

Press Release



August 19, 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.



Main Events:

- Exhibition of Good Design Awards 2010 nominated design
- Design Communication Zone (Special exhibition areas organized mainly by companies and educational institutes)
- Main Stage (Open screening, talk sessions by judges, presentations of exhibitors)
- Design shops and cafes

■ 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

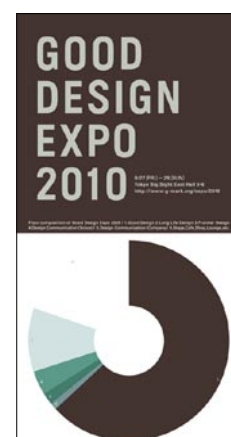
(common for three days, Free for Junior high school students and under)

■ 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 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)



Message from Mr. Naoto Fukasawa, the Chairperson of Judging Committee Good Design Award 2010

“Good Design Expo is a place where people and companies involved in production development and designs present, evaluate and compliment each other on what they have accomplished. A large number of visitors from people who were involved in production development and designs, students interested in new products and designs, and the general public visit the venue. In order to have the designs exhibit and judged fairly, we designed the venue tidily and as simple as possible instead of over producing the event. The main stage that various kinds of events will be held during this event period is placed at the center of the venue. The main street goes through at the middle of the venue with each exhibition stand and area on both sides of the street, trying to make a very simple venue that is easy for visitors to follow. We are aiming to make the venue that would not pose an impediment to the quality of the designs going to be judged, which is the main event of this expo. The trophy of the Good Design Award will be placed in front of the stage as a symbol. Good Design Expo is one of the largest design events in Japan, which could also be seen as one of the largest design events in the world considering the number of the exhibition. We hope that the activity of Good Design Award will activate the industry, bring wealth to our living, and create good design not only the applied products but also the whole venue and event itself. The applied companies, juries, and everyone who is involved in making this event happen are trying our best to achieve this goal. We hope to see you to the Good Design Expo.”

*The Good Design winner trophy, designed by Mr. Naoto Fukasawa will be presented at the venue.



The most popular event from past years of the Good Design Expo “Design Communication”

“Design Communication” , in which design leading companies and schools present special booths, has been the most popular event in past years out of all of the events at Good Design Expo. Various kinds of presentation and demonstrations about new designs that each companies and organizations have been working on will be held at each booth and stage.

■ Participant Companies : DENSO CORPORATION / FUJITSU LIMITED / HANKYU CORPORATION & HANKYU REALTY CO., LTD. / HONDA R&D CO., LTD. / JX NIPPON OIL & CORPORATION / KOKUYO FURNITURE CO.. LTD. / NIKON CORPORTION / NISSAN MORTOR CO., LTD. / NTT DOCOMO. INC. / PANASONIC ELECTRIC WORKS CO., LTD / TOYOTA MORTOR CORPORATION / TSUBAMESANJO REGIONAL INDUSTRY PROMOTION CENTER

■ Participant Universities : MUSASHINO ART UNIVERSITY / OSAKA UNIVERSITY OF ARTS / TAMA ART UNIVERSITY / TOHOKU UNIVERSITY OF ART & DESIGN



Experience the jury of Good Design Award ! The “Public Jury of Presentation”

The jury of the Good Design Award, which usually is not open to public, will be done publically on stage. You may be able to see the exciting session between juries to the presentation of the applying designers. This year’ s public jury will be for the housing and mobility.

■ Sunday, August 29th 11:00–12:40

–Public Jury of Presentation for [Housing Renovation] of housing and collective housing unit

From the ones applied to housing and collective housing unit categories, companies and designers of five aspiring renovation plans give presentation in the presence of juries. 【Juries: Kazuhiko Namba / Akiko Takahashi / Yui Tezuka 】



■ Sunday, August 29th 13:00–14:30

–Public Jury of Presentation for “The future society image and mobility” of mobility unit

The applicants will give presentation regarding the mobility that is eco-friendly in various ways and hold discussion with juries. 【Juries : Shinichi Yamamura / Toru Kimura / Makoto Saitoh / Tetsuo Fukuda 】



GOOD DESIGN EXPO Summer Workshop

The workshop will be held on Saturday, 28th and Sunday, 29th at Good Design Expo, as it has been so in past years. The workshop on 28th will be the one to make “Cajon”, a percussion instrument original to Peru, which anyone from kids to adult can enjoy. The workshop on 29th will be with the “lens” designed by Nikon designer, which happened to be very popular last year. We will accept applications on both days! Please visit the workshop space if you are interested.



Let's expand Good Design Expo with AR! GOOD DESIGN EXPO 2010 X GnG by Koozyt

Good Design Expo 2010 will hold an AR event, which you can make the expo area more interesting with an iPhone app “GnG (GET and GO)”. This is by the collaboration with Koozyt, Inc.

■ No.1: “What can you see from the airship?” – Open “GnG” app that you’ve downloaded to your iPhone and check the AR marker hanging from the airship! You may be able to see something there.

■ No.2: “Get an hidden menu with AR lottery!” – Try for GnG lottery with the AR marker on the back of the Expo staff T-shirts! If you see “win” that appears randomly, you will receive a free pancake ticket at the café at the venue called “PANCAKE DAYS”.

■ No.3: “Check out the Expo show and enjoy the venue twice!” – Access the GOOD DESIGN EXPO report show website presented by intebro, the internet broadcasting station at Tokyo University of Technology with this AR marker!

GnG
GET and GO



GOOD DESIGN EXPO 2010 3D LED Theatre

3D image is attracting attentions with number of films using this technology. This year could be called the first year of 3DTV, given that various TV with 3D feature are launching this year. At Good Design Expo 2010, with the support from Sony PCL Inc, we will have a 280 inch 3D LED theatre that have been presented at “dot park”, the curiosity vitalization project of “make. believe” in May. Please enjoy the world of 3D image with the huge display and feel the possibility of the technology.

*Supported by Sony PCL Inc.

Presentation of the exhibition content to the Hong Kong “Business of Design Week” BODW 2010 partner

“Business of Design Week” (Hong Kong, BODW), which has been held in Hong Kong since 2002, is an international convention of creative business that 50,000 people from all over the world gather at. At 2010 BODW, Japan will be its “partner country” and present Japanese design and technology to the world through Asia. “BODW 2010 JAPAN” program will be presented at the stage on Good Design Expo opening night !Friday, August 27th 18:45–20:00

Friday, August 27th 18:45–20:00 BODW Stage Presentation

Speaker: Akiomi Hirano 【Producer of KANSEI Exhibition in HongKong / METI & JETRO】

Kenya Hara, Kei Matsushita, Masahiro Hiromura 【The JAGDA Exhibition 2010 : Romance / JAGDA】

Teruo Kurosaki 【EXHIBITION “DETOUR”】

Hideo Kurisaka 【JIDA】

Noki Iizima 【JCD】 etc.

*BODW2010/ JAPAN Promotion Committee

Japan will attend the “BODW2010”, going to be held in December this year, as the first partner country in Asia.

BODW, the place to appeal the superiority of design, the place to find your business partners, the place to appeal your brand to the citizens, and the place to interact with designers and citizens of Hong Kong, can give good chance to various kinds of attendees including design leading companies, freelance designers, design related organizations, design schools and students.

At “BODW2010 Promotion Committee, we promote people to attend this event by communicating these advantages to the public.

■ Committee Member: Ministry of Economy, Trade and Industry (METI) / Japan External Trade Organization (JETRO) / Japan Industrial Designer's Association (JIDA) / Japan Graphic Designers Association Inc.(JAGDA) / Japan Industrial Design Promotion Organization (JIDPO)

■ Adviser: Tetsuyuki Hirano, HIRANO & ASSOCIATES, INC.

BODW 2010 Partner Country - JAPAN
Lost and Found

