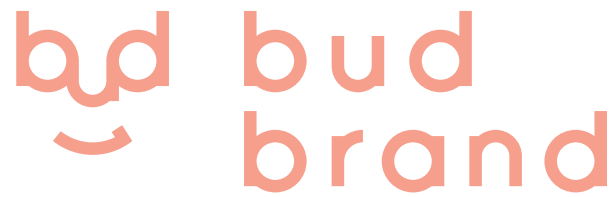


bud brand 2024



## **bud brand supports next-generation Japanese creators to exhibit at Milano Design Week 2024.**

It is the world's largest interior design trade fair held every April. At this venue alone, there were about 2000 exhibiting companies and over 300,000 visitors. The overall number of visitors of Milano Design Week exceeds 1 million. bud brand's booth will be located in the open space of "via Tortona 5" in the Tortona district.



### **Milano Design Week**

**WHEN** : 16 April [ TUE ] - 21 April [ SUN ], 2024 10:00am - 9:00pm

**WHERE** : via Tortona 5

Via Tortona, 5, 20144 Milano MI, Italy



**bud brand** [www.bud-brand.com/en](http://www.bud-brand.com/en)

bud brand is a project for next generation of talented Japanese creators as 'buds'. It's about to cause a sensation in the world.

They are ready to bloom beautifully their talent! We have supported them to exhibit in Milano Design Week from 2016.

The object theme of bud brand 2024 U-25

# Rebirth x GRIN

"Connecting through Playful Products"

The once ordinary daily interactions of meeting, talking, and touching in person were disrupted by recent events such as the COVID-19 pandemic and conflicts.

However, the world is gradually overcoming these barriers.

Amidst this, we aspire to create a future where children can once again experience bright and hopeful everyday lives filled with smiles.

In a reality where borders and languages no longer matter, where people can communicate face-to-face, we aim to design play that brings smiles to everyone and allows them to share those smiles.



## Milano Design Week 2024 bud brand Exhibitors

bud brand plans to exhibit 9 objects this year.

Our missions are supporting our exhibitors and development of next generation creators as human resources.

Accordingly, we work closely together to assist with students, craftsmen and local industrials.

Designer : <b>Kamitani Tomoe</b> from FUKUOKA DESIGN SCHOOL	<b>katachiruta</b>
Designer : <b>Uno Shino</b> from Kyoto University Of The Arts	<b>DENTOU series</b>
Designer : <b>Kawase Hiroto</b> from Nihon University College Of Art	<b>MOVEAR</b>
Designer : <b>Ishimatsu Kanako / Ishizawa Yuyu</b> from TOYO University	<b>amadou</b>
Designer : <b>Mishiro Koji</b> from Osaka Institute of Technology	<b>RECEIPT PLAYER</b>
Designer : <b>Nakagawa Hana</b> from Kagawa University	<b>FLY</b>
Designer : <b>Takeshita Saki / Kawazoe Yuki</b>	<b>GO GO FLOWER!!</b>
Designer : <b>Endo Moe</b> from Kuwasawa Design School	<b>TSUKAMU</b>
Joint Project : <b>Rebirth of "BALANCE TOWER"</b>	Participating companies/schools: FANFARE Co., Ltd. / FUJISLATE CO., LTD. / Kyushu Sangyo University / NIHON M-TECS Co., LTD. / RANTA / SEISHOKU CO.,LTD. x Design Engineering, Shibaura Institute of Technology / WASABI

### Contact:

General Incorporated JAPAN DESIGN BANK Association : Yamaguchi Tomoyuki E-mail : info@bud-brand.com

#402 Aoyama Gakuin ASTUDIO 5-47-11, Jingumae, Shibuya-ku, Tokyo 150-0001, JAPAN