

GOOD DESIGN AWARD 2013 - Call for Entries until June 12



GOOD DESIGN AWARD 2013

Topics

- **Every design such as products, architecture, application, project, etc. is eligible for entry**
- **Highly evaluated design will be elected as GOOD DESIGN BEST 100**
- **All award winners will be featured in GOOD DESIGN EXHIBITION at Tokyo Midtown for the first time in this fall**

Good Design Award 2013, organized by Japan Institute of Design Promotion, will accept entries from April 17 to June 12. Good Design Award, since its establishment in 1957, is widely known as a campaign to brighten and enrich society through design. For the first time, Good Design Exhibition will be held at Tokyo Midtown this year to further strengthen the efforts as a link that connects excellent design with society.

● **Focal points of Good Design Award 2013**

From products up to invisible efforts, designs in a wide range of genres are eligible for entry

Subjects eligible for entries are including both visible and invisible objects such as product, architecture, website, application, even projects or program which takes advantage of design, etc.

Open up the future - GOOD DESIGN BEST 100

GOOD DESIGN BEST 100 will be elected by their high evaluation as "Design that open up the future" from all award recipients, and they are the candidates for the special award winners such as Good Design Gold Award. Those 100 subjects represent design of the year 2013.

GOOD DESIGN EXHIBITION 2013 at Tokyo Midtown

GOOD DESIGN EXHIBITION 2013 will be held at Tokyo Midtown from October 30 to November 4. During the period, GOOD DESIGN BEST 100 designer's presentation and other events will be carried out as a positive approach for the awarded design linked to the society.

New Special Award - "Design for the Future Award"

"Design for the Future Award" (Good Design Award of METI, Commerce and Information Policy Bureau) is newly established to encourage designs which make contribution to the foundation of future society.

Exception for applicants from Ibaraki preference and other 6 Tohoku preferences

To encourage the reconstruction from the serious earthquake and tsunami disaster, the application from the companies based in Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima and Ibaraki prefecture will be free of charge all through the process. G Mark usage fee is also free of charge for this year. ※

※Special measure for awarded applicants of this year.

We are providing the logo data of "GOOD DESIGN AWARD", Please contact our office as the following.

Press Contact Japan Institute of Design Promotion Good Design Award Office

Tel: +81-(0)3-6743-3777 info-e@g-mark.org

● Good Design Award 2013 Overview

Application period

April 17(Wed.) - June 12(Wed.)

Subjects eligible for entry

Hardware and software such as products or architecture, website or application, etc.

Research or project which takes advantage of the design, etc.

The entry must be available for purchase or usage by individuals no later than March 31, 2014. The product is not necessarily available for purchase or usage in Japan. And its production status should allow the Good Design Award announcement date of October 1, 2013 and available to be exhibited at Good Design Exhibition from October 30 to November 4, 2013 in Tokyo as well.

Applicants

Applications submit by individuals, corporation or employer (Designer, Architect, etc.) are acceptable for entry.

How to apply

Via **GOOD DESIGN AWARD Website**

www.g-mark.org/?locale=en

Jury

Naoto Fukasawa (Chairman) Product Designer/ Representative, NAOTO FUKASAWA DESIGN

Taku Satoh (Vice Chairman) Graphic Designer/ Representative Director, Taku Satoh Design Office

Members list will be released on Good Design Award website.

Important Dates

April 17- June 12	Application Period
July 12	Results notification of the 1st screening
August 13-14	2nd screening in Korea
August 15-16	2nd screening in Taiwan
August 21- 23	2nd screening in Tokyo (Makuhari Messe)
October 1	Announcement of the award results (Good Design Award 2013, Best 100, and Grand Award candidates)
October 30 - November 4	Good Design Exhibition 2013 at Tokyo Midtown
November 7	Announcement of the special award winners
December 6	Special Awards Ceremony

※ The above dates may be subject to change

<About Good Design Award (G-Mark)>

Good Design Award, originally born in 1957, is the only comprehensive program for the evaluation and encouragement of design in Japan, organized by Japan Institute of Design Promotion (JDP). Approximately 39,000 Good Design Awards have been given to subjects like products, architecture, projects, etc. Indeed, it made contribution to build prosperous lives and encourage industrial development of Japan. As the symbol of Good Design Award, "G Mark" owns a cognition rate of approximately 88% by people and plays its role as a system that creates positive rotation that connects design with society.

※ According to the survey done in April of 2011.