

Press Release



July 21, 2010

Japan Industrial Design Promotion Organization

GOOD DESIGN EXPO 2010

The Good Design improve our daily life –
Exciting 3 days to meet everyone's favorite designs!

Japan Industrial Design Promotion Organization (JIDPO), the comprehensive design evaluation and promotional organization, is pleased to announce the design exhibition 'GOOD DESIGN EXPO' to be hosted at Tokyo Big Sight from August 27th to 29th.

Good Design Expo is one of the biggest design event in Asia. The event presents items subject to the 2nd screening of Good Design Awards. More than 2,000 items that surrounds our life and society – from family groceries to passenger cars, construction, advertisement design and 'design for the future' which is not realized yet – get together in huge space.

■ Event title: Good Design Expo 2010

■ Term: From August 27th (Friday) to 29th (Sunday), 2010

August 27th 18:00 – 21:00

August 28th 10:00 – 21:00

August 29th 10:00 – 16:00

■ Venue: East Hall 5&6, East Exhibition Hall, Tokyo Big Sight

■ Admission fee: 1,000 JPY

(common for three days, Free for Junior high school students and under)

■ Organizer: Japan Industrial Design Promotion Organization

■ Supporter: The Ministry of Economy, Trade and Industry/Small and Medium Enterprise Agency/Tokyo Metropolitan Government/ Japan External Trade Organization/ The Japan Chamber of Commerce and Industry/ Japan Broadcasting Corporation/ Nikkei Inc./ JKA/ ICSID/ ICOGRADA

■ Exhibitors: More than 1,000 design related companies, parties and educational institutes, inside and outside of Japan

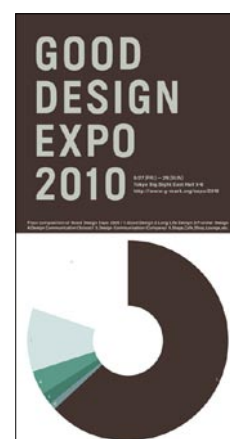
■ Expected number of visitors : 45,000 visitors (last year: 43,321 visitors in total)

■ Main Events

- Exhibition of Good Design Awards 2010 and Good Design Frontier Design Awards 2010 nominated designs
- Screening and Exhibition of Good Design Long Life Design Awards 2010 nominated designs
- Design Communication Zone (Special Exhibition areas organized mainly by companies and educational institutes)
- Main Stage (Open screening, Talk sessions by judges etc.)
- Design Shops and café
- Workshop conducted by designers, etc.



ex. GOOD DESIGN EXPO 2009



Main Visual for
GOOD DESIGN EXPO 2010

※ We will update the press release on the web site: <http://www.g-mark.org/english/common/press.html>

※ We have visual materials for press. Please contact below.

Press Contact: e-mail: f-press@g-mark.org
(Japan Industrial Design Promotion Organization)