

November 22, 2010

Japan Industrial Design Promotion Organization

Introduction of Japanese Good Design at Bangkok, Thailand Exhibition of “LAPAN DESIGN STORY – Good Design is Long Life” under way!

Japan Industrial Design Promotion Organization (JIDPO/Minato-ward, Tokyo), the only institution for comprehensive design promotion in Japan, is holding an exhibition of “LAPAN DESIGN STORY – Good Design is Long Life” to introduce products that won Good Design Award in Japan at the atrium in “Central World”, a commercial complex in Bangkok, Thailand, from November 20th to November 30th.

The exhibition is held as a cooperative project with a design event “Bangkok Design Festival” which is held during the same period in Bangkok, in cooperation with “Design Excellence Award”, a design award in Thailand with which Good Design Award has collaborated.

In the current exhibition, products which were given Long Life Design Award and other design products which have mature Japanese taste, in particular, are exhibited from among previous Good Design Award winners. At the same time, 8 of awarded small-to-midsize firms which have created a lot of long life designs as well as their products are introduced there.

Long Life Design Award is given to products selected from among those have been continuously manufactured without changing their basic concepts but still getting excellent reputation after more than 10 years since their launching. Such mature Japanese designs are introduced through long life design which has long been loved by people while supporting their daily living.

* In response to the request from Ministry of Commerce of Royal Thai Government, JIDPO has been involved in various activities such as support and cooperation in foundation of new design award in Thailand (Design Excellence Award : <http://www.demarkaward.net/>) and enhancement of exchange of human resources in design field by further promoting cooperation in the award event.

- Event title : JAPAN DESIGN STORY – Good Design is Long Life
- Date : November 22 – November 30, 2010 *Entrance Free
- Venue : First floor beacon zone, Central World
Grand Hyatt Erawan Bangkok Hotel, 494 Rajdamri Rd, Bangkok, Thailand
URL:<http://www.centralworld.co.th/default-th.aspx>
- Organizer : Department of Export Promotion, Ministry of Commerce, Royal Thai Government + Japan Industrial Design Promotion Organization
- Supporter : JETRO Bangkok
- Exhibition contents : Approximately 35 pieces of goods which won Good Design Award or Long Life Design Award ; Products of 8 small-to-midsize firms which have created a lot of long life designs ever; and Corporate introduction
- Exhibition space : Approximately 70 m2



JAPAN DESIGN STORY
– Good Design is Long Life
Min Visual



Silent Violin / YAMAHA



tool / ALUTOOL



Humidifier / ± 0



Grater / OXO

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(Japan Industrial Design Promotion Organization)