

TIAT Internal Branding Project Wins iF DESIGN AWARD 2017

- Second Accolade From the World's Top Three Design Awards! ~



The International Passenger Terminal at Haneda Airport was honored with a prize at the globally recognized German design competition, iF DESIGN AWARD 2017, for its WE ARE TOKYO spatial communication internal branding project. The award was for Branding Activity Communication - Typography/Signage in the Communication category.

iF DESIGN AWARD is organized by iF International Forum Design GmbH, the oldest independent design organization in Germany with its headquarters in Hanover. As in past years, it received more than 5,500 submissions from 59 countries, and selected the outstanding designs as winners through a rigorous screening process by a panel of 58 expert judges.

The award is counted among the three most reputable design awards in the world alongside Germany's Red Dot Award and the International Design Excellence Awards in the US. Last year, TIAT's WE ARE TOKYO project received the Red Dot Award in the spatial communication category, so the iF DESIGN AWARD is our second accolade from the world's top three awards.

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 the Olympics in 2020.

