



May 1, 2014  
Japan Institute of Design Promotion

## GOOD DESIGN STORE

### **Good Design Store to Open in Hong Kong on May 1 First Permanent Promotional Site Overseas**

Organizers of the Good Design Award program (Japan Institute of Design Promotion; chairman: Motomi Kawakami) are pleased to announce the opening on May 1 of the first permanent sales and publicity site outside of Japan at PMQ, a new creative complex in Hong Kong.

The Soho area of Central in Hong Kong draws tourists and discerning, affluent residents alike. Here, the Good Design Store joins more than 100 Hong Kong designers and creative professionals who are setting up shops, restaurants, and other businesses at PMQ, opened by the government and an NPO in the spring of 2014 as Hong Kong's newest hub of creativity. The area is currently one of Hong Kong's most popular destinations.

Capitalizing on the promise of international exposure at PMQ, the Good Design Store will reach many people in Asia through the award program with news and insight on Japanese design. Besides purchasing award-winning products, visitors can learn about Japanese products and design in the gallery space. In this way, the site will give visitors a closer view of Japanese design and, through events and exhibitions, display its appeal and potential.

PMQ Creative and Program Director William To has extended a warm welcome to the Good Design Store: "We are very honored that JDP took the initiative to join our site to showcase the creative power of Japanese design. This collaboration continues to strengthen a fine relationship built on trust and respect."

The Japan Institute of Design Promotion views the Good Design Store as a key site for enhancing the Asian presence of the awards and Japanese design in general, and will be exploring the possibility of opening other sites in Asia.

Good Design Store

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Fax: +852 2546 5138

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Official Good Design Store Facebook page:

[www.facebook.com/gooddesignstore](http://www.facebook.com/gooddesignstore)



## Store Overview



Scheduled Opening: May 1, 2014

Sales of award-winning products and design books, and exhibitions on design

Merchandise: Award-winning everyday goods, electronics, and home products and furnishings (88 items as of April 22, 2014)

Hours: Noon to 8:00 p.m.

Art Direction: Masaaki Hiromura

Interior Design: General Store

Music: Masato Hatanaka

Fixtures and Furnishings: Hanging system provided by Arakawa & Co., Ltd. • Super-slim digital signage provided by NEC Corporation • Bluetooth speakers provided by Bose K.K. • Wallpaper (Haru Warlon decorative glass film) provided by Warlon Co., Ltd.  
Construction/GDS Overseas Venture Partner: Nomura Co., Ltd.

## Upcoming Events at the Good Design Store

### What makes a “Good Design”?

May 1–June 29

A retrospective and forward-looking introduction to the Good Design Award program, presented through original infographics and a display of famous award winners through the years.

**What  
makes a  
GOOD  
DESIGN?**

### Good Design according to Naoto Fukasawa (tentative title)

July 1–August 2

Exhibition of award-winning products by internationally renowned designer Naoto Fukasawa, who has enjoyed considerable success in Asia. Mr. Fukasawa himself is scheduled to speak at PMQ on July 11.



## Store Art Direction, Interior Design, and Music

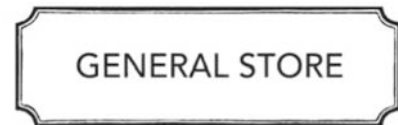
Art Direction: Masaaki Hiromura

Established Hiromura Design Office in 1988 after working with renowned graphic designer Ikko Tanaka. Design work focused on signage and visual identity. Projects combining both have included the National Museum of Emerging Science and Innovation, Yokosuka Museum of Art, Nine Hours Hotel Kyoto, and Sumida Aquarium. Signage for Kitasenju Marui Restaurants, Nissan Design Center, Takeo Tokyo Bay Distribution Center, and Park Hyatt Busan. Visual identity for the 1300th Anniversary of Nara Heijo Capital Relocation. General art direction for Sogo & Seibu, Loft, Tokyo Station Gallery, and others. Art installations and graphic design work has included *Japan Creative* (Milano Salone) and *Ikko Tanaka and Future/Past/East/West of Design* (21\_21 Design Sight), with a solo visual exhibition titled *Junglin'* (Seibu Gallery, 2011). Major awards include a Mainichi Design Award, Ku/Kan Award, SDA Gold Award for signage design, and Good Design Gold Award.



Interior Design: General Store

General Store brings a sense of both playfulness and refined aesthetics to retail and residential design. Enjoys a reputation for mixing old- and new-world ambiance to create uniquely comfortable and enjoyable environments. Bringing together artists and designers based in New York, Tokyo, London, and Hong Kong, General Store was launched in Hong Kong in 2011, offering a collection of desirable antique and modern classic furnishings. They have quickly set a new standard in retail shops and design excellence.



Music: Masato Hatanaka

Pursues a vision of music as a form of haute couture. Prolific composer of music used in stage performances, art installations, architectural applications, and advertising. Composed in Hamburg from 2002–2004 on a composer's visa. Honored with many awards for collaboration with leading ballet dancers. After returning to Japan, focused on composing for installations and architectural spaces. Celebrated works include music for Issey Miyake's *XXIst Century Man* (2008), Lexus International Gallery Aoyama, Kanebo Sensai Select Spa in Switzerland, Canon's *Neoreal Wonder* (Milano Salone, 2011), Issey Miyake's Paris collection, and the Tokyo Sky Tree Tembo Galleria (2012). Highly acclaimed worldwide for his unique approach to composing.



## Good Design Award Program in Asia

Familiar to many as Japan's leading platform for design evaluation and commendation since 1957, the Good Design Award program enhances Japanese design presence abroad. Promotion in recent years has been focused in Asia. Diverse program initiatives include working with partner programs in Thailand, India, and Singapore, holding exhibitions of award winners throughout Asia, attending trade shows, and organizing exchanges involving the design community.

In Hong Kong, program organizers have participated in the Business of Design Week since 2008 and played a central role in 2010, when Japan served as the partner country for exhibitions under the theme "Lost and Found." Some exhibitions have also promoted recovery in Tohoku disaster areas. Program organizers support the Hong Kong-based Design for Asia Award and have held local Good Design Award screenings here since 2013. These initiatives show a commitment to mutual growth and cultural exchange through design.

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