

TIAT Internal Branding Project Wins iF Design Award 2018

Second Year in Succession Fourth Accolade from 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 2018, for its WE ARE TOKYO spatial communication internal branding project. The award was for Branding Activity Communication - Typography/Signage in the Communication category, the same as the award received last year.

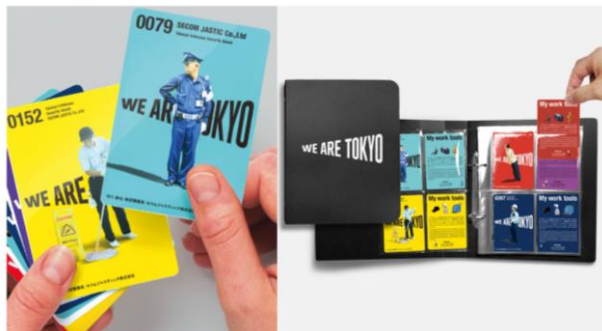
For the past 65 years, the iF Design Award has been regarded internationally as the authority on good design and the logo is widely recognized as evidence of design excellence. Alongside Germany's Red Dot Award and the International Design Excellence Awards in the US, the iF Design Award is one of the top three awards for design in the world.

Recipients of the iF Design Award are selected from stringent adjudication criteria which takes into account not only global excellence in aesthetics and functionality but also innovation, etc. In 2018, there were a record 6,402 entries from 54 countries with 1,218 winning awards.

Last year, WE ARE TOKYO also won the Red Dot Award in the spatial communication division for the second successive year. With this most recent award, WE ARE TOKYO has won two of the world's three most sought after crowns for two years running and has received a total of four of the world's most prestigious design awards.

The WE ARE TOKYO branding project is an engagement initiative designed to enable the Haneda Airport's brand profile to penetrate through all levels of passenger terminal employees. The brand concept and message were created in 2015 to encourage all passenger terminal employees to work with pride toward a common objective of creating the nation's premier airport with which to welcome travelers from around the world in the lead up to 2020. In February this year, some of the spatial communication engagement campaign was revealed to the general public at Hirokoji on the 4th floor of the international terminal, on the observation deck on the 5th floor and at SKYROAD, also on the 5th floor of the same terminal.

The objective is to foster a sense of unity throughout the airport and stimulate communication as the Haneda Airport brand is understood and permeates.



Staff catalogues designed as trading cards
(168 different types)



Staff catalogues on display at SKYROAD on
the 5th floor