

## '86 JAPAN DO-IT-YOURSELF SHOW

*Show Theme: My Life, My Creation*

*Events Theme: Hello, Good Living.*

*Let's Try DIY!*

At the '86 Show, we have expanded the creative space of DIY from the realm of residence to that of living itself based on the above themes, and in order to have as many visitors as possible experience the essence of DIY, we have planned a variety of events.

Let us introduce each of these events.

### 1. DIY Kids' Kingdom (Sept. 14 and 15)

As one of the main events and PR shows for the general public, we have created a DIY kingdom (an outdoor DIY square) which encompasses our traditional "Parents and Children Handicraft Workshop," so that both children and adults can enjoy DIY.

- Let's build a totem pole DIY style.
- Log cutting
- Parent and child handicraft workshop
- Hand-made mikoshi (portable shrine) created by kids
- And more.

Now, in carrying out this event, we have had the cooperation of Japan Nichiyo-Daiku Club and other exhibitors.

### 2. Let's Try DIY! (Sept. 14 and 15)

On the previous two occasions, this event was held in a close tie up with Harumi DIY School, and we were able to efficiently use the school grounds as the event space for "Let's Try DIY." This year, under the Show theme of "My Life, My Creation," we want to carry out "a dramatic remaking of living space" which incorporates the spirit of the main theme. Harumi DIY School is planning to take in new items, so this event, too, is planning to take the first steps in the new direction.

### 3. The 5th Contest for New DIY Products and Idea Products (Sept. 13, 14, and 15)

This is the fifth time that we have held this event, and each year, the number of products exhibited has increased. They have improved in quality and the event itself has become one of the highlights of the DIY Show.

Like last year, we will ask seasoned experts in the industry to serve as judges, and they will carry out an impartial and fair examination and selection.

This year, we have classified exhibited products broadly into different types of industry (15 classifications), and will exhibit them along with the standard retail price. Also, the sales pitch (in which the exhibiting company explains the characteristics and strengths of their company's products within the scheduled time period of 1 minute) will be taken into account in the overall evaluation.

With regard to prizes (the prize presented by Director General of the Consumer Goods Industries Bureau of the Ministry of International Trade and Industry, the prize presented by the president of Japan DIY Industry Association, the Gold Prize, and the Silver Prize), the results will be announced on September 13, and there will be an award-giving ceremony on the final day of the Show. On September 14 and 15 (the General Public Show), there will be a division of general popularity which will be based on votes cast by visitors at large, and the top five entries will be given an award in the ceremony on the final day, also. (Those participants who cast a vote will receive a present as well.)

### 4. Distribution of the New Products Catalogue File (Sept. 13, 14 and 15)

We have made a catalogue file of the new products which we solicited from the companies exhibiting at this year's Show. We have made 1000 sets, which we are planning to distribute to our retailers, and to them only.

This is one way of the ways in which we planned to create DIY business opportunities, with this Show providing the occasion and arena.