

TIAT Internal Branding Project receives a Red Dot Award

- Passenger Terminal Project Receives One of Top Three Design Awards in the World -



Staff corridors are the venue for spatial communication. The message, WE ARE TOKYO, is displayed along with series of photographs portraying staff moving forward. The message expresses the conviction that the airport is the face of Tokyo, the gateway to Japan. The words displayed on the ceiling, WE ARE TOKYO, are devised with a three-dimensional visual impact that changes depending on the angle from which they are viewed.

Haneda Airport International Passenger Terminal received the German international design Red Dot Award for the WE ARE TOKYO spatial communication created by the global brand consulting company, Interbrand (<http://interbrandjapan.com>) .

The Red Dot Awards are global design awards which have been presented to winners since 1955 and, alongside the iF Design Award in Germany and the International Design Excellence Awards in the US, they are one of the top three design awards in the world.

The WE ARE TOKYO spatial communication project was a recipient in the Communication Design division, one of three categories alongside the Product Design and Concept Design divisions.

There were entries from corporations, agencies and designers from 46 nations in 2016 but only 0.8% of those were award recipients.

The ultimate Grand Prix awards will be announced at a ceremony held in Berlin on November 4.

The 'WE ARE TOKYO' branding project was devised as a means of engaging terminal staff and familiarizing them with the branding initiative that Haneda Airport was aiming for. Haneda's object is to foster and further the understanding of its brand, nurture a sense of identification and stimulate communication. This will be achieved by creating a brand concept and message, and engaging terminal employees through participatory events and workshops, and spatial communication. These efforts will target all personnel working in the terminals so that they work towards making the airport a fitting venue with which to welcome visitors from abroad ahead of in 2020.



reddot award 2016
winner