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報道関係の皆様



TAKETOMBO won the iF DESIGN AWARD 2020 株式会社タケトンボがデザインアワードを受賞しました。

Japan, February 6 2020 – TAKETOMBO CORP was a winner of this year’s iF DESIGN AWARD, the world-renowned design prize. Taketombo won in the discipline of Service Design - Tourism category. Each year, the world’s oldest independent design organization, Hannover-based iF International Forum Design GmbH, organizes the iF DESIGN AWARD.

TAKETOMBO won over the 78-member jury, made up of independent experts from all over the world, with its social innovative. The competition was intense: 7,298 entries were submitted from 56 countries in hopes of receiving the seal of quality. More information about Taketombo’s entry “*Driving Social Impact through Experiential Travel*” can be found in the “Winners” section of the [iF WORLD DESIGN GUIDE](#). [\(Awarded entry\)](#)

About TAKETOMBO

TAKETOMBO is a Craft Incubation travel program based in Japan, providing access to authentic traditional craft experience from its origin or historic source. We facilitate and incubate craftwork business model for young craftsmen & designers. Support new creative industry and energize rural economy leveraging Craft practices as the key competitive advantage of Japan. While we attempt to re-activate many forgotten rural craft towns, we also aim to provide global culture travelers remarkable travel experiences, the opportunity to rethink modern-day commodities with renewed appreciation for slow-crafts.

About the iF DESIGN AWARD

For 67 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture as well as Professional Concept All awarded entries are featured on the [iF WORLD DESIGN GUIDE](#), in the [iF design app](#) and are displayed at the [iF design exhibition in Berlin](#).

For more information, please visit:

www.taketombo.jp

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