

## PRESS RELEASE

October 1, 2012  
Japan Institute of Design Promotion

### **Good Design Award 2012 – 1,108 award winners across the world** Long Life Design Award winners are 33 and inaugural “Best 100” items are decided

Japan Institute of Design Promotion (JDP, located in Minato-ku, Tokyo), has released the results of 1,108 awarded entries of Good Design Award 2012 as of October 1. Among them, inaugural “GOOD DESIGN Best 100” items which especially attracted high evaluation by jury and those items are candidates for Special Award winners such as Grand Award, Gold Award, etc. Moreover, 33 products are granted as the Good Design Long Life Design Award by continuous production and sales for more than 10 years and gained support from the people.

#### **The results of the Good Design Award 2012**



#### **GOOD DESIGN AWARD 2012**

##### **Good Design Award:**

**1,108 entries are awarded through 3,132 applications.**

##### **Good Design Long Life Design Award:**

**33 entries are awarded**

**The number of the awarded companies : 702 companies**

(Including the ones whose entries are granted as Good Design Long Life Design Award.)

#### **<Special Award results announcement>**

With regards to the results for the Good Design Special Awards such as Grand Award, Gold Award, etc. will be selected from “GOOD DESIGN Best 100”. They will be announced on November 25 at the venue of “GOOD DESIGN EXHIBITION 2012” which will be held at Tokyo Big Sight.

#### **<Special Exceptions for reconstruction support>**

In order to support reconstruction from the Great East Japan Earthquake, exemption of all application cost are carried out for the applications by the companies headquartered in six Tohoku prefectures (Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima prefecture) and Ibaraki prefecture.

78 entries are awarded by this measure.

#### **<Cooperation with "Design Excellence Award", Thailand>**

Based on the cooperation with Thailand "Design Excellence Award" (DE mark) since 2008, we have been implementing several joint businesses such as jury exchange, holding exhibition in Japan, etc. Furthermore, as a gesture of the cooperation, the DE mark winners can join Good Design Award from second screening. 43 entries from Thailand are awarded this year.

<Release of the information of award winners>

As from October 1, the information of 2012 award winners will be released on the “Award results 2012” as well as “Good Design Finder” website. Individual product name, designers, outline of the product can be found.

<Good Design Award 2012 following schedule>

October 1: Award results announcement

End Oct. to early Nov.: “GOOD DESIGN Best 100”

Designers Presentation (Dates TBD)

November 22: Awards Ceremony and Press conference

November 23 – 25: GOOD DESIGN EXHIBITION 2012

November 25: Special Awards Announcement

December 18: Good Design Special Award Ceremony

March, 2013 : Yearbook 『GOOD DESIGN AWARD 2012』 publication

<GOOD DESIGN Best 100 Designers Presentation>

Among all the Good Design Award winners, the Best 100 which have been received high evaluation from juries and attracting many attentions by their “Design power of making tomorrow”. Public presentation event by designers who worked on those awarded design will be carried out from end of October to early November. Venue and date will be advised further.

<GOOD DESIGN EXHIBITION 2012>

GOOD DESIGN EXHIBITION 2012 will be held at Tokyo Big Sight from November 23 to 25. For the first time in the history of the Good Design Award, all awarded items will be in the exhibition.

GOOD DESIGN EXHIBITION 2012

Date: November 23-25 10:00 - 19:00

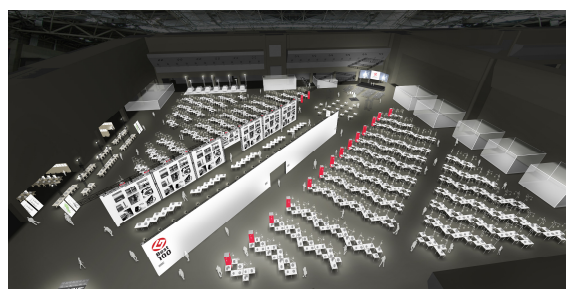
※End by 16:00 on November 25

Venue: Tokyo Big Sight East Hall 4

Organizer: Japan Institute of Design Promotion

Entrance Fee: ¥1,000 (Common for three days)

Free for under junior high school students



<Determination of "Good Design Grand Award">

This year “Good Design Grand Award”, the “Design of the year”, as a symbol of year 2012, will be determined by votes from visitors of Good Design Exhibition 2012, all Good Design Award Winners and Judging Committee. Result will be announced at the venue of Good Design Exhibition 2012 on November 25.

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

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

Press Contact: [f-press@jidp.or.jp](mailto:f-press@jidp.or.jp) (Japan Institute of Design Promotion)

## Appendix: Good Design Award 2012 Winners by regions / countries

### Japanese winners by prefecture

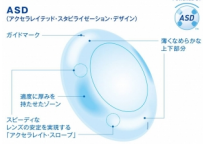
Hokkaido	9
Aomori	8
Iwate	22
Miyagi	23
Akita	8
Yamagata	7
Fukushima	17
Ibaraki	13
Tochigi	2
Gunma	6
Saitama	16
Chiba	9
Tokyo	522
Kanagawa	53
Niigata	16
Toyama	5
Ishikawa	9
Fukui	2
Yamanashi	1
Nagano	5
Gifu	6
Shizuoka	19
Aichi	73
Mie	5
Shiga	1

Kyoto	21
Osaka	171
Hyogo	14
Nara	5
Wakayama	3
Tottori	0
Shimane	2
Okayama	2
Hiroshima	12
Yamaguchi	2
Tokushima	2
Kagawa	1
Ehime	1
Kochi	1
Fukuoka	14
Saga	2
Nagasaki	3
Kumamoto	3
Oita	2
Miyazaki	5
Kagoshima	0
Okinawa	1
Total	1,124

### Winners from overseas

Australia	1
Brazil	1
China	9
Denmark	1
Germany	3
Hong Kong	4
Indonesia	1
Italy	2
Korea	45
Singapore	1
Sweden	3
Switzerland	1
Taiwan	64
Thailand	43
U.S.A.	8
Total	187

※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 .



## 1 12GA10017

contact lenses [Accelerated Stabilization Design (ASD) for ACUVUE Brand Contact Lenses for ASTIGMATISM]  
Accelerated Stabilization Design (ASD), which employs a 4-zone stability system, provides comfortable wear and crisp, stable, all-day vision.



## 2 12GA10049

Disposable razor [iFIT]



## 3 12GA10053

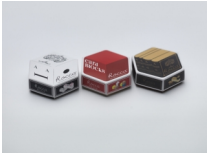
Sleep Duration Tracker [Omron Sleep Duration Tracker HSL-001]



## 4 12GA10065

Hearing Aid [Siemens Cool]

Siemens Cool sits in helix of the ear. This reduce temperature & humidity in ear canal and produce natural sound. It's design can change image of Hearing Aids.



## 5 12GA10082

card game [Rocca]



## 6 12GA10086

Wooden picture book [Folktale Wood Cube / Who Did What?]

All is done, from design to production, using local Tono talent, aimed for the integration of local forest resources, culture, and intergenerational exchange.



## 7 12GA10090

Fastener [Excella Curve]

Excella Curve is a flexible fastener enabling to create a natural curve on surface materials and is especially suited for 3D sewing and fashion/accessories.



## 8 12GA10106

Running Shoe [Nike Flyknit Racer]

Flyknit is game-changing technology resulting in one of the lightest, best fitting, most innovative and sustainable running shoes Nike has ever made.



## 9 12GA10122

Acoustic Conditioning Panel [ACP-2]



## 10 12GA10135

Tongs picking up trash [MAGIP]

Review of conventional tools, I have changed to easy-to-use tool. It is a tool which can easily pick up trash outdoors.



### 11 12GA10174

Charger [MUJI Solar system battery charger with LED light]

A battery charger that generates electricity through a solar panel; charging is also possible from a USB power source.



### 12 12GA10175

Home Energy Server [CP-S300E / CP-S300W]



### 13 a 12GA10185 12GA10185, 12GA10186, 12GA10187 are granted as 1 entry for BEST 100

Paint [MAGNET PAINT]

MAGNET PAINT is very unique. You can put magnets on the wall. Only two steps - apply base paint and color paint. You can put some memo on a wall in a kitchen.



### 13 b 12GA10186 12GA10185, 12GA10186, 12GA10187 are granted as 1 entry for BEST 100

paint [DC paint]

DC Paint is waterborne, has 1320 colors and also eco-friendly. We focused to make it easy to choose the right products and simple to use and challengeable.



### 13 c 12GA10187 12GA10185, 12GA10186, 12GA10187 are granted as 1 entry for BEST 100

paint [KAKERU PAINT]

KAKERU PAINT is waterborne, low odor, low VOC and eco-friendly paint. You can write with chalk and wipe. Let your kids draw whatever they want on the wall.



### 14 12GA10188

Eco-friendly reusable packaging [Side-by-side refrigerator packaging]



### 15 a 12GA10255 12GA10255, 12GA10191 are granted as 1 entry for BEST 100

Cooker [TATUNG Electric Cooker of the 50th Anniversary Limited Version]



### 15 b 12GA10191 12GA10255, 12GA10191 are granted as 1 entry for BEST 100

Packaging [Packing for TATUNG Electric Cooker of the 50th Anniversary Limited Version]



### 16 12GA10279

Recycled-Content Domestic Appliances [Resource Circulation Series]

Product line-up used recycled material realized effective use of limited natural resources and reuse once used resources



### 17 12GA10280

Sewing machine [DC6030]

**18 12GA10294**

Cordless Electric Fan [GreenFan mini]

GreenFan mini can be buit in a special mobile battery and it enables the fan to work max 20 hours without an adaptor. So user enjoy a gentle breeze anywhere.

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**19 a 12GA10308** 12GA10308, 12GA10309 are granted as 1 entry for BEST 100

Mobile Phone [SoftBank 102P]

Slim body smart phone of only 7.8mm thickness completes waterproof, dust-proof, and OEL display.

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**19 b 12GA10309** 12GA10308, 12GA10309 are granted as 1 entry for BEST 100

Mobile Phone [NTT docomo P-04D]

Slim body smart phone of only 7.8mm thickness completes waterproof, dust-proof, and OEL display.

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**20 12GA10318**

Xperia Tablet & Accessories [SGPT121JP/S]

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**21 12GA10322**

Personal Computer [ThinkPad X1 Carbon]

Mobile notebook PC with highly balance which has combines the performance and portability.

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**22 12GA10329**

Notebook PC [New Series 9(NP900X)]

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**23 12GA10339**

Notebook PC [Asus BU400]

Asus BU400 is designed for the commercial market to offer a more energetic, flexible and productive working experience.

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**24 12GA10355**

Motherboard [ROG Maximus V Formula Motherboard]

Maximus V Formula has a hybrid thermal design that combines the heatpipe design with the additional ability to connect to a water cooling system.

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**25 12GA10377**

Premium Headphones [MDR-1R/1RBT/1RNC]

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**26 12GA10415**

Digital Camera [EOS M SYSTEM]

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**27** 12GA10419  
Interchangeable Lens Digital Camera ["a" NEX-7(with UI)]



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**28** 12GA10426  
Digital Recording Binoculars [DEV-5K / DEV-3]



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**29** 12GA10433  
OLED TV [EM9600]  
LG's OLED TV model, which self-glow without a backlight, boasts of having the best picture quality in the world's slimmest and lightest solution.



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**30** 12GA10434  
OLED 3D TV [ES9500]



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**31** 12GA10437  
Device for Viewing and Downloading Digital Art [FRAMED\*]  
FRAMED is a new category of interior device which allows digital art to illuminate the space with the ease of hanging a painting or an art piece.



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**32** 12GA10444  
Measuring device [FuelBand]



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**33** 12GA10448  
Dining Chair [SEOTO]



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**34** 12GA10483  
Air Conditioner [Toshiba Air Conditioner EDR series]



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**35** 12GA10503  
Water Filtration System [GROHE Blue]  
GROHE Blue® delivers fresh tasting filtered water to your home.



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**36** 12GA10509  
Prefabricated Bathroom Unit [Half Bath 08 Type8]  
The Half Bath 08 unit allows for freedom of Wall and Window design while being waterproof and simple to clean. A new standard of design and bathing experience.

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**37** 12GA10548

Housing equipment [Air move method]



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**38** 12GA10552

Home/Construction methods [Structural Design for Residential Construction]

We can increase the strength of the load bearing walls and move partition walls easily according to the resident`s needs. This allows much more flexibility.



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**39** 12GA10558

Temporary home [Wooden temporary Housing Group]



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**40** 12GA10559

temporary housing units [Community-care temporary housing units in HEITA district, Kamaishi]



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**41** 12GA10563

Rental Housing Urban Renaissance Agency [KANGETSUKYO DANCHI]



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**42** 12GA10573

Housing [Old Japanese timber house renovation]



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**43** 12GA10640

Rental apartment house [INGEN]



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**44** 12GA10651

Bicycle & Electric assist bicycle [Angelino PETITE]



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**45** 12GA10658

Passenger Vehicle [Polte/Spade, Toyota]



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**46** 12GA10659

THE SUPER COMPACT ELECTRIC VEHICLE [COMS (P.COM, B.COM)]

COMS is a super small EV for one person.Its suitable for short distance move,less environmental impact.Door-less style makes fine access & visibility.

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#### 47 12GA10664

Subaru Impreza [Impreza XV]

The New IMPREZA (G4. SPORT) provides a new value in terms of driving and environment as well as designs, equipped with Subaru's advanced technologies.



#### 48 12GA10665

Automobiles [New Kei Automobiles "N"Series]

N BOX G 2011.11.30



#### 49 12GA10675

AUTO PARTS [DOOR STABILIZER]



#### 50 12GA10682

Automobile Radial Tire [ECOPIA EP001S]

PSR ECOPIA EP001S (EP152/00P152Z)  
190/65R15 91V



#### 51 12GA10688

Bicycle components [ULTEGRA 6770 series]

The ULTEGRA 6770 series is the electronic road components. It gives its wide range users, from pro riders to general users, comfortable riding experience.



#### 52 12GA20700

Operating System [Windows 8]



#### 53 12GA20704

User Interface [PlayStation(R)Vita Graphical User Interface Design]

The graphic user interface of the PS Vita system software is based around a touch interface, designed for easy and intuitive operation unique to PlayStation(R).



#### 54 12GA20707

Television Interface [2012 Smart Hub]



#### 55 12GA20710

Digital Appliances [Happiness Counter]

We propose a new digital appliance design that naturally facilitates making smiles in our daily life.



#### 56 12GA20712

Promotions of Tactile Expressions [TECHTILE]

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**デザインあ 57** 12GA20713

TV PROGRAM [Design Ah!]

"Design Ah!" shows kids why design is fascinating and fun and makes them aware of the role played by design and of how design can be used to make life better.

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**58** 12GA20714

TV show [TECHNE : The Visual Workshop]

"TECHNE" is a new experiential TV show. Every show will focus on one visual technique, and challenge people to create a new film using that technique.

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**59** 12GA30721

mobile application [LINE]

LINE: a smartphone communication app which allows free calls & messages between users, nationally & internationally, on any mobile network provider.

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**60** 12GA30727

Application [QisBattery]

QisBattery is an app that communicates wirelessly with battery bank. It bundles all power supply info, for an easy overview of the energy usage at home.

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**61** 12GA30729

In-house energy management system [Honda Smart Home System]

Honda Smart Home System -To begin verification of in-house energy management technology that utilizes gas, solar power and electromotive mobility-

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**62** 12GB10746

office furniture [cacom]



**63** 12GB10770

Projector [RICOH IPSiO PJ WX4130N / 4130]

A new vertical projector with a small and compact, lightweight structure, ultra short focus, and enhanced networking features for new communication styles.

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**64** 12GB10777

formwork bracket tightening [Cassiopeia]

Cassiopeia is a building component. It is "Single tube pipe " of a new type. It is an item when a concrete building is built.

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**65** 12GB10780

Fitting [Chain Clamp]



**66** 12GB10781

Tooling Holder [Fast & Clean Cutting eco-holder Green G1 Chucks]

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**67** 12GB10795  
Bonding Machine [BM-1000]



**68** 12GB10807  
Industrial Videoscopes [IPLEX UltraLite]



**69** 12GB10820  
self-propelled sprayers for orchard [SHOSHIN-Speed Sprayer type 3S-FSC600TL]  
Speed Sprayer is an agricultural vehicle for pest-control of orchard. New type Speed Sprayer is very low height, so workable at even grapevine trellis.



**70** 12GB10847  
SHARE STYLE COMPLEX [THE SHARE]  
The ex-dormitory is converted into the complex with office, rooms and shops. A new cultural hub has emerged in Tokyo by sharing time, space and information.



**71** 12GB10872  
Data Center [Matsue Data Center Park:Outside-air-cooled Container Data Center]  
Matsue Data Center Park is Japan's first container data center offering the low-cost, high density, and scalability for the demands of the cloud computing era.



**72** 12GB20883  
Cloud Font Service [TypeSquare]



**73** 12GB20885  
AQUA SOCIAL FES!! [AQUA SOCIAL FES!!]



**74** 12GB20891  
CSR Activities by Local Builders [KIBOU NO MIRAI PROJECT]  
These activities communicate and make children aware of the importance of craftsmanship and nurture them to become "creators."



**75** 12GB20897  
2D Code [QR Code]  
The QR code was a kind of two dimensional symbology, and the DENSO WAVE developed with a main objective of "Code read easily for the reader" in 1994.



**76** 12GB30904  
Automated Guided Vehicle System [TOYOTA Automated Guided Container Transport System]  
This system is constructed of unmanned vehicles carrying containers and the software that controls this operation.



**77** 12GB30915

Heat Resistant Ceramic & Silicone Tableware [OSORO]  
OSORO - cook and serve, stock in refrigerator and freezer, surprising storage capability : OPEN TABLEWARE SYSTEM.



**78** 12GB30916

Solution of the meal for healthy [TANITA SHOKUDO]



**79** 12GB30917

The new retail distribution service of rice [KIKUTAYA BEIKOKUTEN]



**80** 12GB30920

A business model to support Tohoku Earthquake area [A business model to support stricken Tohoku Earthquake area by manufacturing Japanese cedar furniture]  
Creating a business model to support stricken Tohoku Earthquake area by manufacturing Japanese cedar furniture



**81** 12GC10946

TAA stentgraft [Najuta stentgraft system]



**82** 12GC10947

Surgical Tissue Management System [THUNDERBEAT, SONICBEAT, USG-400, ESG-400, TC-E400]



**83** 12GC10949

Dental Treatment Center [Soaric]  
Soaric has an incomparable range of system components and a plethora of patented ergonomic innovations, ideal for efficient and comfort dental procedures.



**84** 12GC10972

Natural Air Ventilation Curtain Wall System, Sash [ARM-S@NAV]  
ARM-S@NAV system with "Facade Ventilator" and "Constant Wind Volume Valve" mechanisms that enables ventilation even on Fix windows.



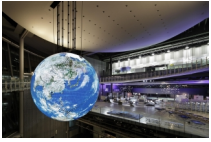
**85** 12GC10983

Water rescue boat [SEA-SLED]  
We developed a rescue platform called "SEA-SLED" to be towed by a jetski. This allow's for the immediate administering of CPR, while on the water running it.



**86** 12GC11006

park [Miyashita Park]



**87** 12GC21016

Science Museum Exhibition [Miraikan TSUNAGARI PROJECT]

The "TSUNAGARI" project with 3 tools, Geo-Cosmos, Geo-Scope, and Geo-Palette is an innovative science exhibition to share ideas of "New Earth Awareness".



**88 a** 12GC21021 12GC21021, 12GC31051, 12GC31056 are granted as 1 entry for BEST 100

Free paper [Ishinomaki VOICE]



**88 b** 12GC31051 12GC21021, 12GC31051, 12GC31056 are granted as 1 entry for BEST 100

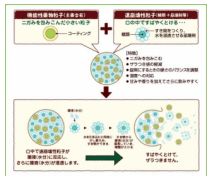
[ISHINOMAKI2.0]

ISHINOMAKI2.0 is consisted of local people and creators. The project aims to create new Ishinomaki, enhancing new communication utilizing existing resources.



**88 c** 12GC31056 12GC21021, 12GC31051, 12GC31056 are granted as 1 entry for BEST 100

Ishinomaki Laboratory [Ishinomaki Laboratory]



**89** 12GC31025

medicines [Technology to design an orally disintegration tablet that has high tablet hardness and a fast oral disintegration rate] RACTAB Technology is a unique platform technology to prepare orally disintegrating tablets which have multiple functional features to satisfy needs of users.



**90** 12GC31032

Grade-Separated Crossings of Railroads [Grade-Separated Crossings of Railroads: Keiiky Corporation Main Line and Airport Line (around Keiiky Kamata Station)]

Keiiky Corporation Line become grade separation continually and facilities of Keiiky Kamata St will be improved and access to Haneda Airport become convenience.



**91** 12GC31034

Architecture And Plaza [Yamashiro Hot Spring "Yunogawa"]



**92** 12GC31035

Flood diversion channel [Flood diversion channel of the Sogi falls]

Flood diversion channel is nearby the sightseeing area of the Isa city, Kagoshima. It was constructed for a flood disaster recovery with a minimum of earthwork.



**93** 12GC31043

community school [Morning University of Marunouchi]

A community school in Otemachi-Marunouchi-Yurakucho district. It is founded for both shifting lifestyle and developing Social Value concepted community.



**94** 12GC31044

MONO SCHOOL [MONO SCHOOL]

MONO SCHOOL produced by Colon Inc is activating civil communication and local craftsmanship support in Yamagata.



**95** 12GC31049

Architecture for people who are affected by 3.11 [Home-for-All]



**96** 12GC31050

Design to recover the peoples band [Stands Square]



**97** 12GC31058

Map [evacuation topography time map]

The method is used to trigger the skill to the residents to cogitate the spec of "evacuation" by elucidating the shortest path to a given secure region.



**98** 12GC31059

User Participatory Society [NicoNico Gakkai Beta]



**99** 12T001067

Yod Yoi []



**100** 12T001081

Bed fabric [Rocky Stream Collection ]

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