



2010.9.29

Japan Industrial Design Promotion Organization

Good Design Award 2010 Results: 1,110 Awardees in Total

– 15 candidates for the Good Design Grand Award –

Japan Industrial Design Promotion Organization (JIDPO; Tadashi Okamura, Chairman), the organization involved in the comprehensive promotion of design, announced the results of the 2010 Good Design Awards on September 29. Entries for this year opened on April 28 and received 3,136 applications from all over the world. As a result of first and second screening, 1,110 items received Good Design Awards. These include the Good Design Award Best 15 and other special awards.

Recipients of the Good Design Award Best 15 are selected as candidates for the Good Design Grand Award. A winner of this year's Good Design Grand Award will be selected from among those 15, at the Awards Ceremony to be held on November 10.

[Results of Good Design Awards 2010]

- Total number of awardees : 1,110 (number of enterprises: 640)
- Total number of applications : 3,136

- Good Design Awards : 1,062

Numbers of each domain:	A.Human body :	107
	B.Living :	375
	C.Work :	127
	D.Society :	100
	E.Network :	289

GDA based on collaboration with Design Excellence Award of Thailand : 64

[Results of Good Design Long Life Design Award 2010]

- Good Design Long Life Design Award : 40

[Results of Good Design Frontier Design Award 2010]

- Good Design Frontier Design Award : 8

[Results of Good Design Award Special Awards 2010]

- Good Design Award Best 15* : 15

* "Good Design Award Best 15" refers to the Good Design Grand Award candidates and Good Design Gold Award winners. When the Good Design Grand Award recipient determines on November 10, the remaining 14 nominees of the Best 15 will be designated as Good Design Gold Award winners.

- Good Design Sustainable Design Award : 3
- Good Design Life Scope Design Award : 3
- Good Design Award of Small and Medium Enterprises : 14
- Good Design Award of the Japan Chamber of Commerce and Industry : 1
- Good Design Special award of Judging Committee Chairman : 1

Detailed information and image of every award-winning items are released on the Good Design Awards website, “Good Design Finder” from September 29st. Good Design Finder is a database of entire Good Design Awards winning items, from present to past. You may find every item you want to search for with the names of company, item awarded, designer and such. The database contains over 35,000 awardees from 1957 until today, and is a valuable property of design history of Japan.

<http://www.g-mark.org/award/search.html?lang=en>

[Good Design Special Award images]

To download high-resolution images of the Good Design Special Award, access to the JIDPO’s website for the press. Enter ID and Password to access to download page.

http://www.jidpo.or.jp/en/download_2010.html

[About the Good Design Awards]

Founded in 1957, the Good Design Awards (generally known as the “G Mark system”) is Japan’s only comprehensive design evaluation and commendation system. Having built a foundation to nurture Japan’s industry and design, the Good Design Awards now accepts submissions from around the world and has earned a reputation for being a prestigious trademark for outstanding design and quality. Good Design Awards have been presented to 35,000 products to date.



■ Next Schedule

Exhibition of awarded-items: “Good Design Exhibition 2010”

“Good Design Exhibition 2010” will be held at Design Hub in Tokyo Midtown (Akasaka, Minato-ku), the hub of the international design scene in Tokyo, to introduce the winning designs of Good Design Awards 2010 from October 8, 2010 (Fri) to December 5, 2010 (Sun).

A wide array of award-winning works will be exhibited with descriptions on the characteristics of the designs and social aspects of them as well as messages from the designers.

Exhibition contents: About 80 designs that have won an award at Good Design Awards 2010, including both completed works and panels of design sketches .

<http://www.designhub.jp/>



“Award ceremony / selection of Grand Award of Good Design Awards 2010”

The award ceremony / selection of Grand Award winner to Good Design Awards 2010 will be held in Tokyo Midtown on November 10, 2010 (Wed). The event is two-pronged: During the first session, the Grand Prize winner (the winner of the Prime Minister’s Prize) will be selected as the best of all 1,110 entries – At Good Design Awards, short-listed candidates for the Grand Prize will give presentations on their own designs, and, based on the presentations, the award winners and judges will cast their votes. The Grand Award goes to the design that wins the biggest number of votes. The second part is an award ceremony, where the Design Awards winners receive their certificates.



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Good Design Award Best 15

* "Good Design Award Best 15" refers to the Good Design Grand Award candidates and Good Design Gold Award winners. When the Good Design Grand Award recipient determines on November 11, the remaining 14 nominees of the Best 15 will be designated as Good Design Gold Award winners.



electronic drums
DTX950K
YAMAHA CORPORATION



Air Multiplier
Air Multiplier AMO1, AMO2, AMO3
Dyson KK



Holistic approach to promote zero-emission vehicle (Nissan LEAF) and zero-emission mobility
NISSAN MOTOR CO., LTD.



Hybrid vehicle
CR-Z
Honda Motor Co., Ltd.



Steam Supply System
Combination of BP-201 and SQ-3000/2500/2000AS
MIURA Co.,Ltd.



Flower Shop
HIBIYA KADAN
HIBIYA KADAN



capsule hotel
9h (nine hours)
Cubic Corporation



Sonic irrigation system for dentists
Vibringe
Vibringe BV



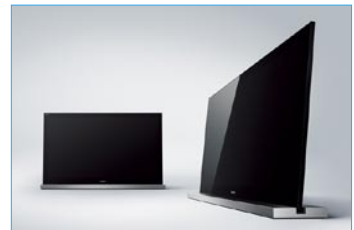
Diagnostic Ultrasound System
FAZONE CB
FUJIFILM Corporation



Space Experiment Facility
"Kibo" Japanese Experiment Module
Japan Aerospace Exploration Agency



Interchangeable lens digital camera / Interchangeable lens digital HD video camera recorder
"alpha" NEX-5 / NEX-3 and "Handycam" NEX-VG10
Sony Corporation



LCD Digital Color TV
BRAVIA NX800 Series
Sony Corporation



Education Notebook PC
Latitude 2100
Experience Design Group, Dell Inc.



Monochrome Multi Function Product
KONICA MINOLTA bizhub 423/363/283/223
Konica Minolta Technology Center, Inc.



Entertainment Project Design
AKB48
AKS

Good Design Award Best 15

'Good Design Award Best 15' refers to the Good Design Grand Award candidates and Good Design Gold Award winners. When the Good Design Grand Award recipient determines on November 6, the remaining 14 nominees of the Best 15 will be designated as Good Design Gold Award winners.

no.	name		company
10A04009	electronic drums	DTX950K	YAMAHA CORPORATION
10B04050	Air Multiplier	Air Multiplier AMO1, AMO2, AMO3	Dyson KK
10B07018	Holistic approach to promote zero-	Holistic approach to promote zero-	NISSAN MOTOR CO., LTD.
10B07020	Hybrid vehicle	CR-Z	Honda Motor Co., Ltd.
10C01023	Steam Supply System	Combination of BP-201 and SQ-3000/2500/2000AS	MIURA Co.,Ltd.
10C05019	HIBIYA KADAN	-	HIBIYA KADAN
10C05026	capsule hotel	9h (nine hours)	Cubic Corporation
10D01001	Sonic irrigation system for dentists	Vibringe	Vibringe BV
10D01019	Diagnostic Ultrasound System	FAZONE CB	FUJIFILM Corporation
10D06001	Space Experiment Facility	"Kibo" Japanese Experiment Module	Japan Aerospace Exploration Agency
10E03028	Interchangeable lens digital camera / Interchangeable lens digital HD video camera recorder	"alpha" NEX-5 / NEX-3 and "Handycam" NEX-VG10	Sony Corporation
10E07010	LCD Digital Color TV	BRAVIA NX800 Series	Sony Corporation
10E10001	Education Notebook PC	Latitude 2100	Experience Design Group, Dell Inc.
10E10018	Monochrome Multi Function Product	KONICA MINOLTA bizhub 423/363/283/223	Konica Minolta Technology Center,Inc.
10E16015	Entertainment Project Design	AKB48	AKS

Good Design Sustainable Design Award : 3

Particularly outstanding entries with a view to achieving a sustainable society on the basis of global environmental issues among all the awarded entries.

no.	name		company
10B06046	Structural board material	KENABOARD	Panasonic Electric Works Co., Ltd.
10B08024	Apartment House	TAKANE HEIGHTS	Shigeru Aoki Architect & Associates Inc.
10D06003	City Hall	Yamanashi City Hall	Azusa Sekkei Co., Ltd. + Yamanashi City Hall

Good Design Life Scape Design Award: 3

Particularly outstanding entries among all the awarded entries that are judged to have gained the support of consumers due to their contemporary sensitivities and feature a high-quality finish and sense of style.

no.	name		company
10A05017	ELECTRIC COMMUTER	EC-03	YAMAHA MOTOR CO., LTD.
10D09008	Childcare Support Program	The baby's station	the Itabashi City Office
10L01031~ 10L01037	The Product Line Up of the Ryohin-keikaku (MUJI)	Organized all series of the products covering 10L01031 ~ 10L01037	Ryohin Keikaku Co., Ltd.

Good Design Award of Small and Medium Enterprises: 14

Particularly outstanding entries among all the awarded entries produced by small and medium enterprises.

no.	name		company
10A04014	FOAMED RUBBER PALM COATED GLOVES	AIR TECTOR X	ATOM CORPORATION
10A05008	folding bike	5LINKS	5LINKS Co.Ltd.
10B01007	Marugame fan	Marugame fan "O j i g i"	DESIGNSTUDIO megane + "UCHIWA" STUDIO MITANI
10B01020	Step stool	METAPHYS lucano 3-Step	HASEGAWA KOGYO CO.,LTD.
10B03025	Tea Canisters	Karmi	GATOMIKIO CO.,LTD
10B05004~ 10B05006	chair	sansa chair, GINA, Comodo	Miyazaki Chair mill co.,ltd
10B08051	House	HABITA for the new generation "HABITA minna no ie"	MISAWA international
10C01030	X-ray Inspection System for food	SX2040W Series	System Square Inc.
10C01038	Rubber Injection Molding Machine	STI-2,0-220VR-Z	SANYU INDUSTRIES , LTD.
10C03007	Confectionery and bakery ovens	BACKEN See-Through oven "full open evolution" ,THS-F24T-FOWIN-EVO	SHICHIYO CO.,Ltd.
10C05003	office building	the office building of Nakagawa Masashichi Shoten	Nakagawa Masashichi Shoten
10D04007	Stacking chair	Tipo	AICHI CO.,LTD.
10D06009	The renovation for Railway Station on a local line	The renovation for Nakamura Station, Tosa Kuroshio Railway	nextstations + Tosa Kuroshio Railway Co.,Ltd.
10E02047	USB MIDI & Audio Controller	Spin / Typhoon	Vestax Corporation

Good Design Award of the Japan Chamber of Commerce and Industry: 1

Particularly outstanding entries among all the awarded entries that contribute to the development of industry and society; the realization of a generous life of people, activation of regional economy, and improvement of the welfare of general society.

no.	name		company
10B05003	Obisugi Products from Nichinan City	obisugi design	OBISUGI DESIGN + UCHIDA YOKO CO., LTD.

Good Design Special award of Judging Committee Chairman : 1

Particularly outstanding entries among all the awarded entries with special significance to be honored that Judging committee recognized.

no.	name		company
10F01008	New Academic Domain From Japan	Systems Biology	The Systems Biology Institute

Good Design Frontier Design Award: 8

Particularly outstanding entries among all the entries applied for the Good Design Frontier Design Awards.

no.	name		company
10F01001	Smartphone-based station navigation system using functional floor sign.	Smartphone-based station navigation system using functional floor sign.	East Japan Railway Company + SOFTBANK TELECOM Corp. + DNP DIGITALCOM Co., Ltd. + Bookmark
10F01002	Brain Science Based Human Oriented Project	Brain Science Based Human Oriented Solution	Hitachi, Ltd.
10F01003	Personale Mobility	XFV	NAGOYA INSTITUTE OF TECHNOLOGY KIMURA LABORTORY
10F01004	Educational-Industrial complex Socil Design Project	Earthquake + design : what can design do	hakuodo
10F01005	Design of City and Biodiversity	Biodiversity Town	KAJIMA CORPORATION
10F01006	Flexible CIGS solar cells	Challenges for highly efficient monolithically integrated flexible CIGS solar modules	COMSEM, Research Center for Photovoltaics, AIST
10F01007	Inactivation of microorganism by water hammer that generates it without using electric power	Study on inactivation of blur-green algae using water hammer pressure	endo laboratory
10F01008	New Academic Domain From Japan	Systems Biology	The Systems Biology Institute

Good Design Long Life Design Award: 40

Particularly outstanding entries among all the entries applied for the Good Design Long Life Design Awards.

no.	name		company
10L01001	CHEWING GUM	BLACKBLACK	LOTTE CO.,LTD.
10L01002	Adhesive	Bond Mokkaouyou	Konishi Co.,Ltd.
10L01003	Ball point pen	BIC ORANGE	BIC JAPAN
10L01004	Notepad	Project Paper	Okina Company Limited
10L01005	Code reel	Cable Turtle	YO-KO Corporation
10L01006	paper holder	hane paper holder	Kaedeoka Spring Industrial Co., Ltd
10L01007	Keyboard harmonica	MELODION PRO-37v2	Suzuki Musical Inst.MFG.Co.,Ltd.
10L01008	Gasoline Lantern	COLEMAN 286A740J One Mantle Lantern	Coleman Japan Co.,Ltd
10L01009	WATCH	GRAND SEIKO MECHANICALMODEL SBGR051	SEIKO WATCH CORPORATION
10L01010	Interchangeable Lenses for SLR Cameras	smc PENTAX FA Limited Lenses	HOYA CORPORATION
10L01011	Fieldmicroscope	Fieldmicroscope Mini	NIKON VISION CO.,LTD.
10L01012	Biological microscope	ECLIPSE E200	NIKON CORPORATION
10L01013	direct reading personal dose equivalent meter	MYDOSE mini	ALOKA CO., LTD.
10L01014	SCREWDRIVERS	ANEX SCREWDRIVERS No.6000 No.6300 SERIES	KANEKO MFG.CORPRATION
10L01015	Long Nose Side Cutting Pliers	ALUTOOL Long Nose Side Cutting Pliers SD-378	MARUTO HASEGAWA KOSAKUJO INC.
10L01016	garden shears	Mini creation F	SAKAGEN CO.,LTD.
10L01017	DOOR CLOSER	DOOR CLOSER 1000 Series	RYOBI LIMITED
10L01018	Step Stool	Narrow Step	HASEGAWA KOGYO CO.,LTD.
10L01019	Interior Wall Material	ECOCARAT	INAX Corporation
10L01020	DISK TYPE FLEXIBLE SHAFT COUPLING	SAKAI FLEXIBLE SHAFT COUPLING LAD-C Series	Sakai Manufacturing Co., Ltd.
10L01021	BEVEL GEAR BOX	B-BOX (BS series)	KYOUIKU GEAR MFG. CO., LTD.
10L01022	BOLLARD	LP-570 Series	UNION CORPORATION
10L01023	spoon	nonoji-Spoon	LEBEN Co.,Ltd.
10L01024	Tableware	BASIC WARE	HAKUSAN PORCELAIN CO.,LTD.
10L01025	TEA WARE SERIES	Mizutama TEA WARE SERIES	soesen + soemasa
10L01026	Milk Bottle	Z900X280g	TOYO STEEL. CO.,LTD
10L01027	Rice Bin	Rise Dispenser	Japan Tupperware Co.,Ltd.
10L01028	Bucket	Omnioutil	Hachiman-kasei co.,ltd.
10L01029	towel bar	Towel bar(adhesive tape)40/60/80	LEC.inc.
10L01030	hook	Tool hook (wide)	LEC.inc.
10L01031	Bicycle	Bicycle H type	Ryohin Keikaku Co., Ltd.
10L01032	card case, pen	aluminium stationery (card case, propelling pencil, ballpoint pen)	Ryohin Keikaku Co., Ltd.
10L01033	notebook, envelope	craft paper stationery (doodle notebook, memo pad, envelope)	Ryohin Keikaku Co., Ltd.
10L01034	Clinical Analyzer	cd player	Ryohin Keikaku Co., Ltd.
10L01035	storage	polypropylene storage	Ryohin Keikaku Co., Ltd.
10L01036	shelf	steel unit shelves	Ryohin Keikaku Co., Ltd.
10L01037	bed	mattress with legs	Ryohin Keikaku Co., Ltd.
10L01038	desk system	Trygon	Inaba Seisakusho Co., Ltd.
10L01039	CONFERENCE TABLE	INTER LACE MEETING TYPE	Okamura Corporation
10L01040	Outboard Engine	Honda 4-stroke Outboard Engines (4-stroke outboard engines to BF60 since BF45)	Honda Motor Co.,Ltd.