

# Press Release



June 12, 2015

Japan Institute of Design Promotion



## Two leading international design awards collaborate for further development of design JDP forms a new partnership with D&AD

Japan Institute of Design Promotion (JDP), the organizer of Good Design Award, is excited to announce a new partnership with D&AD (Headquarters: London, UK), a non-profit organization representing the international design, advertising and creative industries.

D&AD has contributed to the development of design industry with more than fifty years of operation ranging from D&AD Awards, the highly respected awards with emphasis on advertising and graphic communication, to education programs for young design creatives.

Since its launch in 1963, D&AD Awards have unearthed the new generation of outstanding creatives. The symbols of the awards, Black Pencil and Yellow Pencil, represent creative excellence and highly coveted recognition for creators around the world. In 2012, the new category White Pencil was set up to award projects that make the world a better place. The organization's pursuit for better relationship between creatives and society has earned international acclaim.

JDP and D&AD, with years of design activities promotion, share many objectives and challenges. Together, the two organizations will build deeper partnership and explore new possibilities, including collaborative promotion of Good Design Award and D&AD Awards.



### <Message from Kazunori Iizuka, President of JDP>

JDP and D&AD have been dedicated to presenting the values and possibilities of design to the society in their respective countries, based on their philosophical backbone and methodologies. I believe that with our solid reputation and the new partnership, we can further contribute to the development of the society on a global scale through design.

### <Message from Tim Lindsay, CEO of D&AD>

Design has such tremendous value and pivotal role to play in tackling the greatest challenges our society currently faces. D&AD and JDP are two organizations with great history, similar values and shared ambitions. We look forward to working more closely with them, pooling our resources to explore new ways in which to work towards the betterment of the global design industry.

## Screening for D &AD Awards



## D &AD Awards exhibition



### About JDP

Japan Institute of Design Promotion (JDP) is the nation's sole comprehensive design promotion institution which organizes Good Design Award, the international award with nearly 60 years of history, and manages design promotion projects including Tokyo Midtown Design Hub. It aims to create a fulfilling and sustainable society which encourages people's creativity, through improved understanding of design in society and effective use of design in various scenes. JDP provides a wide array of opportunities, with supporting businesses and people in design field, revitalizing communities through design, promoting design activities, educational programs and development of future generation. 【HP】 <http://www.jidp.or.jp/>



### About D &AD

D &AD is a London-based non-profit organization established in 1962. It launched D &AD Awards in 1963 to honor new generation of design and creative talents around the world. Since its establishment, D &AD has nurtured young talents with its educational programs at colleges and art schools. Commemorating its 50<sup>th</sup> anniversary in 2012, a new category for the Awards, White Pencil, was set up to recognize projects that make the world a better place. Its years of dedication in design field has made D &AD an international authoritative organization in design and creativity. 【HP】 <http://www.dandad.org/>



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