

TOKYO GAME SHOW 2019

Theme: "One World, Infinite Joy"

PRESS RELEASE

May 22, 2019

TOKYO GAME SHOW 2019 Main Visual Unveiled!

Accepting applications for exhibition booths until May 24 (Friday)

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

The main visual for the TOKYO GAME SHOW 2019, the biggest gaming event in Japan held by Computer Entertainment Supplier's Association (CESA) in cooperation with Nikkei Business Publications, Inc. (Nikkei BP,) has been chosen.



The main visual of TGS2019 was produced by Ippei Gyoubu, the Japanese famous illustrator, as usual. This work expresses "One World, Infinite Joy," the theme of TGS2019. As symbol of this event, it will appear in a variety of situations. Please look forward to seeing them.

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

● **Comment from the creator, Ippei Gyoubu**

I'm deeply impressed to be aware that I have been commissioned to create the main visual of TGS for 10 years!
The new era, Reiwa, has just began and society is changing at a more accelerated pace. Even if the trends and technologies change, we human beings would enjoy them. We need the "interactive" devices as a bridge between technologies and human beings. I always think games will serve as the "bridge" in the best way. I've got the inspiration for the main visual for TGS2019 from its theme, "One World, Infinite Joy." I tried to express relationships between old technologies and new ones, and people to people relationship lie ahead of technological innovation. She is reaching out her hands to you in front of the picture!

Profile: Ippei Gyoubu



As an illustrator, he works mainly on illustrations and character/mechanical design in Japan and overseas. His major work includes the 2011 Nike "FREE" global campaign, Osaka Pavilion mural for Shanghai Expo, Sony Walkman Ippei Gyoubu Model, the package for Coca-Cola Japan's "Dr. Pepper," World Cup advertisement by Adidas Japan, an image character design for Konami's "J.LEAGUE Winning Eleven Tactics," and SNK "Cool Cool Toon" characters and more. He has produced the main visual of Tokyo Game Show since 2010. His recent works: many mechanical design works for *Gundam Reconguista in G*, *Mobile Suit Gundam : Iron-Blooded Orphans* and *Starwing Paladox*. In addition to that, he takes a part in *Kabaneri of the Iron Fortress*, *Gundam Build Divers*, *DARLING in the FRANXX*, *Sacred Seven* and more.

IPPEI GYOUBU on twitter : twitter.com/ippeigyoubu

■ **TGS2019 Accepting applications until May 24 (Friday)!**

We are accepting applications for Tokyo Game Show 2019 exhibitions until May 24(Fri). (Accepting applications for Indy Game Corner "Selection Booth" exhibitions until June 14 (Fri)).

Global game fans, media, and industry members have their attention turned to the Tokyo Game Show 2019. For detailed information on running an exhibit at the show, see "For Exhibitor" on the official home page of Tokyo Game Show (<http://tgs.cesa.or.jp/>). And for inquiries about running an exhibit, contact the Tokyo Game Show Management Office (tgs-ope@nikkeibp.co.jp) of Nikkei Business Publications, Inc.

[Exhibitors Application Schedule]

★ Exhibition Application Deadline: May 24 (Friday), 2019	
<u>Booth Location Meeting:</u>	June 17 (Monday), 2019...For exhibitors who apply for 40 or more booths
	June 27 (Thursday), 2019...For exhibitors with less than 40 booths
<u>Exhibitor Briefing:</u>	June 27 (Thursday), 2019

■ TOKYO GAME SHOW 2019 Exhibition Outline

Event Title: TOKYO GAME SHOW 2019

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc.

Sponsor: Ministry of Economy, Trade and Industry (TBC)

Dates & Times: September 12 (Thursday), 2019 Business Day 10:00 a.m. – 5:00 p.m.

September 13 (Friday), 2019 Business Day 10:00 a.m. – 5:00 p.m.

*Admission during Business Days is restricted to trade visitors and members of the press.

September 14 (Saturday), 2019 Public Day 10:00 a.m. - 5:00 p.m.

September 15 (Sunday), 2019 Public Day 10:00 a.m. - 5:00 p.m.

*Doors may open at 9:30 am on Public Days depending on the situation.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Halls 1 to 11 / Event Hall / International Conference Hall

Expected Number of Visitors: 250,000

Expected Number of Booths: 2,000