

July 9, 2015  
Japan Institute of Design Promotion

## Good Design Award Exhibition at Tokyo Midtown from Oct. 30 Innovative “MEETinG” programs to introduce excellent new design

Japan Institute of Design Promotion (JDP), the organizer of Good Design Award, will hold “GOOD DESIGN EXHIBITION 2015 (G Exhibition)” to showcase the awarded entries at Tokyo Midtown from October 30 (Fri.) to November 4 (Wed.)

“GOOD DESIGN EXHIBITION” is the international event where visitors discover design trends through works of companies and designers. About 1,000 works from different categories including the winners of the latest Good Design Award are displayed, attracting about 200,000 visitors from home and abroad.

With this year’s theme “MEETinG,” various programs invite visitors to meet new design and share the value as well as experience “life with good design” through interactive social promotion campaign.

### GOOD DESIGN EXHIBITION 2015 (G Exhibition)

Date: October 30 (Fri.) – November 4 (Wed.)

Time: October 30 (Fri.) 1p.m. – 8p.m.

October 31 (Sat.) – November 3 (Tues., holiday) 11a.m. – 8 p.m.

November 4 (Wed.) 11 a.m. – 5:30 p.m.

※Press preview and conference planned on October 30 (Fri.)

Place: Tokyo Midtown (9-7-1 Akasaka, Minato-ku, Tokyo)

Admission: 1,000 yen ( Free admission in some areas)

Organizer: Japan Institute of Design Promotion

Sponsors: Ministry of Economy, Trade and Industry/Small and Medium Enterprise Agency/Tokyo Metropolitan Government/Japan Chamber of Commerce and Industry/Japan External Trade Organization (JETRO) /ASEAN-Japan Center/Japan Broadcasting Corporation/Nikkei Inc./The Yomiuri Shimbun

Good Design Award website [www.g-mark.org](http://www.g-mark.org)

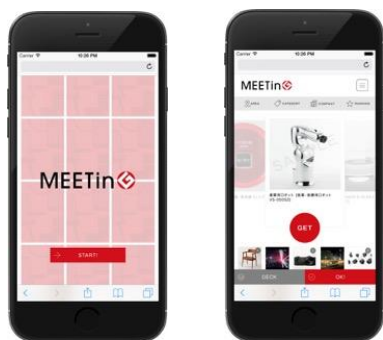


(sample image)

## MEETinG

Good Design Award interactive website to open in September

~ Free admission to G Exhibition for all participants ~



(sample image)

The special website for G exhibition named “MEETinG” introduces Good Design Award winners and invites the users to choose their favorites and share their picks with others. All of the participants will get free admission to G exhibition. The website also includes “G mark of my choice” by Good Design Award juries and celebrities and popularity contest as well as event information updates. “MEETinG” will start in September.

Media inquiries: Ozma PR Corporation (representatives: Matsubayashi, Ishizuka, Suzuki)

Tel: +81-3-4531-0214 E-mail: [jdp@ozma.co.jp](mailto:jdp@ozma.co.jp)

General inquiries: Good Design Award Office, Japan Institute of Design Promotion

Tel: +81-3-6743-3777 E-mail: [info@g-mark.org](mailto:info@g-mark.org)

## 【New programs for Good Design Award 2015】

### ●Special exhibition and presentation of focus issues & Best 100

For clear presentation of “what the latest Good Design Award works reveal,” the zones and displays are arranged by the key elements of Good Design Award, such as “Good Design Special Award” and “Good Design Best 100” which are awarded to exceptional design, and “focus issues” which are the topics to address social issues through design. Also, the exhibit will express the power of design through “people” and “words,” with comments from the juries and “Best 100 Designers Presentation,” where the designers of “Good Design Best 100” discuss their design.

### ●Display of Long Life Design Award+G Mark shop by D&DEPARTMENT

This is the special display of “Good Design Long Life Design Award” in collaboration with D&DEPARTMENT, which presents “long life design” at 10 premises home and abroad. It puts in the spotlight the latest awarded entries of “Good Design Long Life Design Award” with the explanation of the standard design appreciated by the users for many years. The special shop will open to sell the award-winning items for a limited time. This is where visitors can “see” good design, “choose” it and “incorporate it into their daily life.”

### ● Special exhibition “Good Design — Superior Company 2015”

The awarded entries of the company which received the most number of awards at Good Design Award 2015 are exhibited comprehensively to show the organization’s endeavors for good design.

### ●Guided tour of Good Design

Guided tour will take the visitors through the site by different categories from design domains such as furniture, home electric appliances and local revitalization projects to designers and manufacturers.



SHOP  
D&DEPARTMENT PROJECT



#### Note

- Contents of the programs are subject to change.
- The photos used in this press release are sample images.
- Results of Good Design Award 2015 are to be announced on September 29.