for those who can provide a space for displaying and selling artwork (e.g. shop, gallery) but are looking for artwork to exhibit and wish to collaborate with new designers, artists, and manufacturers.

plan C



ARTWORK ONLY

When you can provide artwork to exhibit but are looking for an exhibition venue
This plan is for designers, artists, and manufacturers who can provide artwork or products to exhibit but do not have a place to exhibit them so are looking for an exhibition space.

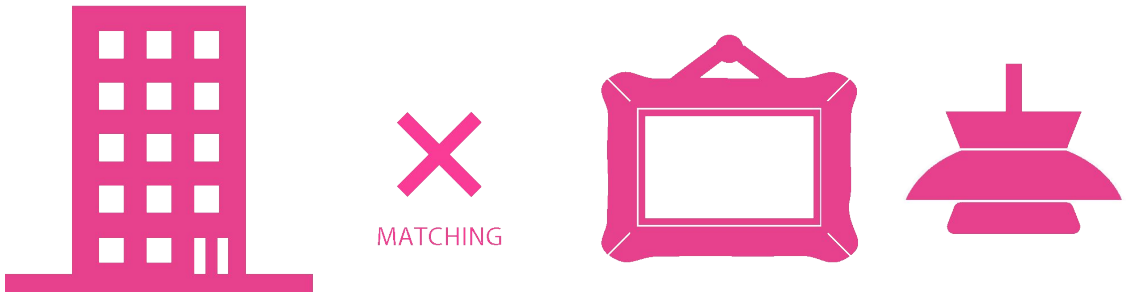
Exhibitor entry process

Please select the volume of PR you would like

		PR package			
		Small Individual creator	***Regular*** gallery / shop	***Large A*** company / group project	***Large B*** company / group project
Exhibition package	*plan A* *VENUE AND ARTWORK*	—	100,000 yen	300,000 yen	500,000 yen
	plan B *VENUE ONLY* **Matching fee included*	—	150,000 yen	350,000 yen	550,000 yen
	plan C *ARTWORK ONLY* **Matching fee included*	50,000 yen	150,000 yen	350,000 yen	550,000 yen

Matching Coordinate（plan B·plan C）

We will coordinate the matching with artwork for those who selected Plan B and the matching with exhibition venues for those who selected Plan C. We will work closely with you to match your needs.



VENUE　　ARTWORK

Note that the matching is based on a final agreement between both parties and may not be successful.

No fee will be charged in the case of failure.

*** If the plan is changed or cancelled while the exhibition is in progress after the matching has been established, we may ask you to pay all or part of the expenses depending on the utilization rate.**

Exhibitor entry process

To apply, please create an account on the dedicated site and submit your application.

Step 01 Select your plan and package, then create an account via the entry form.

Step 02 Click the link in the confirmation email to complete your registration.

Step 03 Log in and enter your applicant and artist information.

Step 04 Your entry is now complete.

(Once verified by the event office, your artist profile will be published on the entry site.)

Entry site

https://www.osaka-artanddesign.com/

Exhibit PR Packageibitor entry process

The volume of media coverage varies with each exhibition PR package.Choose from four exhibit PR packages to suit your needs.

Exhibition package	*Small* Individual creator	*Regular* Gallery / Shop	*Large A* Company / Group project	*Large B* Company / Group project
Website				
Top page	×	×	● ※1	● ※1
Images	1 images	2 images	3 images	5 images
Exhibition description	150 characters	250 characters	500 characters	1000 characters
Interview	×	×	×	●
Creators Profile	1 person	Up to 2 persons	Up to 3 persons	Up to 3 persons
URL	1 each	1 each	1~3 each	1~5 each
Video Clip	×	×	●	●
Guide book				
Basic Information	△ ※2	△ ※2	●	●
Official social media				
Basic Information Posted	●	●	●	●

※1 Posting on the top page in subject to rotation. Please note that the publication period will be detemined by the secretariat.
※2 It may be posted at the discretariat.

※Package contents are subject to change.
※Posters, venue guide signs, and guide maps will be provided for all plans.
※For those who wish to photograph the exhibition or produce a PR video, we will be able to accommodate this for an additional fee.

Official website

The volume of postings will vary depending on the exhibition package. Large A and Large B will be featured in the top page slide banner.

TOP PAGE OAD2026 Results (Reference)

KV

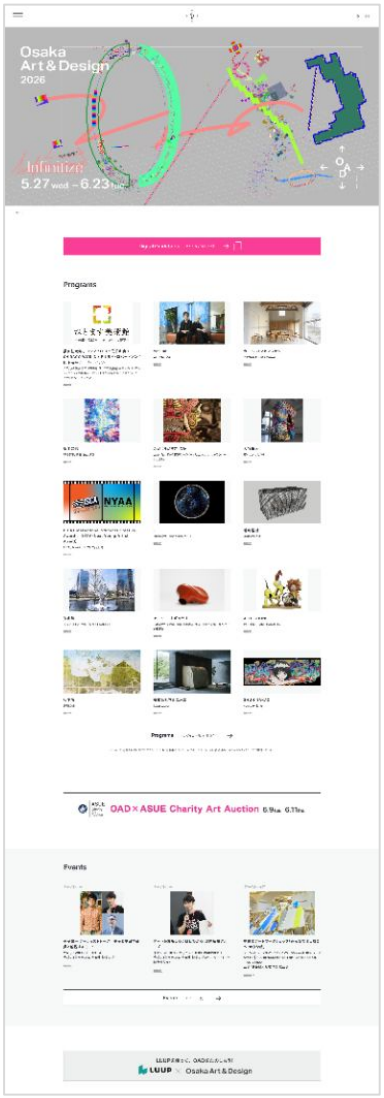
Digital Guidebook

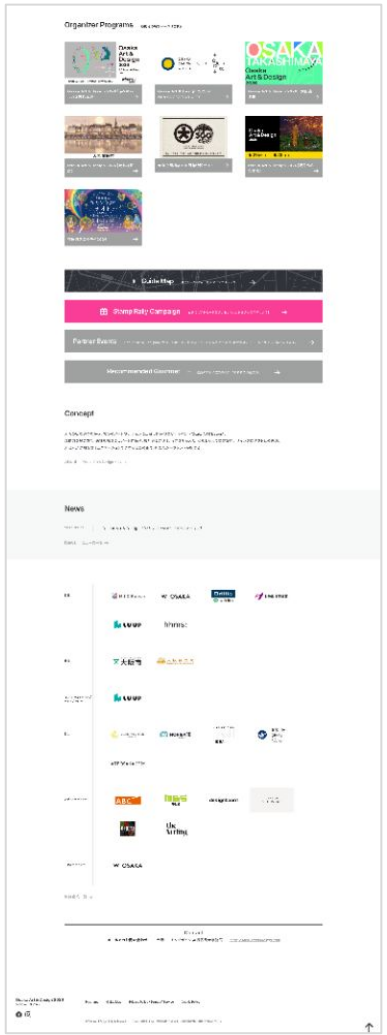
Program

OAD×ASUE Charity Art Auction

Events

OAD×LUUP





Organizer Programs

Guide Map
Stamp Rally Campaign
Partner Events
Recommended Gourmet

Concept
About

News

Sponsors &
Media partners

Contact

Official website

An exhibitor's page will be created for each exhibitor.
The volume of postings will vary depending on the exhibition package.
Check the table on the right.

* The layout and the design are subject to change.

Exhibition package	Small	Regular	Large A	Large B
Top page slide	×	×	●	●
News coverage	×	×	×	●
Images	1 images	2 images	3 images	5 images
Exhibition description	150 characters	250 characters	500 characters	1000 characters
Profile	For 1 person	Up to 2 persons	Up to 3 persons	Up to 3 persons
URL	1	1	1~3	1~5
Page image The layout and the design are subject to change.				

Official guide book / map

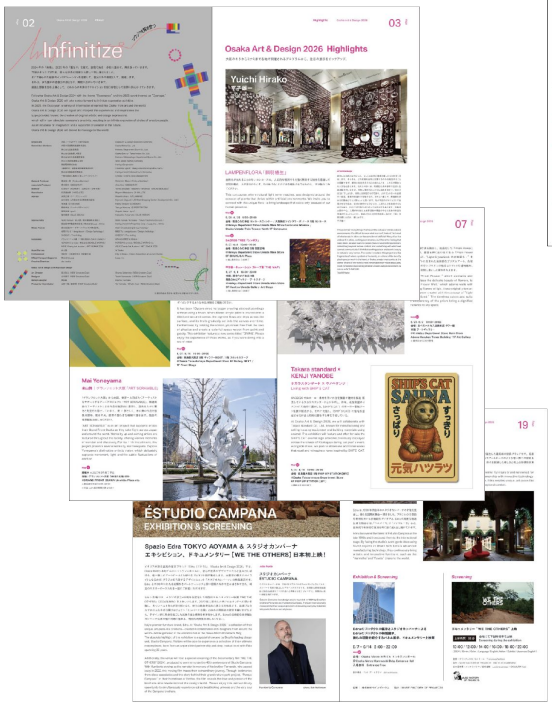
The Guide Map, which will be distributed at galleries, interior shops, department stores, and commercial facilities throughout Osaka City, is the official tool for touring the various venues of Osaka Art & Design 2027.

It will be published more than four weeks before the event, and together with the official website, it is designed to heighten the sense of anticipation.

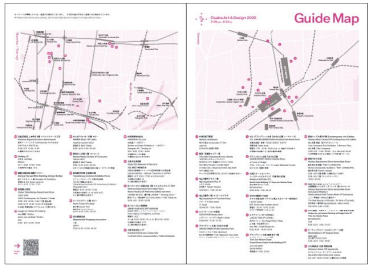
(*The following is a reference image of OAD 2026.)

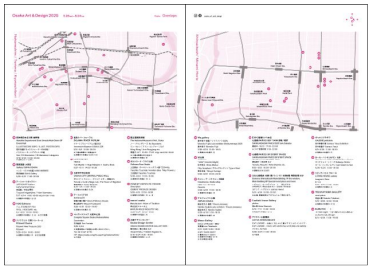
Guide Book





Guide MAP





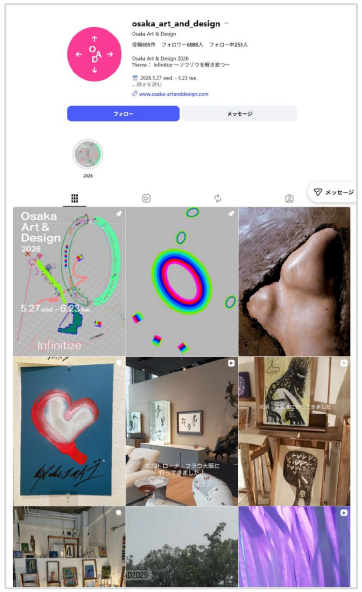
Official social media

Information on all the exhibitors will be posted on social media prior to the event in order to actively disseminate information.

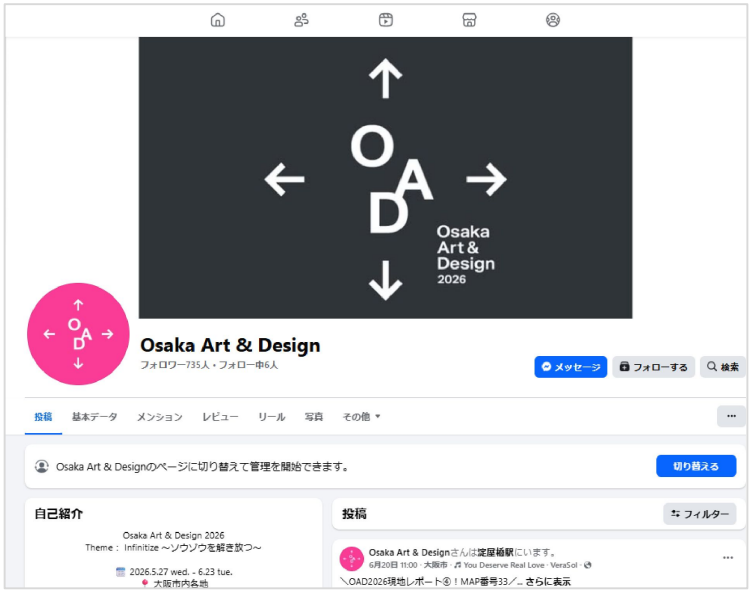
Exhibition PR package	Small Individual creator	Regular Gallery / shop	Large A Company / group project	Large B Company / group project
Exhibition introduction	●	●	●	●
Production and Distribution of PR Videos	Option	Option	Option	Option

*If there is a difference in the reriod of each event, the schedule will be adjusted and posted.

Instagram



Facebook



Partnership

We will seek cooperation not only from the companies on the Executive Committee and the exhibitors, but also from a wide range of companies, organizations, and stakeholders.

Media partner

We will build a partnership where the media and Osaka Art & Design, or OAD,
perform PR on behalf of each other. Together with the media,
we aim to make OAD an event that creates a culture of art and design.

Media:Introduce OAD on websites, in articles, etc.
OAD:Introduce the media as partners on the official website and social media.

Hotel partner

We will look for hotel partners to create an environment where creators and the
media can easily come to Osaka and work during the event.

Hotels:Provide discounts and other accommodation services to the media and creators.
OAD:Recommend hotels on the official website and social media.

Schedule

plan A

Information (manuscript) deadline
Late February to early March
* Title, image, description, etc.

plan B

Matching period
Mid-January to mid-February

Matching decision
Matching timing depends on application date and individual preferences.

Information (manuscript) deadline
End of February to mid-March * Title, image, description, etc.

plan C

Entry deadline
December 11(fri.)

Selection results notification
Around mid-January

Osaka Art & Design 2027 news release as needed
Osaka Art & Design 2027 social media (Instagram and Facebook) as needed

Osaka Art & Design 2027 website launch
Phase 1: Early May planned ; Phase 2: Late May planned

Osaka Art & Design 2027 guide map
Distributed in mid-May (planned)

Period: 4 weeks from May 26 (Wed) to June 22 (Tue), 2027