

AXIS 40th

Corporate Profile

In 2021, AXIS is celebrating its 40th anniversary.

Fostering Lifestyles and Society Where Design Matters

A role of design is to form a better connection between humans and objects.
When humans are connected with food, clothing, and shelter via design,
lifestyles will be formed where design matters.

Furthermore, when humans are connected with businesses and the environment via design,
a society will be formed where design matters.

AXIS is celebrating its 40th anniversary in 2021,
and thankful to all the support it has received.

We will continue to work to foster lifestyles and a society where design matters,
through implementation and infiltration of more connectable designs.



In pursuit of "fostering lifestyles and a society where design matters," we are working on three activities.

Proposing Lifestyles Where Design Matters through Merchandise and Spaces

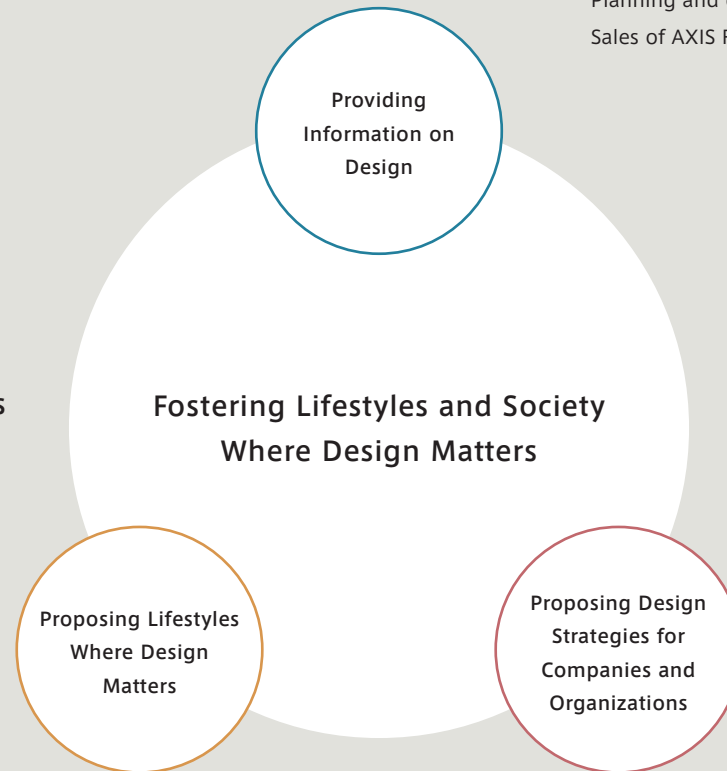
Operation of the AXIS Building, a base for proposing designs
Management of directly-managed shops

- Living Motif
- Bibliophile
- Le Garage

Tenant leasing
Operation of rental spaces in AXIS Gallery

Providing Latest Design Information and Proposal for Future Creativity

Editing and publication of Design Magazine *AXIS* and related books
Planning and operation of Web Magazine *AXIS*
Planning and operation of *AXIS* Gallery
Planning and operation of seminars and workshops
Sales of *AXIS* Font



Proposing Design Strategies for Companies and Organizations

Market surveys
Marketing strategies
Branding
Graphic design
Website interaction design
Space design
Product design
Brand merchandising

As a design proposal group based at the *AXIS* Building in Roppongi, Tokyo, we strive to disseminate excellent designs to society.

Providing Information on Design

AXIS provides the latest international and domestic information on design mainly through three types of media: magazine, web, and gallery. Our wide-ranging activities go beyond areas without limitation of the field of expertise.

Design Magazine AXIS

A design magazine that adds a new viewpoint for the relationship between design and society. With unique special articles, bilingual text, and a high-quality layout, its contents are distinguished from general magazines. The magazine fully utilizes its unique perspective, network, and planning/editing abilities that have been fostered since its first publication in 1981. It is highly favored by opinion leaders in the business and technology fields. As the "joints" for connecting the knowledge and creativity of different fields, we continue to examine future society and value creation with our readers.



Vol.200



Web Magazine AXIS

Web media operated by the editorial department of Design Magazine AXIS. As a form of media to stimulate the creativity of readers, it provides information as opportunities to familiarize readers with design and to casually experience it.



AXIS Font

The font developed for Design Magazine AXIS (developed by Type Project). Various fonts are available for different uses, including Basic for a clear and smart impression, Condensed and Compressed that are suitable for information environments, and Round for a soft impression.



Providing Information on Design

AXIS Gallery

AXIS Gallery has been open since 1981 as a venue for disseminating various designs, which are axes of lifestyles, value, and creation. It has hosted themed exhibitions filled with proposals, including exhibitions that were ahead of their time and exhibitions of works never released to the world before. Being one of the few design galleries in Japan, we always seek future roles for design and make proposals that trigger new actions from people.



The 15th Anniversary of AXIS: Shiro Kuramata Design Exhibition
Luminous: Shiro Kuramata



Charles Eames "100Images x 100Words"

© Nacása & Partners

AXIS Forum

In conjunction with Design Magazine *AXIS* and Web Magazine *AXIS*, *AXIS Forum* has hosted lectures by people at the forefront of various fields, not only in design but also business and technologies. Our events attract many people who seek clues for creation for the future.



AXIS Design Laboratory

AXIS Design Laboratory researches and develops possibilities for future design, while predicting the society, lifestyles, and values of the future. We provide various insights from human, business, technology, and design perspectives.



Proposing Lifestyles Where Design Matters

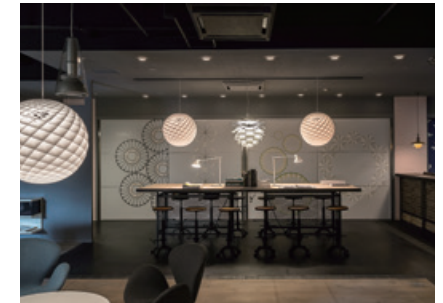
AXIS invites partners that sympathize with the concept of a building as tenant shops and proposes "lifestyles where design matters" together.

AXIS Building — a Base for Disseminating Design

The AXIS Building is the first proposal-based commercial building in Japan, with a focus on excellent design and high-quality lifestyles. Since opening in 1981, the building has been occupied with shops, showrooms, and restaurants with a refined taste.



Material ConneXion Tokyo



Louis Poulsen



Savoir Vivre



Taka Ishii Gallery Photography / Film



Auras



Nuno



Bang & Olufsen



Japanese Cuisine Hishinuma



Yoshikin



Tom's Garden

Proposing Lifestyles Where Design Matters

Let's disseminate designs together. We provide quality space.

AXIS provides unique new business opportunities and encounters with clients. By agreeing with our concept of "lifestyles where design matters," our tenants deliver high-quality goods and superior services with specific preferences. We lease space to companies that sympathize with our concept and improve together.

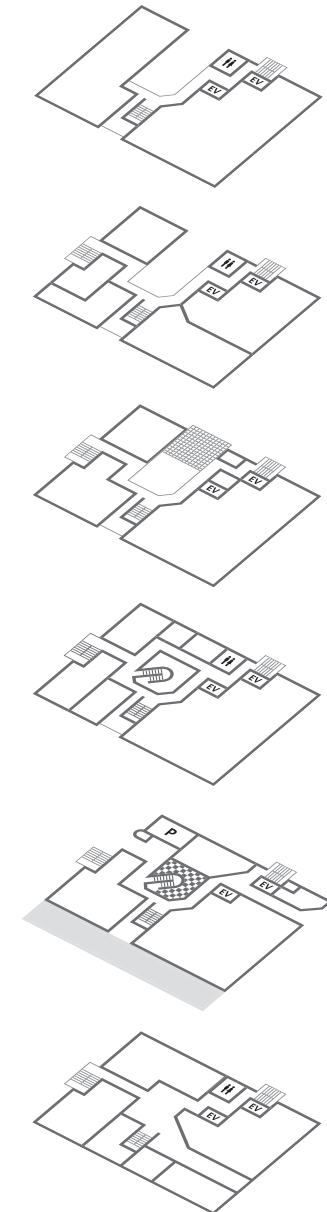
Multipurpose Space for Disseminating Designs

AXIS Gallery can be used as a rental space for different purposes, including shows, exhibitions, parties, and workshops.



AXIS Building 4th floor, AXIS Gallery

© Nacása & Partners



Proposing Lifestyles Where Design Matters

In order to propose "lifestyles where design matters," AXIS has three directly-managed shops in the building. With carefully selected items from all over the world, the stores propose their own unique, high quality lifestyles. We also endeavor to quickly catch design trends through the highly perceptive people who gather at the AXIS Building, eliciting new product proposals.

Living Motif

- **A space to feel and experience authentic articles**

As a shop for proposing high quality lifestyles, Living Motif—the main shop in the AXIS Building—provides "authentic" products, space, and services. The shop stretches across three levels and sells various items, including tables, kitchenware, toiletries, business items, and interior decorations. Displays with coordinated items invoke visitors to imagine actual lifestyles.



1F



2F



B1



Event space on 1F



Bibliophile



A bookstore located within Living Motif, specializing in books related to design (mainly imported books).

Proposing Lifestyles Where Design Matters

Le Garage

- Car-life media shop



Le Garage is a shop that proposes various car-related entertainment, such as driving, car washing, and building a garage. The shop collects and provides carefully selected items from all over the world, in accordance with its unique viewpoint. Rare cars—only a few of which exist in Japan—has been exhibited since first opening and has attracted much attention from car enthusiasts.



Comprehensive Consulting from Production Space to Merchandise Strategy

We work on a variety of consulting projects, taking advantage of our unique perspective, domestic and international networks, and operation know-how that have been fostered through the activities of the directly-managed shops. For corporate customers, we propose a wide range of spaces, including living, commercial, and office spaces. We provide services from survey analysis and concept development to designing, interior coordination, and promotion. We have a one-stop system for tasks related to merchandising, such as producing a shop, merchandise strategy development, and shop operation support.



Collaborative event with companies for proposing housing spaces



Space design and model room styling



Accommodation styling



Office design and styling



Bookshelf styling



Pop-up store design and store operation

Proposing Design Strategies for Companies and Organizations

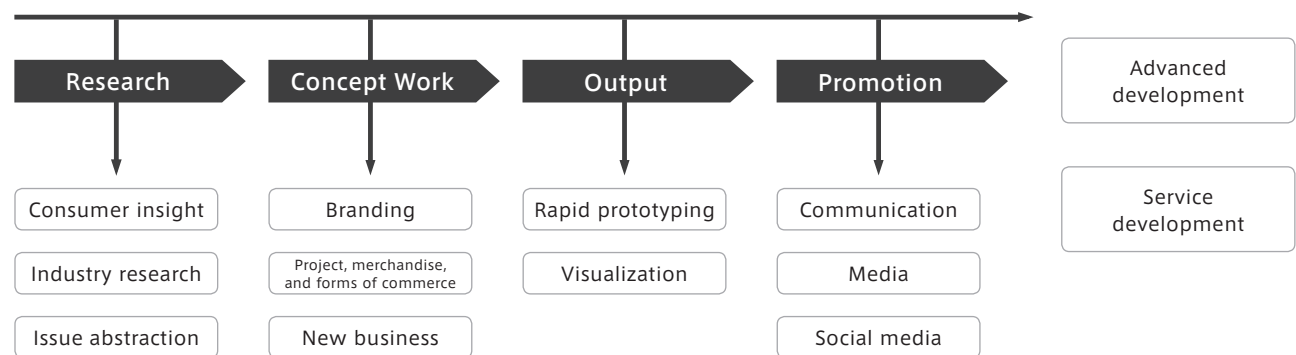
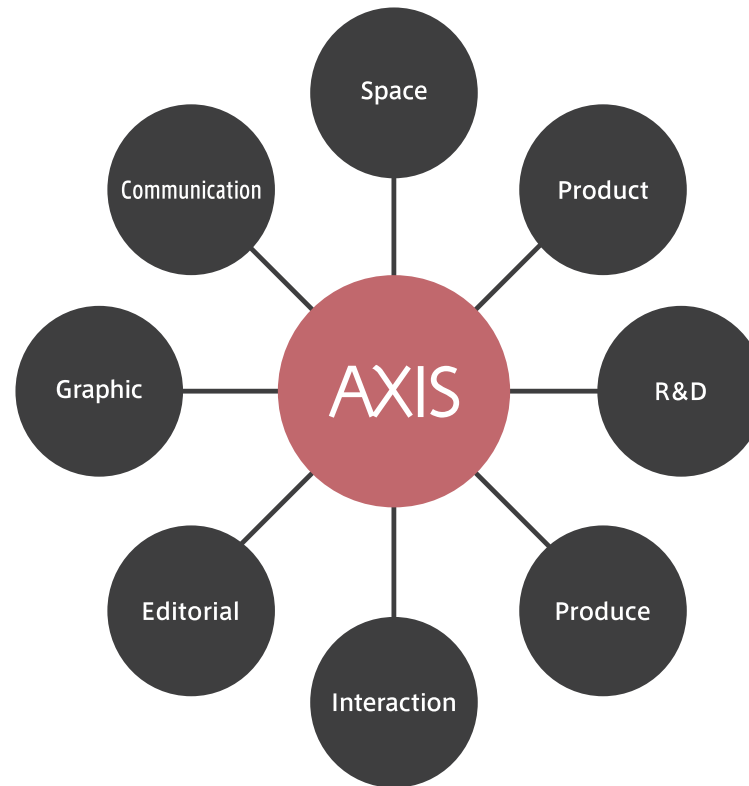
We propose design strategies for companies and organizations while aiming to send out inherently excellent products/services to society. AXIS also covers a wide range of fields, including graphics, product design, architectural space design, and interaction design. We have a system to propose everything from market surveys to concept planning, design development, and evaluation assessment.

Utilizing Design-related Knowledge and Networks for Creative Projects

AXIS Solution Group is a creative group born within the design proposal group AXIS. One of its strengths is that it can utilize its knowledge and networks, acquired through the diverse activities of AXIS, for solving the problems of clients. Ideas born from a wide range of discussions about design are dramatically refined by our creativity and techniques. We offer the best solutions for our clients.

Adaptable for Various Phases in a Diverse Range of Projects

Experts in graphics, product design, architectural space design, and interaction design work for AXIS. Since we have a survey research and planning team and a production team, in addition to the design team, we can handle both individual phases and an entire series of phases from survey/analysis to concept work, design, and promotion. We can work flexibly depending on the nature of a project and its needs.

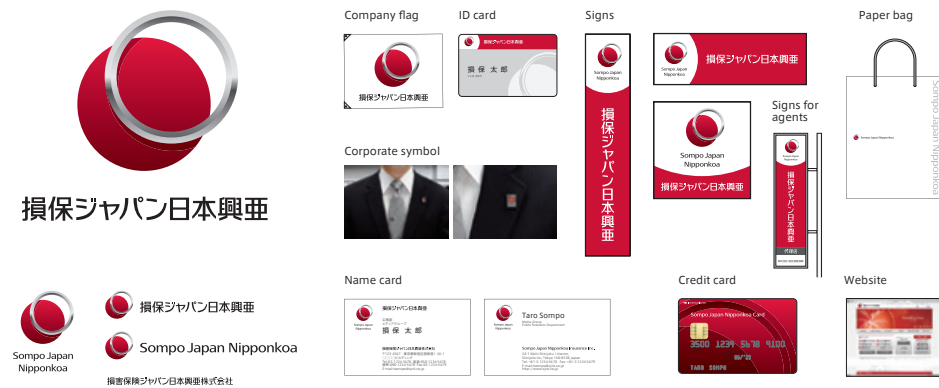


Proposing Design Strategies for Companies and Organizations

Branding

We propose branding strategies for clarifying the value provided by a brand and for propagating a strong desirable image. We provide approaches related to the entire brand experiences of stakeholders, including research, concept work, messaging, basic design, application design, development of operation guidelines, and development and operation of various communication tools.

• VI for Sompo Japan Nipponkoa Insurance



VI design development for a merger of Sompo Japan Insurance Inc. and NIPPONKOA Insurance Co., Ltd. The platinum ring of the new symbol represents the company's future in connecting with the people of the world to create a "new level of trust."

Dentsu Inc. / Sompo Japan Nipponkoa Insurance Inc.

• VI for Sunshine Aquarium



VI development for the re-opening of Sunshine Aquarium. With the concept of "New exciting discoveries await you!" we developed a logo mark with hidden silhouettes of marine animals that can be detected and utilized it for various applications.

Dentsu Inc. / Sunshine Enterprise Co.,Ltd.



CI for Konica Minolta
Konica Minolta, Inc.



CI for Monofactory
Nakadai Co.,Ltd.



CI for Ain Group
Dentsu Inc. /
Ain Holdings Inc.



CI for Ishibashi Cultural Center
Kurume Cultural
Promotion Foundation



CI for Ishibashi Foundation
Ishibashi Foundation



CI for Socie World
Socie World Co.,Ltd.

Proposing Design Strategies for Companies and Organizations

Graphic Design



Graphics for "Architect Frank Gehry 'I Have an Idea'" Exhibition
21_21 DESIGN SIGHT

"Architect Frank Gehry 'I Have an Idea'" Exhibition. Under the direction of architect Tsuyoshi Tane, we developed the overall graphics of the exhibition, focusing on Frank Gehry's "ideas."

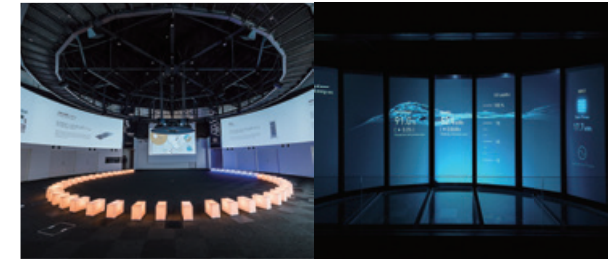
Web Design



Website of 21_21 DESIGN SIGHT
21_21 DESIGN SIGHT

Development of the website renewed at the time of its 10th anniversary. We proposed a design for the next decade while building upon the past decade.

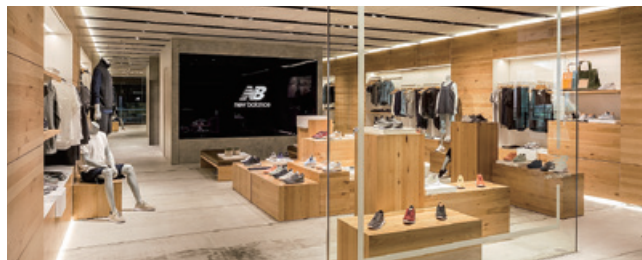
Interaction Design



Visualization system for energy information
Toshikazu Ishida Lab., Graduate School of Engineering at Tohoku University

As a part of Tohoku Recovery Next-generation Energy Research and Development Project, we developed contents for projection, in which energy information is aggregated and visualized in real time.

Space Design



NEW BALANCE ROPPONGI 19:06
New Balance Japan, Inc.

DSA Design Award /
JCD Design Award Gold Prize



Smart Canvas Project
Seiko Epson Corporation

Product Design



Design of cosmetic bottle
ROHTO Pharmaceutical Co., Ltd.



Projector
Kaga Components Co., Ltd.

AXIS develops concepts and designs, in relation to various spaces and experiences, such as urban development, architecture, and interiors.

For each project, a mixed team is made up of designers, consultants, researchers, and data scientists to develop a variety of design consulting services.

Proposing Design Strategies for Companies and Organizations

By utilizing the experiences and know-how accumulated from design projects over many years, AXIS develops business for improving company brand strategies.

Brand Merchandising

• Merchandising business consulting

AXIS provides a unique merchandising business consulting service, based on experiences from the operation of the directly-managed shop, Le Garage, and the merchandising business with car manufacturers. We can propose everything from an entire business scheme development, to brand guideline development based on CI and VI, product planning and development, and manufacturing. We also provide a comprehensive service for commercialization of a merchandising business, including development and operation of an ordering system to be used by nationwide dealers, stock management, and development of an E-SHOP system for general customers.



Brand Communication

• Planning and creation of exclusive calendars and premium catalogs for companies

We plan and make novelty goods and promotional items, such as calendars and premium goods. By aggregating our design resources, we provide a one-stop service to make proposals adapted to the various needs of customers, involving everything from planning/producing to mediation system development, packing, and shipping.



• Shop Identity and Operation Management

By utilizing our experience in design and CI/BI management, AXIS comprehensively operates and manages , including unifying their exterior appearances for physical retail stores and installing sign boards. We make proposals in a consistent system that includes preparation of a manual, designing of the exterior and signs for each building, selecting supplies, and construction work, and providing consistent and reliable quality.



History

The activities of AXIS over thirty years has expanded the possibilities of design and cultivated the leading-edge design of the time.

In the 1970s — Proposing lifestyles where design matter

1976 A development project of Japan's first private design base, "Iigura Project", started at an exceptional site in Iigura Katamachi, Roppongi, Tokyo. The project was named "AXIS", calling itself to be the axis of design.



In the 1980s — Creating design trend

1981 **AXIS Inc. was established**
Integrating the concept of AXIS, AXIS Inc. started its activity as a think tank with design information and network

Opening the AXIS Building

The AXIS Building opened in Iigura Katamachi, Roppongi with high quality shops including the directly-managed "Living Motif" and "Le Garage."

Opening the AXIS Gallery / Exhibition of "Ettore Sottsass"

The exhibition of works by Ettore Sottsass, an Italian designer who founded the Memphis group, was held for the opening event of AXIS Building. The impact of this exhibition acted as a trigger to create a trend of postmodernism in Japan.

Publishing Design Magazine *AXIS*

A quarterly magazine *AXIS* was first published at the same time as the opening of AXIS Building. It provides design-related information from around



the world and proposes new design trends, and became the center of attention as it was called the "moving" *AXIS* due to its unique editing policy which focuses on concept across various genres.

1984 **Forming "Le Garage Cox Racing Team"**

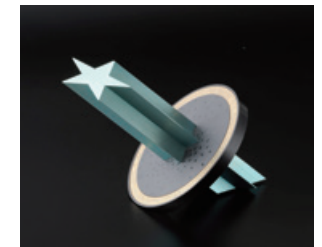
Activities of the directly-managed shop "Le Garage" had stretched to form a racing team and participated in F3000 Championship ahead of the motor-sport boom in Japan.

1985 **Members of the international council of MOMA visited the AXIS Building**

When the exhibition of works by Emilio Ambasz, an architect based in New York, was held at the AXIS Building, members of the Museum of Modern Art, New York (MoMA) Advisory Committee visited the venue. The collaboration with MoMA had started then and later the traveling exhibition "Alvar Aalto: Furniture and Glass" as held at the AXIS Building.

Design Magazine *AXIS* won an international award

Design Magazine *AXIS* won an award in publishing category at the International Council of Societies of Industrial Design (ICSID) Award in Washington D. C. The following year, *AXIS* became a bilingual magazine in Japanese and English to meet increasing needs of international readers.



History

In the 1990s — New field of design: Information design

Proactively introducing the computer in creating designs

Designs by the computer such as DTP in Design Magazine *AXIS* has been promoted proactively since 1987, drawing much attention in the design industry at the time.

1991 The 10th anniversary of *AXIS* Inc.

The exhibition of "Richard Saul Wurman: Information Architecture" was held, proposing the relationship between information and design as well as predicting designs in the computer era.



Full renewal of the directly-managed shop "Living Motif."

Design Magazine *AXIS* published quarterly, becomes a bimonthly magazine

Posting information in a more timely manner.

1996 The 15th Anniversary of *AXIS* Building

AXIS Inc. becomes Axis partners dividing into three individual companies, *AXIS* Inc., *AXIS* Market Design Inc., and *AXIS* Publishing Inc. Strengthens the areas of publishing and consulting business

Retrospective of Shiro Kuramata who left many works for *AXIS* "Luminous: Shiro Kuramata"

1997 Renewal of Design Magazine *AXIS*

Start of the cover with portraits. The first issue was Ettore Sottsass.



1998 Birth of the new *AXIS*

AXIS Inc. and *AXIS* Market Design Inc. merge with ligura Institute Inc., an affiliate company of Bridgestone Corporation working on the 5th floor of the *AXIS* Building, and strengthens the design and marketing consulting field.

In the 2000s — *AXIS* continues to evolve

2001 The 20th Anniversary of *AXIS* Building

The directly-managed store "Living Motif" expands its sales area to the 2nd floor. Large windows covering the 1st and 2nd floors of the exterior of the building are installed.



Exhibition introducing the new *AXIS* "AXIS20 Presentation"

"Tokujin Yoshioka Design Exhibition—Xperiment" Release of the *AXIS* Font

The Japanese font "*AXIS* Font" born from Design Magazine *AXIS* was released (Developed by Type Project).



2006 The 25th Anniversary of *AXIS* Building

The directly-managed store "Living Motif" expands its sales area to the basement and the bookstore "Bibliophile" enlarging in B1F. The store area of Living Motif in the B1F to 2F is connected with a newly installed see-through elevator.

History

Exhibition "Super Normal"
by Naoto Fukasawa and Jasper Morrison



The 25th Anniversary Exhibition of Design Magazine AXIS : "ID in the 21st century"

2009 **Launched the design information site "jiku."**
Starts the information site on design in a timely manner by the editors of *AXIS*.

Evolves into a car-life media shop

A full renewal of the directly-managed store "Le Garage." Becomes a shop introducing a new lifestyle of car owners.



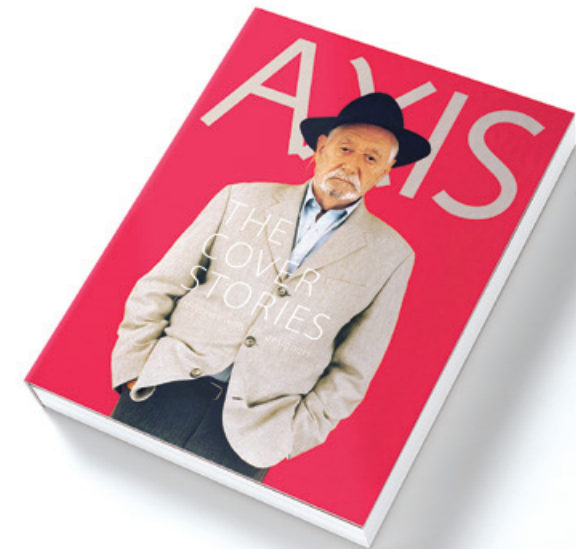
2017 **Renewal of Design Magazine *AXIS***
Renewed the contents to become the "joints" to connect the knowledge and creativity of different fields such as business, technology, creative, etc.



2018 **Launch of Web Magazine *AXIS***
Started to become a media to stimulate the creativity of readers by providing articles from diverse fields.

Published "AXIS THE COVER STORIES — Interviews with 115 designers"

The publication of cover stories introduced in Design Magazine *AXIS* over 20 years re-edited into a book.



In the 2010s — A society conscious of design

2010 **"Design to change the World Exhibition"**
Introduced projects that improve the quality of life from the point of design by companies and various organizations from developing countries.

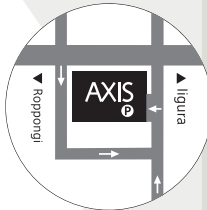
2016 **AXIS Inc. received the Special Prize of Mainichi Design Prize**
AXIS won the Special Prize of "2015 Mainichi Design Award" (Organized by The Mainichi Newspapers) awarded to the most outstanding design of the year with the long history of activities to promote design receiving high acclaim.



Access



AXIS Parking is available on the one-way street on the left side of the AXIS Building (8:00-22:00, 300yen/30min.)



AXIS Inc.

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106-0032, Japan

Tel. +81 3-3587-2784

Roppongi Station (Tokyo Metro Hibiya Line; Toei Subway Oedo Line)

Exit number 3. Walk towards Tokyo Tower on Gaien-higashi-dori (street) from the Roppongi intersection. (Approximately 8 min. on foot)


Roppongi 1-chome Station (Tokyo Metro Namboku Line)

Exit number 2. Turn right at ligura katamachi Crossing (Approximately 7 min. on foot)

Azabu Juban Station (Tokyo Metro Namboku Line; Toei Subway Oedo Line)

Exit number 7. Turn left at ligura katamachi Crossing (Approximately 9 min. on foot)

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