

Press Release

2010.4.1

Japan Industrial Design Promotion Organization

Good Design Awards 2010 Application Start

Mr. Naoto Fukasawa, a product designer assumes the chairperson of the Good Design Awards 2010

Japan Industrial Design Promotion Organization (JIDPO; Tadashi Okamura, Chairman, located in Tokyo's Minato Ward), the organization involved in the comprehensive promotion of design started accepting applications for Good Design Award 2010 on April 28 (Wed).

Established in 1957, the Good Design Award marks its 54th anniversary in this year. Our living environment has been changed significantly from then on. Now there are a growing interest for environmental protection and a sustainable society, and a paradigm shift in mindset and value of manufacturing. In such a situation, people's expectation for design is also increasing. In 2010, we appointed Mr. Naoto Fukasawa, a product designer as the chairman of the awards committee and Mr. Taku Satoh, a graphic designer as the vice-chairman of the awards committee. In this new regime, we will develop activities that communicate power and possibility of design to the society more than ever.

■ Good Design Award 2010 Schedule

April 28	Applications open
June 9	Applications close
August 27 – 29	Good Design EXPO open to the public
September 29	Awards announcement / notification of final results
November 10	Award ceremony



GOOD DESIGN AWARD 2010

Good Design Award2010 logo
designed by Taku Satoh

* This schedule is subject to change.

* Please check <<http://www.g-mark.org/english/gda/2010/index.html>> for further information on the Good Design Awards 2010.

■ Good Design Award 2010 Chair

Naoto Fukasawa, Product Designer
(NAOTO FUKASAWA DESIGN)



Chairperson
Naoto Fukasawa

■ Good Design Award 2010 Vice Chair

Taku Satoh, Graphic Designer
(Taku Satoh Design Office)



Vice chairperson
Taku Satoh



Good Design Award (Gmark)

The Good Design Award has its origins in the Good Design Selection System instituted in 1957 and is Japan's only comprehensive design evaluation and commendation system. The award covers a wide range of areas such as commercial goods and construction sectors and more than 35,000 pieces of award-winning works have been selected in the past under the purpose of attaining improvement in quality of life and advancement of industry through design. URL : <http://www.g-mark.org/english/>

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