

TOKYO GAME SHOW 2014

Changing Games: The Transformation of Fun

PRESS RELEASE

May 23, 2014

TOKYO GAME SHOW 2014 The Main Visual Unveiled

Application for exhibit booth accepting until May 30 (Fri)

Computer Entertainment Supplier's Association
Nikkei Business Publications, Inc.

TOKYO GAME SHOW 2014 (TGS 2014), organized by the Computer Entertainment Supplier's Association (CESA) and in cooperation with Nikkei Business Publications, Inc.(Nikkei BP), **has unveiled this year's main visual.**



An illustration has been created by Ippei Gyoubu who has been involved in TOKYO GAME SHOW since 2010, and it expresses the keyword “change/transformation” of the TGS 2014 theme: Changing Games: The Transformation of Fun.

This main character will appear in various communications in TGS 2014 to play a role of the character that represents the event. We hope you will like her.

TOKYO GAME SHOW official website: <http://tgs.cesa.or.jp/english>

Comment from the creator: Ippei Gyoubu

"I created this year's main visual by visualizing the "**emergence**" based on the keyword "change/transformation" in the theme. A caterpillar becomes a chrysalis, breaks down its body and reconstructs itself to be born as a completely different creature. In a gaming world, technological innovation has evolved in the last 10 years and now that we've passed through the revolutions such as internet, social media and smartphone, I feel that we've come close to the time of the birth of a completely new world with all those revolutions blending well. I created this visual based on that feeling. This main visual expresses the ambiguity of whether the visual is a reflection of the metal or not, it's a flat graphic or not, it's stereoscopic or planar, and she's a human or a robot."

[Biography]

Ippei Gyoubu, an illustrator, creates illustrations and character designs for clients all over the world.

Major examples of his works include:

- "Gyoubu Ippei model," a special limited-edition SONY Walkman
- Package design and image character design for KONAMI's "J-League Winning Eleven Tactics"
- Package design for "Dr. Pepper" (Coca-Cola Japan, 2005)
- Ad campaign for adidas Japan
- A wall painting for the "Osaka Pavilion" at EXPO 2010 Shanghai
- NIKE "FREE" World Campaign 2011
- Mechanic design for "GUNDAM Reconquista in G"
- The main visual for "TOKYO GAME SHOW" since 2010

[Official website] <http://www.gyoubu.com/>

[TOPIC 2]

Deadline for exhibit booth application is May 30 (Fri)!

The applications for exhibition in the TOKYO GAME SHOW 2014 will be accepted until Friday, May 30. Please consider exhibiting at the TOKYO GAME SHOW 2014 where game fans, media, manufactures, and industry participants from all over the world pay attention to.

*For more information on exhibitor application, please visit: <http://tgs.cesa.or.jp/english>

*For inquiries regarding booths and exhibits, please send E-mail to: tgs@smj.co.jp
of Overseas Management Office.

[Exhibitor Registration Schedule]

★ **Application Deadline:** **May 30 (Friday)**

Booth Allocation Meeting: **June 20 (Friday)**

– for exhibitors who apply for 40 booth partition units or more (island booths)

June 27 (Friday)

– for exhibitors who apply for 39 booth partition units or less (with adjoining booths)

Explanatory Meeting: **June 27 (Friday)**

TOKYO GAME SHOW 2014 Event Outline

Event Title: TOKYO GAME SHOW 2014
Organized by: Computer Entertainment Supplier's Association (CESA)
Co-organized by: Nikkei Business Publications, Inc. (Nikkei BP)
Supported by: Ministry of Economy, Trade and Industry (Planned)
Period: September 18 (Thursday) Business Day 10:00 – 17:00
September 19 (Friday) Business Day 10:00 – 17:00
*Note: Entrance into the show during Business Days is restricted to business visitors and members of the press.
September 20 (Saturday) Public Day 10:00 – 17:00
September 21 (Sunday) Public Day 10:00 – 17:00
*Note: The gate at the show may open at 9:30 a.m. during Public Day if the situation so requires.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Hall 1-9 / Event Hall / International Conference Halls

Number of visitors: 220,000 (estimated)
Number of exhibitions: 300 (estimated)
Expected number of booths: 1,600
Admission (Public Days): Adults (including junior-high school students): 1,200 yen
(1,000 yen advance tickets)
Elementary school students and younger: Free