

AICHI SKY EXPO: NEW BRAND FOR AICHI INTERNATIONAL EXHIBITION CENTER

The brand, unveiled on the 18th of September, was chosen among more than 2500 public applications from Japan and overseas, aiming to create interest and affection for the future venue.

The name Aichi Sky Expo reflects the architecture of the building and an easy air access. The logo, created by Nagoya-based designer Akio Ogawa with a traditional Japanese taste, is inspired by an appealing image of the sea, the sky, and the airport island of Tokoname, where the center is located. It represents three capital letters of “Aichi Sky Expo”, A, S, E.



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