

**GOOD DESIGN  
AWARD 2015****Good Design Award 2015 calls for entries until June 3**

Japan Institute of Design Promotion calls for entries to its sponsor event Good Design Award 2015 and recommendations for Good Design Long Life Design Award from April 2 to June 3 through Good Design Award website.

**Features 2015**

Welcoming Kazufumi Nagai as its chairman and Fumie Shibata as vice chairman of the new judging committee, JDP newly introduced “topical issues” to identify the roles and possibilities of design in increasingly complex society. The “topical issues” are 12 themes that Japanese society needs to face before the rest of the world and concerns that are likely to grow and change future society. The jury will screen the entries based on the “topical issues,” focusing on the roles and possibilities of design, and the value of the awarded design will be informed to the public throughout the society.

Topical Issues: <http://www.g-mark.org/guide/2015/guide1.html?locale=en-guide2>

Also, “Good Design Best 100” will be selected for their superiority among all genres and then among the 100, special awards such as “Good Design Grand Award” and “Good Design Gold Award.”

All the awarded designs will be displayed at Good Design Exhibition 2015 (G Exhibition) from Oct. 30 in Tokyo Midtown and other venues and introduced in the yearbook “GOOD DESIGN AWARD 2015” to be released in spring next year. The works will also be presented at exhibitions, expos and promotional events in and outside Japan.

**How to apply for Good Design Award**

Entry Criteria : Tangible and intangible items such as products, architecture, applications, software, projects, services and systems that can be displayed on Sept. 29, 2015 and become available for purchase or usage by users by March 31, 2016

Applicant Eligibility : Principal implementing business of the entry, design entrepreneurs of the entry

How to Apply : Register through Good Design Award website

**Recommendation for Good Design Long Life Design Award**

Entry Criteria : Products that have been manufactured and sold until now and those fulfilling either one of the following criteria

- Products that have been provided continually for more than 10 years and widely supported by the society
- Products which won Good Design Award more than 10 years ago

Recommenders : Users, designers, manufacturers, etc. of the products

How to Recommend : Register through the recommendation form on Good Design Award website

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

### **Key dates**

Application Period (including recommendation) : April 2 - June 3

Announcement of award recipients : Sept. 29

Good Design Exhibition 2015 (G Exhibition) : Oct. 30 - Nov. 4

Award Ceremony : Nov. 4

Release of Yearbook "GOOD DESIGN AWARD 2015" : March 31, 2016

### **Organizers and Supporters**

Organizer : Japan Institute of Design Promotion (JDP)

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

### **Introducing new Chairman and Vice Chairman**

#### **Kazufumi Nagai(Chairman)**

Art director / Creative director

President of HAKUHODO DESIGN Inc., Professor of Department of Integrated Design, Tama Art University

After graduating in Graphic Design from Tama Art University in 1985, joined HakuHodo Inc. Established a branding company HAKUHODO DESIGN in 2003. In 2007, started the "+design" project with the aim of using designs to tackle social problems. Has been a distinguished winner of numerous awards including Mainichi Design Award, Creator of the Year and Tokyo ADC Grand Prix. Creative director of "Tokyo Brand" project by Tokyo Metropolitan Government from April, 2015.

#### **Fumie Shibata(Vice Chairman)**

Product designer

President of Design Studio S, Professor of Department of Science of Design, Musashino Art University.

After graduating from Musashino Art University's Department of Industrial, Interior and Craft Design, joined Toshiba Corporation and later established her own design studio, Design Studio S. With a strong focus on industrial design, active in a wide range of areas from electronics and healthcare product design to acting as the creative director for a hotel. Has received various awards including Mainichi Design Award and Good Design Gold Award.

\*\*\*\*\*

Good Design Award website: <http://www.g-mark.org>

Press contact [f-press@g-mark.org](mailto:f-press@g-mark.org) (Japan Institute of Design Promotion)