

PRESS RELEASE

October 3, 2011
Japan Institute of Design Promotion

Good Design Award 2011 – 1,112 award winners across the world From 649 companies of all, 27 items from Tohoku and Ibaraki companies

Japan Institute of Design Promotion (JDP, located in Minato-ku, Tokyo), Japan's only comprehensive design promotion organization, has released the results of Good Design Award 2011 as of October 3.

As 55th year since its foundation, Good Design Award 2011 launched May 18. Through the 1st screening and 2nd screening for 649 applications, 1,112 entries are awarded.

Special award winners such as "Good Design Grand Award", "Good Design Gold Award" or "Good Design Long Life Design Award" will be released on November 9, at the Good Design Awards Ceremony.



**GOOD DESIGN
AWARD 2011**

The results of Good Design Award 2011
1,112 entries from 649 companies are awarded
Through 3,162 applications

Please note that these awarded entries include 27 items from Tohoku and Ibaraki companies and 61 items from winners of Design Excellence Award Thailand in cooperation with Good Design Award.

For the breakdown such as by category, nationality, please find attached table.

<Release of the information of award winners>

As from October 3, the information of award winners 2011 will be released on the "Award results 2011" as well as "Good Design Finder" website. Individual product name, designers, outline of the product can be found. With regards to the entries the information is still closed as of October 3, the will be released later on.

<Special encouragement to support the reconstruction>

To support and encourage the reconstruction of disaster area by Great Eastern Japan Earthquake, the applications of the companies from 6 Tohoku prefecture (Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima) plus Ibaraki prefecture are exempted from all relative cost for Good Design Award 2011.

<Cooperation with Design Excellence Award, Thailand>

Since March 2008, Good Design Award has been in cooperation with Design Excellence Award of Thailand through the exchange of Judge and exhibition. The Design Excellence Award winners can go to the 2nd screening of Good Design Award directly. 61 items of them are awarded through this cooperation.

Good Design Award website: <http://www.g-mark.org/english/>

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

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(Japan Institute of Design Promotion)

<Release of the special award winners and key dates>

Good Design Special Award winners are selected from among all Good Design Award winners.

October 3 – Good Design Award winners are released

November 9 – Awards Ceremony and Good Design Special Award winners will be released

Special Awards: Good Design Grand Award, Good Design Gold Award, Good Design Sustainable Design Award, Good Design Award of Small and Medium Enterprises, Good Design Award of the Japan Chamber of Commerce, Good Design Long Life Design Award and Good Design Frontier Design Award

Mid of February, 2012 – Good Design Award 2011 Yearbook will be published

<Good Design Award 2011 Award Ceremony>

At the Awards Ceremony, trophies and award certificates will be presented to the award winners and Special Award winners will be released. Judges including Mr. Naoto Fukasawa, the chairman of Judging Committee will attend the ceremony. Press conference will be held there.

All of the media are warmly invited to join.

Date: November 9 (Time is to be confirmed)

Place: Tokyo Midtown Hall (9-7-1, Akasaka Minato-ku, Tokyo)

<Selection of Good Design Grand Award>

For 2011, Good Design Grand Award will be selected by vote of the Judging Committee, Good Design Award winners and visitors to “Good Design Exhibition” as “Design of the Year” which represents 2011. After the vote is closed, the result will be released at Awards Ceremony.

Voting period: October 28 – November 6

Place: International Design Liaison Center (Tokyo Midtown Design Hub)

<Good Design Exhibition 2011 at Tokyo Midtown Design Hub>

At Tokyo Midtown Design Hub (Akasaka Minato-ku, Tokyo), “Good Design Exhibition 2011” which exhibits selected 73 items from among all Good Design Award winners with especially high evaluation from the judges will be held.

Title: “Good Design Exhibition 2011 – Reasonableness”

Term: October 3 – November 13, 2011 (11:00-19:00, only closed on October 12)

Place: Tokyo Midtown Design Hub (Admission Free)

Organizer: Tokyo Midtown Design Hub

Administrator: Japan Institute of Design Promotion

Good Design Award 2011 Winners

Winners by category

Personal belongings	98
Health care, child care and nursing care	
Sports and hobby	
Sundries and household goods	86
Tableware and cooking tools	77
Household electrical appliances	
Furniture and interior goods	101
House fixtures	
Housing	96
Mobile phones, communication terminals and personal computers	104
Audio-visual equipment	92
Cars, motorcycles, bicycles, and relative equipment	52
Carriages for carrier, industry, civil engineering and building, vessels and relative equipment	
Materials and parts	77
Industrial/building gear and equipment	
Office, shop and display equipment	
Public facilities and equipment	60
Educational goods and equipment	
Medical goods and equipment	
Architecture and space for commerce and industry	76
Architecture and space for public	
Public works, Regional development and city design	
Packaging design	29
Sign design	
Media design	
Advertising design	
Public communication design	
Interface design	28
Website design	
Software design	
Service design	37
Branding design	
Business model design	
Design for solution in business	
Community design	31
Design for social contribution activity	
Design for social infrastructure/platform	
Research/development utilizing design	7
Education/talent cultivation utilizing design	
Entrepreneurship utilizing design	
Winners in cooperation with Design Excellence Award, Thailand	61
Total	1,112

※With regards to the number of winners from overseas, the count is applied only for the companies whose headquarters are overseas, i.e. if the applicant is Japanese branch of foreign company, it is counted as Japanese company. The number of the winners includes the plural applicants for one awarded entry.

Japanese winners by prefecture

Hokkaido	1
Aomori	4
Iwate	12
Miyagi	9
Akita	6
Yamagata	3
Fukushima	2
Ibaraki	2
Tochigi	4
Gunma	4
Saitama	14
Chiba	12
Tokyo	541
Kanagawa	41
Niigata	11
Toyama	4
Ishikawa	5
Fukui	5
Yamanashi	0
Nagano	10
Gifu	8
Shizuoka	22
Aichi	68
Mie	0
Shiga	3
Kyoto	17
Osaka	189
Hyogo	20
Nara	4
Wakayama	1
Tottori	3
Shimane	3
Okayama	3
Hiroshima	12
Yamaguchi	0
Tokushima	5
Kagawa	5
Ehime	3
Kochi	0
Fukuoka	22
Saga	1
Nagasaki	4
Kumamoto	5
Oita	0
Miyazaki	0
Kagoshima	0
Okinawa	4
Total	1,092

Winners from overseas

Australia	1
Brazil	3
China	1
Denmark	1
France	2
Germany	7
Hong Kong	1
Italy	1
Korea	39
Liechtenstein	1
Slovenia	1
Spain	3
Sweden	2
Switzerland	1
Taiwan	26
Thailand	61
U.S.A.	12
Total	163