

The background is a dark, textured surface. A large, light-colored letter 'A' is positioned in the lower center. To the left of the 'A', there is a vertical white bar with a circular hole at the top. To the right of the 'A', there is a white crosshair symbol. The title 'advertising design in japan vol.31' is written in a bold, white, sans-serif font at the bottom right, with 'japan' underlined.

**advertising
design in
japan vol.31**

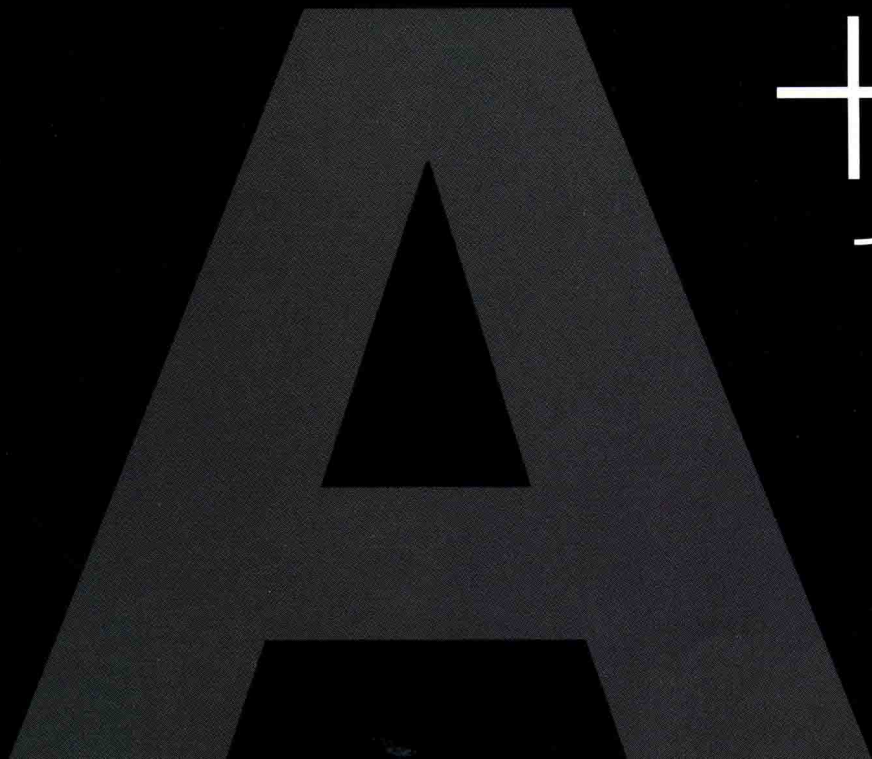
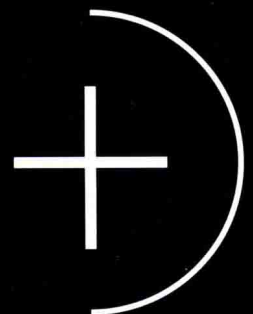
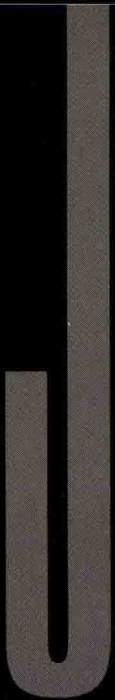
advertising

design

in

japan

vol. 31



cover design:

minoru niijima

editorial staff:

tomoko tanoue

publisher:

shuhei hashimoto

rikuyo-sha

publishing, inc.

shizuoka bank bldg.

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shinjuku-ku tokyo

japan

tel: 03 3354-4020

fax: 03 3352-3106

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rikuyo-sha publishing, inc.

printed in japan

A

-
- 84 AD. CARBURETTOR
88 AD. CENTER
124 AD. CREATOR
100 ADFOX
160 ADMAX
16 AD TECHNIKA
12 AD PLANNER
92 ADVERTISING ENGINEERS
OF TOKYO
140 AIDMA
68 ALPHA CREATIVE COMPANY
120 AOYAMA MAGNA
ADVERTISING
76 A·P
82 ARATA DESIGN OFFICE
180 ART MIND
168 ART STUDIO
26 AVAN
62 AVANT DESIGN

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174 BANANA WALKER
112 BAU ADVERTISING OFFICE
142 BELLE EPOQUE
96 BON ART
94 BRAIN CIRQ

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14 G by K
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32 HOT LINE COMMUNICATION

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- 126 TOKYO GRAPHIC
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- 106 TOWA CREATIVE

V

- 56 VOLLEY

W

- 156 WEDGE

Y

- 136 YAP CREATIVE

Z

- 104 ZenzaBLOW
- 70 ZOOM

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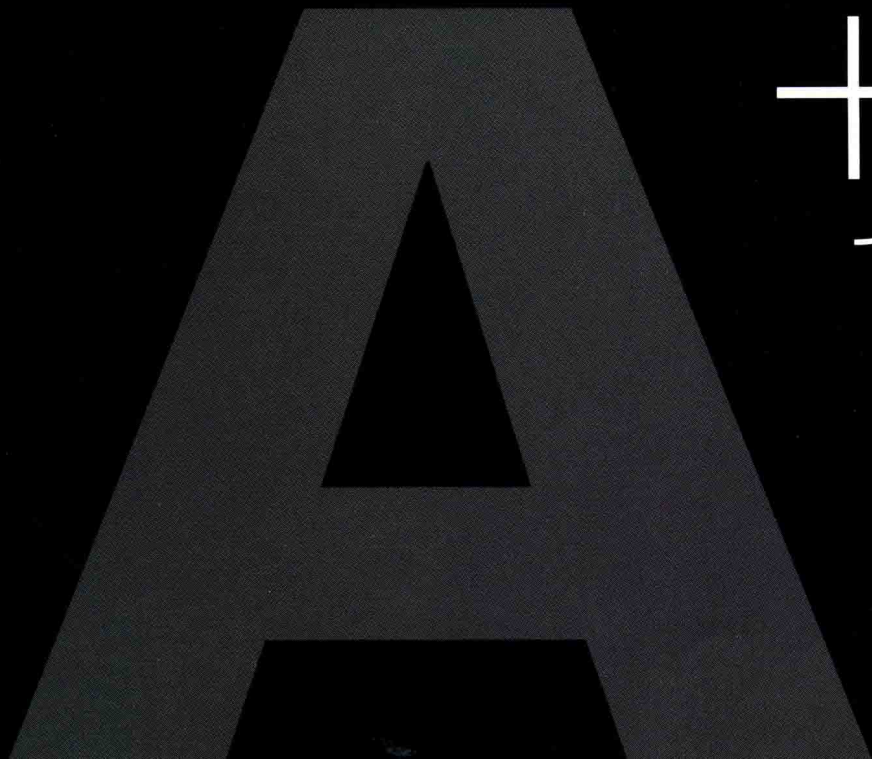
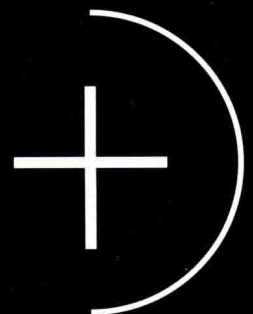
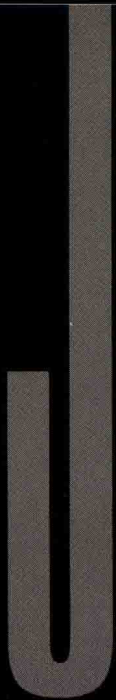
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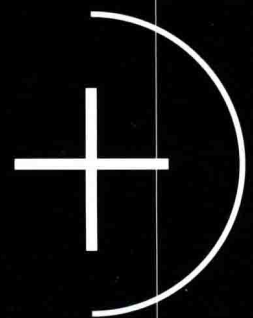
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- 70 ZOOM

abbreviation
略語

AD:

advertising

BI:

brand identity

CI:

corporate identity

DM:

direct mail

ID:

industrial design

POP:

point of purchase

SI:

shop identity

SP:

sales promotion

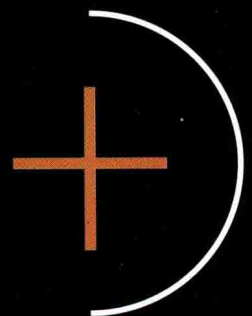
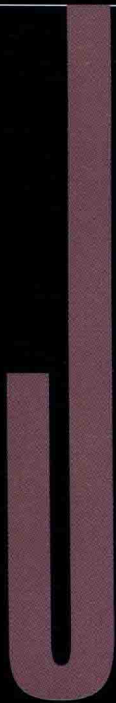
TV-CF:

television

commercial film

VI:

visual identity



104 東京都中央区銀座 3-10-19

美術家会館 4F

TEL 03-3543-8601 FAX 03-3546-2026

Japan-Artist-Center-Bldg. 4F,

10-19, Ginza 3-chome,

Chuo-ku, Tokyo

1 MARK, MONUMENT

マーク・モニュメント

2 MONUMENT

モニュメント

3 MONUMENT

モニュメント

4 MONUMENT

モニュメント

5 MONUMENT

モニュメント

Artist

亀倉雄策 Yusaku Kamekura 1-4

永井一正 Kazumasa Nagai 5

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込山俊朗 Toshio Komiyama

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松崎正志 Masashi Matsuzaki

田代終児 Shuji Tashiro

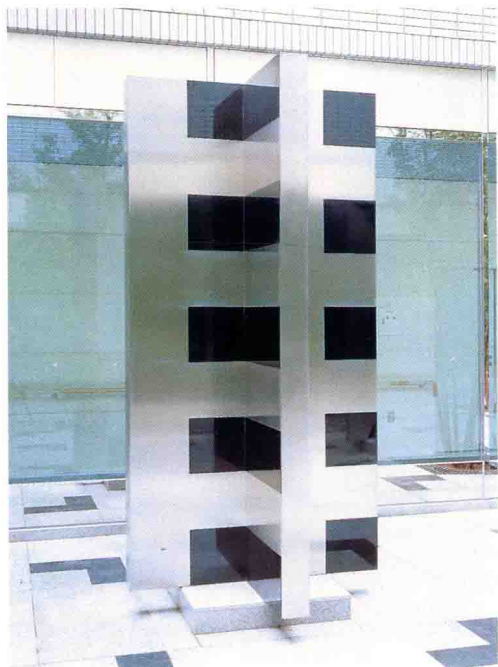
神 幸恵 Yukie Jin

桜井永治 Eiji Sakurai

Client

横浜市 Yokohama City





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160 東京都新宿区新宿 1-23-11
TEL 03-3356-7681 FAX 03-3352-5993

23-11, Shinjuku 1-chome,
Shinjuku-ku, Tokyo

- 1 PAMPHLET
パンフレット
- 2 LEAFLET
リーフレット
- 3 CATALOGUE
カタログ
- 4 COMPANY CATALOGUE
会社案内
- 5 MAGAZINE AD.
雑誌広告
- 6 MAGAZINE AD.
雑誌広告
- 7 MAGAZINE AD.
雑誌広告
- 8 NEWSPAPER AD.
新聞広告
第31回日本産業広告大賞 最優秀制作者賞受賞
(日本工業新聞平成4年8月31日付掲載)
- 9 NEWSPAPER AD.
新聞広告
- 10 ILLUSTRATION
イラスト

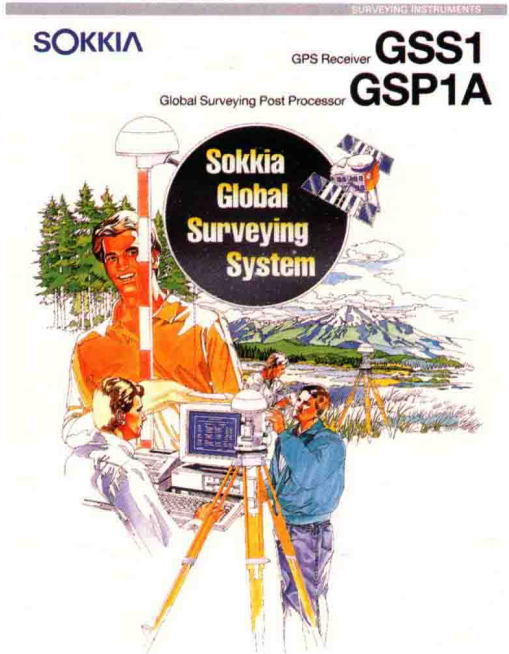
Client
第一生命 Daiichi Life Insurance 1
川鉄コミュニケーションズ Kawatetsu Communications 2
ソキア Sokkia 3,5
中国塗料 Chugoku Marine Paints 4
三菱重工業 Mitsubishi Heavy Industries 6-10



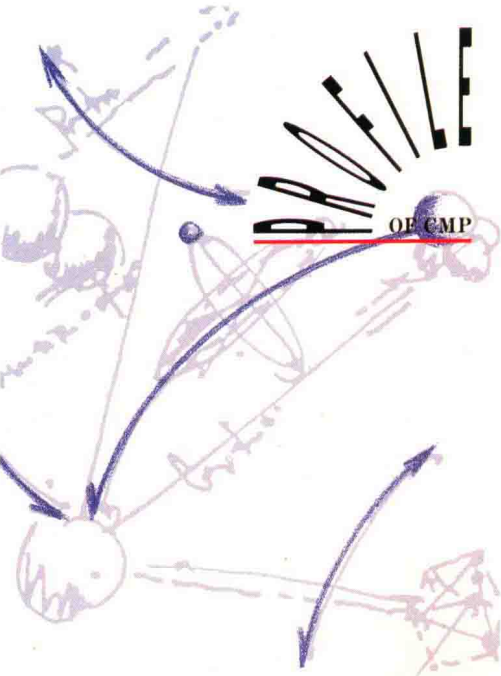
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