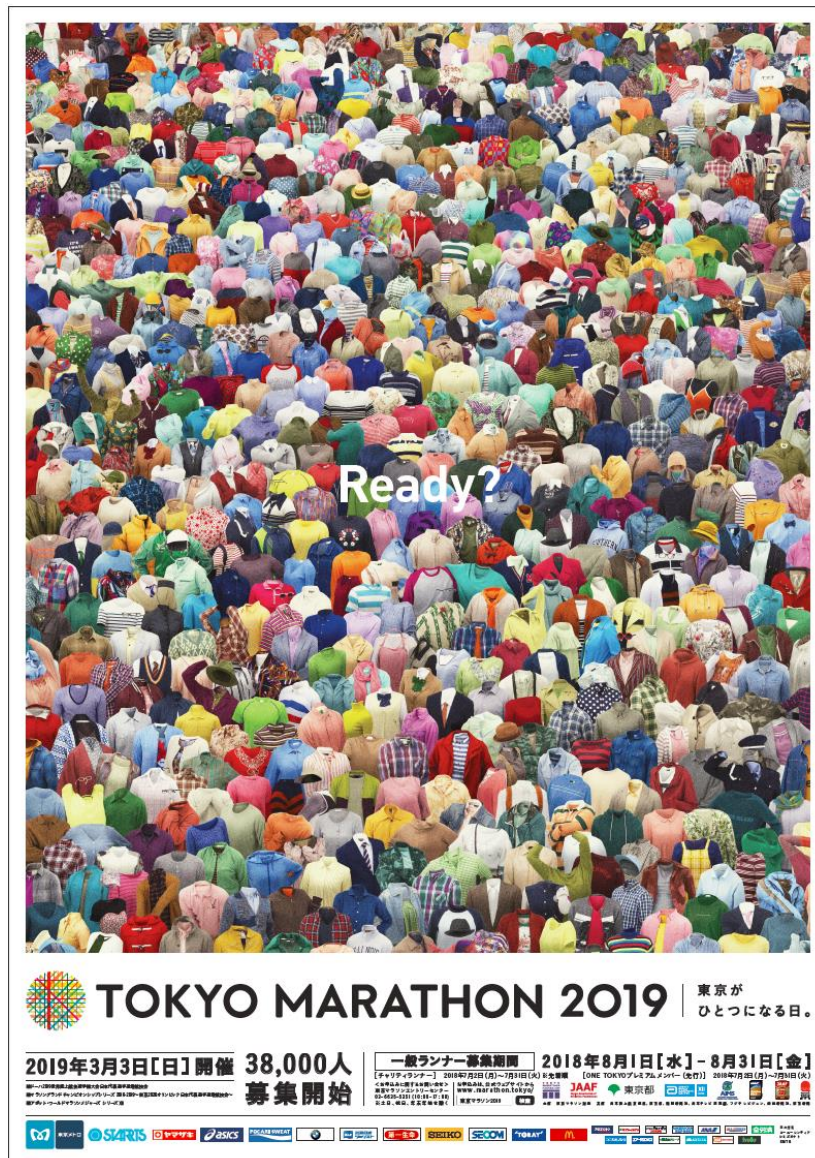




Tokyo Marathon 2019 Key Visual

This visual is the key visual of Tokyo Marathon 2019. Posters featuring this key visual will be displayed at various places including train stations and sports retailers.



[Design Concept]

At first glance, the image looks like a colorful depiction of the start of the marathon. However, on a closer look, one can see that it is actually a collage of ordinary clothes. The Tokyo Marathon is a festival that happens only once a year. However, it is supported by many lives of ordinary people with different occupation and lifestyles. Each and every person involved in the Tokyo Marathon is passionate to run, not only on the day of marathon-but every day. This image depicts how passion and enthusiasm unites as one to form the Tokyo Marathon.

The marathon's slogan for 2019 is "Ready?" which expresses the feeling of "Something exciting is bound to happen!" to runners, volunteers, staff, and spectators that have been involved with the Tokyo Marathon in the past, as well as people who have yet to take an interest in the event. The slogan, which reflects the spirit of the marathon, intuitively conveys the feeling of excitement in the air before the start of the race.