

PRESS RELEASE



April 27, 2012

Japan Institute of Design Promotion

Good Design Award 2012 Call for Entries from April 27

Applications for the Good Design Award 2012 will be available from April 27 to June 1 online at the Good Design Award website. Japan's leading design evaluation and commendation program, the Good Design Award is managed by the Japan Institute of Design Promotion, dedicated to comprehensive design promotion.

Since its inception in 1957, this award program has helped to inspire design excellence in more than 38,000 winning entries, which has contributed to Japanese industrial development and improved everyday life. The G Mark logo distinguishing award winners is now widely recognized in Japan as assurance of good design.

After the April 27–June 1 application period this year, entry documents will be reviewed at the first screening and actual entries and supporting documents at the second, followed by an announcement of winners on October 1.

A wide range of design work can be submitted for award consideration, from hardware (such as products and architecture) to software (including websites and applications) to carefully designed initiatives or projects, as long as the entry will be ready for purchase or public use before March 31, 2013. Applicants must allow winning entries to be made public when Good Design Award winners are announced on October 1, 2012 and displayed at the Good Design Award Exhibition beginning on November 23.

Moving on from previous years' program themes of how design can define enrichment of everyday life (2010) and what represents rightness of design (2011), product designer Naoto Fukasawa has identified beauty and ease of use as key concepts this year. Now serving his third year as chairman, Fukasawa suggested that what defines design is how, through functionality, designers pursue a certain feeling in use or a kind of beauty. This definition will endure despite a shift from the tangible to the intangible in design. We might also define design by considering how essential relationships—formed by our ties with things, other people, or the environment—feel to us, or how beautiful they seem. Recent minimalist smartphones or flat-panel televisions demonstrate how, as things gradually lose the shapes we usually associate them with, they gain functionality. Under the circumstances, the role and positioning of design should be to devise better ways of using things, or better frameworks linking functions, people, and the environment. These assertions by the chairman have set the tone for judging at this year's Good Design Award.



Good Design Award 2012 Highlights

- Award Exhibition Held in November at Tokyo Big Sight

In place of the regular August unveiling of Good Design Award entries, the ultimate winners will be announced at an exhibition in November at Tokyo Big Sight, where Good Design Award winners and other impressive design work will be on display. During this event, Good Design Gold and Grand Award winners and other recipients of special awards will be announced and an award ceremony will be held.

- Outstanding Design Honored in "Top 100" Events

Pioneering winners of Good Design Award in various fields will be selected for a collection of the top 100, from which notable winners (such as Good Design Gold Award winners) will be honored. Contributing designers will give presentations, and other events will round out the publicity in support of design.

- Inaugural Screenings in Taiwan and South Korea

Asian submissions of Good Design Award entries have surged in recent years. Local screenings of this kind serve two goals: sharing the program's perspective on good design with a broader audience and raising local awareness and understanding about the Good Design Award.

- Application Fee Waived for Entries from Disaster Areas

To support recovery of regional industries affected by the March 11, 2011 Tohoku disaster, businesses based in Akita, Aomori, Fukushima, Iwate, Miyagi, Yamagata, and Ibaraki will generally not be required to pay the application fee.