

November 9, 2011
Japan Institute of Design Promotion

Good Design Award 2011 – Special Award winners are decided All the results of Good Design Award 2011 are released

Japan Institute of Design Promotion (JDP, located in Minato-ku, Tokyo), Japan's only comprehensive design promotion organization, has released the results of Special Award winners of Good Design Award 2011 as of November 9. Special Award winners were selected from all Good Design Award 2011 winners by the theme of each Special Award and 56 entries were assigned for 6 special awards.



<The breakdown of Good Design Award 2011 Special Award winners>

Grand Award	1
Gold Award	12
Sustainable Design Award	5
Small and Medium Enterprises Award	8
Japan Chamber of Commerce and Industry Award	1
Long Life Design Award	18



Good Design Grand Award commends one exquisite and popular design selected by vote of all award winners, judges and visitors of Good Design Exhibition.

Winner: "Traffic record map" service provided via car navigation system and its effort to support mobility at the Great Eastern Japan Earthquake and Tsunami disaster

Awarded Company: Honda Motor Co., Ltd.

Producer: Honda Motor Co., Ltd.
Director: Takeshilmai

Executive General Manager
Internavi Telematics Division
Honda Motor Co., Ltd.

Designer: Kazuya Tamura
Manager/Chief Engineer
Internavi Telematics Division
Tadafumi Nogawa
Staff Administrator
Internavi Telematics Division
Aiko Sugawara
Senior Staff
Internavi Telematics Division



Summary:

On March 12, a day after the Great Eastern Japan Earthquake, driving data collected from the vehicles of Honda's Internavi, the membership car-navigation system was quickly used to release information on traffic status of routes, to support smooth movement in disaster area. Then, Google released the traffic map using this information on March 14 so that many people can easily use the updated information to help residents of disaster areas. This is the exquisite corporate contribution design for the society and creative endeavor to be assigned for Grand Award.



Good Design Gold Award commends selected exquisite designs from all of Good Design Award winners with the consensus of all the judges.

<Awarded Entries and Companies>:

- LED Bulb [Panasonic LDAHV4L27CG] / Panasonic Corporation
- Bath room [Sphiano] / LIXIL Corporation
- Thin-film solar module [NS-F135G5] / Sharp Corporation
- 3D SMART LED TV [UN55D7000/7900/8000] / Samsung Electronics Co., Ltd
- Bolt and Nut [L/R neji] / NejiLaw Inc.
- In vitro diagnostic system [In vitro diagnostic system and an approach to its design] / Sysmex Corporation
- Ultrasonograph [Vscan] / GE Healthcare Japan Corporation
- Electronic Stethoscope [3M™ Littmann® Electronic Stethoscope Model 3100/3200] / 3M Health Care Limited
- Heavy Ion Irradiation System/ Toshiba Corporation, National Institute of Radiological Sciences and NIHON SEKKEI, INC.
- Surgical Lights [SKYLUX CRYSTAL] YAMADA SHADOWLESS LAMP CO., LTD.
- Xylophone ["Xylophone"] / NTT DOCOMO, INC.
- Game System [Kinect] / Microsoft Japan Co., Ltd.



Good Design Sustainable Design Award commends designs which will make a contribution to realize the sustainable society.

<Awarded Entries and Companies> :

- Rental row house [Toyosaki Nagaya] / Osaka City University Graduate School of Human Life Science
- Slope stability method [Non-frame method] / Nippon Steel & Sumikin Metal Products Co., Ltd.
- Pre Organic Cotton Program / kurkku Co., Ltd and ITOCHU. Corp.
- Offset Printing Inks [Non Voc Rice bran Inks] / TOYO INK CO., LTD
- Bicycle Sharing Service Platform / NTT DOCOMO, INC.



Good Design Small and Medium Enterprises commend exquisite designs of SME products.

<Awarded Entries and Companies>:

- Work Gum boots [Tractor shoes long] / Marukatsu
- Active Wheelchair [Vortex] / NISSIN MEDICAL INDUSTRIES CO., LTD
- Japanese candles [Okome no Rosoku(Candles made from rice)]/ Daiyo Ltd.
- Super Water -Repellent FUROSHIKI [Nagare] /Asakura Senpu Co., Ltd. and
- Hoe [Design Farm Tools "Humi-Suki"] AIDAGODO KOJO, INC.
- Urushi Laquer [Joboji Urushi Lacquer] / JOBOJI URUSHI WORKSHOP
- SnowPeak Headquarters / SnowPeak Inc
- Grip Handle [Gripper] / Nishimura Jig Co., Ltd.



Good Design Award of the Japan Chamber of

Commerce and Industry commends
comprehensive efforts to revitalize local economies.

<Awarded Entry and Company>

Design for local vitalization based on the job creation [Kyushu-Chikugo Genki Project]
/ Chikugo Area Employment creation project conference



Good Design Long Life Design Award commends the
entries which has been supported by consumers for
many years.

<Awarded Entries and Companies>

- Eraser [MONO] / Tombow Pencil Co., Ltd.
- Pencil [89000] / Tombow Pencil Co., Ltd.
- Water Colors [Holbein Artists' Water Colors] / HOLBEIN WORKS, Ltd.
- Case [Portafile] / FUJIKOWA INDUSTRY Co., LTD.
- Wooden Toy [Gakuen Tsumiki] / Jiyugakuen Kougei Kenkyusho
- Loupe [Hi-Grade Loupe for Reading] / Nikon Vision Co., Ltd.
- Stereomicroscope [SMZ] / Nikon Corporation
- Watch [CASIO Digital watch A168/DBC-610/LA670] / CASIO Computer Co., LTD.
- Watch [Prospects Marin Master Professional] SEIKO Watch Corporation
- Camera [RICOH GR series] / RICOH Company Ltd.
- Effector [Boss Compact Effector Series] / BOSS Corporation
- Tableware [Nejiri - Ume series] / HAKUSAN Porcelain Co., LTD.
- Juicer / Mixer [Panasonic MJ-M31 Series] / Panasonic Corporation
- Portable Kerosene Heater [SL Type] / CORONA Corporation
- Stool [8110HZ/8110GZ] / Okamura Corporation
- Office Chair [Aeron Chair] / Herman Miller Japan, Ltd.
- Drink ["Oi Ocha" Green Tea] / ITOEN, LTD.
- Mosquito Coil [Kincho-no-Uzumaki] / Dainihon Jochugiku Co., Ltd.

Regarding Good Design Frontier Design Award, nothing was suitable for 2011.

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

All the images are available to download from website.
ID and password is required. Please contact to info-e@g-mark.org
(Japan Institute of Design Promotion)