



PRESS RELEASE

August 18, 2011
Japan Institute of Design Promotion

Notice of Good Design Expo 2011 Press Conference and Press Preview Event details decided! Opens Friday, August 26

The Japan Institute of Design Promotion (JDP, located in Minato City, Tokyo), Japan's only comprehensive design promotion organization, will hold the Good Design Expo 2011 from Friday, August 26 through Sunday, August 28 at Tokyo Big Sight.

Good Design Expo 2011 is a design event in which the venue will be open to the public following completion of the Second Screening Panel for the 2011 Good Design Award. It gathers together in one place approximately 2,000 designs of every possible type, from all aspects of living and society, ranging from familiar supplies for living to professional equipment and architectural and advertising designs, with a focus on new products that deserve attention. In addition, this year's event also features a special exhibition gathering together designs from the Tohoku and Ibaraki areas. On the first day of the event, a press conference and press preview will be held. We hope you will attend.

<OVERVIEW>

Event Title: Good Design Expo 2010

Term: From August 26th (Friday) to 28th (Sunday), 2011
August 26th 18:00 - 21:00, August 27th 10:00 - 21:00,
and August 28th 10:00 - 16:00

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

Organizer: Japan Institute of Design Promotion

General Producer: Naoto Fukasawa (Chairman of judging committ

Creative Director: Taku Sato

Art Director: Kei Matsushita

Space Design Direction: JTQ Inc.

Participant companies: approx. 1,000

Good Design Expo 2011 Official Website:

http://www.g-mark.org/expo/2011/index_en.html



**GOOD
DESIGN
EXPO
2011** 2011.8.26 FRI-28 SUN
Tokyo Big Sight East Hall 5&6


Main Visual
Designed by Taku Sato and
Kei Matsushita

*Visual materials for press are available. Please contact below.

Press Contact: e-mail: info-e@g-mark.org
(Japan Institute of Design Promotion)

<FEATURES>

● **The Area Aid Design Project, a special exhibition gathering together designs from the Tohoku and Ibaraki areas**

An exhibition deserving of attention this year is the Area Aid Design Project, a special exhibition gathering together designs from the Tohoku and Ibaraki areas. Introducing not just subjects eligible for entry to the Good Design Award but designs from approximately 100 companies and designers doing business utilizing design across a wide range of industries in each area, this exhibition will publicize the design industries from the Tohoku and Ibaraki areas. The content of exhibited designs will be broad-ranging as well, including products with designs utilizing traditional crafts, daily necessities utilizing technologies with deep roots in these regions and regional specialties, and introductions to regional revitalization projects. In addition, communication design for this exhibition including its title, exhibit panels, pamphlets, and the introductory website have been handled by creators in Sendai in cooperation with each other. Some of the exhibitors plan to be present during the event as well. The exhibition is likely to serve as a place where participants can discover anew the attractions of the Tohoku and Ibaraki regions from a design perspective, through dialogue with manufacturing firms and designers from the region.

Area
Aid
Design
Project

JDP Tohoku and Ibaraki Design Promotion



From left:
Hirosaki Chamber of Commerce and Industry, Okujun Co., Ltd., Ishioka Craft, Bunaco Co., Ltd. and Towa Electronics Co., Ltd.

● **Stage and social**

On Saturday, August 27, from 15:00, a Special Stage Event will be held on the theme of design in Tohoku and Ibaraki, in which a succession of designers active in areas and firms advancing industry rooted in the community and utilizing design will take the platform. Participants will discuss design in Tohoku and Ibaraki with guests. In addition, a social will be held for attendees following the stage event. Everybody is welcome to take part in the social.

● **The special Design Communication booths operated by firms and schools deserving of attention, a popular annual event**

The Design Communication program, in which organizations such as leading design firms and universities exhibit in special booths, is one of the most popular programs in the Good Design Expo each year. A variety of activities, including presentations on each organization's new designs and demonstrations, take place inside each booth and on stage. Details of the program will be posted to the Good Design Expo 2011 website as soon as it is available.

<Participant companies and organizations>

NTT DoCoMo, INC., Panasonic Corporation/Panasonic Electric Works Co., Ltd.
LIXIL Corporation, etc.

- **Only at Good Design Expo 2011:
Good Design Award 2011 Public Presentation**

The Public Presentation is a popular program in which designers from firms with entries in this year's Good Design Award make presentations and discussions are held with Judges. This year's presentations will be conducted on the two themes of bicycles and homes, each of which has been the subject of increased attention since the earthquake.

- **Saturday, August 27, 1:00 – 2:30 pm: Possibilities of Bicycle Design, mobility design unit**

In this unit, designers from four firms employing different approaches to create value in the area of bicycles, which are the subject of high levels of interest today, will make presentations. Together with Judges, they will identify and discuss the possibilities of bicycles based on design.



- **Sunday, August 28, 11:00 am – 12:30 pm: Homebuilders Today: Post 3/11, home design unit**

The experience of the recent unprecedented earthquake has led to a major turning point on how people think about homes, in terms of both their social and infrastructure meanings. In this unit attendees will listen to and discuss presentations from individual homebuilders, the main suppliers of homes in Japan, on how they plan to approach the homes of the future.

Panelist: Kazuhiko Namba and Yui Tezuka (Architect, Judge of Good Design Award 2011)

- **Cutting electric power consumption by 53% from last year*¹ through use of large-scale LED lighting to light the venue**

To advance the proper use of energy at the event, this year substantial savings will be achieved in the venue's lighting. In cooperation with Nomura Co., Ltd. and Iida Electrical Works Co., Ltd., LED lighting will be used in approximately 1,500 lights in the venue, centered on the lighting attached to basic exhibition fixtures. Other lighting too has been switched to lights that use less electric power, to realize a cut of 53.6% from last year in electric power use for the entire venue.

Floating in the center of the venue as its symbol is the spherical Good Globe installation, seven meters in diameter and formed of 14,000 LEDs. Its electric power consumption is only 890 watts, roughly the same as a standard home room air-conditioner. With the cooperation of Sharp Corp., the electricity supplied to the LED installation will be generated by state-of-the-art thin-film solar cells (solar panels)*² installed outside the venue.



A perspective drawing of the venue

This is the first attempt at using LED for so many lighting fixtures at an event of this size in Japan. You are welcome to come to the venue to see this experiment with your own eyes.

*1 Figures provided are estimates. *2 Except during foul weather.