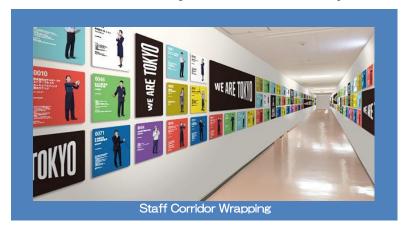# TIAT Internal Branding Project Wins
Red Dot Award for Second Consecutive Year
- Third Accolade for Terminal Projects from World's Top Three Design Awards -

Staff Corridor Wrapping

Tokyo International Air Terminal Corporation (TIAT) received the German international design Red Dot Award 2017 for the WE ARE TOKYO spatial communication created by Japan's leading brand consulting company, Interbrand (http://interbrandjapan.com). TIAT was the winner of the Red Dot Award 2016 last year and was also honored with the iF Design Award 2017 in February of this year, so this is its third accolade from the world's top three design awards.

The WE ARE TOKYO branding project engages all personnel working at Haneda Airport in an initiative to provide the highest level of hospitality in the world as the gateway to Tokyo, ahead of the Olympics in 2020. Under a concept of fostering a sense of pride and solidarity among the staff by casting a spotlight on individual employees, photos were taken of airport workers in various occupations dressed in their uniforms and these were then used on the staff corridor wrapping design and compiled into a trading card-style catalog. Having the staff exchange these cards promoted understanding of the roles of other personnel and helped nurture a sense of unity throughout the entire airport. The project also received the Red Dot Award in 2016 for its spatial communication using the staff corridors and this is the second consecutive year that it has received the award.

The Red Dot Award is an international design competition founded in 1955 and, alongside the iF Design Award in Germany and the International Design Excellence Awards in the US, is counted among the three most reputable design awards in the world.
In 2017, winners were selected from over 5,500 entries from 54 countries around the world. The WE ARE TOKYO spatial communication initiative was a recipient in the Communication Design division, one of three categories alongside the Product Design and Concept Design divisions.

WE ARE TOKYO Catalog

reddot award 2017 winner

Tokyo International Air Terminal Corporation
http://www.tiat.co.jp/