

DCMX Advertising Design

Takuya Tomohara Creative Director

Director/Creative Director, REWIND Inc.

Tomohara joined Dentsu in 1985, working first as a copywriter at the Kyushu branch and then moving to the Tokyo office in 1992. He has handled creative direction for clients including NTT DoCoMo, NTT Data and Mercedes Benz.

He established the planning boutique REWIND in 2004 with funding from Dentsu. He currently handles creative direction for many clients and has a wide range of responsibilities including business vision, corporate strategy, brand strategy, and ad production.

Honors include the ADC Award from the Tokyo Art Directors Club, the Dentsu Advertising Award, the Asahi Advertising Award, the Nikkei Advertisement Award, the ACC Award, the Cannes International Ad Festival Short List, the New York Festival, and the IBA Award.

Tomohara is also Special Lecturer at the Tokyo National University of Fine Arts and Music.

