

November 26, 2012
Japan Institute of Design Promotion

Good Design Award 2012 – Grand Award winner has been elected -“Design Ah”, the educational program for children

Japan Institute of Design Promotion (JDP, located in Minato-ku, Tokyo), has released the Good Design Grand Award winner (Prime Minister’s Award) for 2012 as of November 26. Good Design Grand Award commends one exquisite and popular design represents the “design of the year 2012”.



Winner: TV PROGRAM [Design Ah!]
Awarded Company: / JAPAN BROADCASTING
CORPORATION

Producer: Naohiko Kuroda/NHK, Youth & Education Programs Division,
Satoshi Otani, Masakazu Satoh/NHK Educational Corporation, Children's Programming Division,
Takaharu Hatori/Special Thanks:TYO Inc. MONSTER Division
Director: Taku Satoh Yugo Nakamura Cornelius
Designer: Ken Okamoto/ Taku Satoh Design Office Inc., Yosuke Abe/ tha ltd., Tomohiro Okazaki/ swimming
and Mizuhiro

Summary: Design is the method of observation, consideration, inspiration and action to connect “person to person” or “person to object” in the better way. “Design Ah!” tries to show children the appeal of the design. Every time, top designer kindly explains the object, structure or action of the people around the children from “design” viewpoint with distinctive images and music. It aims to make them aware of the role played by design and of how design can be used to make better society. And it tries to grow the “design thinking” ability to grasp the thing from various viewpoint, insight to find the truth, and creativity to produce the new sense of value.

Evaluation from jury: It is absolutely innovative to produce TV program for children with “design” theme and it has greatly influenced to the Japanese design education. The design and creative viewpoints are represented by movie clips and music in exquisite, professional standard.

Election Process of the Grand Award:

The Grand Award winner has been selected from the 15 candidates announced on October 15. They are selected by chairman and vice chairman from inaugural GOOD DESIGN Best 100 items. All the awarded companies, jury members and the visitors to Good Design Exhibition 2012 has voted and the one got biggest vote has been elected as the winner. The weight of the vote of jury : awarded companies : exhibition visitors was 100:5:1.

Good Design Award website: <http://www.g-mark.org/?locale=en>

All the images are available to download.
Please contact info-e@g-mark.org (Japan Institute of Design Promotion)