

Winners of Good Design Award 2015 Announced

- 1,337 entries received Good Design Award
- Good Design BEST 100 selected as candidates for Grand Award
- 33 entries won Long Life Design Award for standard design

※Examples of Good Design BEST 100.



「Surface 3」
Microsoft Japan Co.,Ltd.



「MIRAI」
TOYOTA MOTOR CORPORATION



「Narita International Airport Terminal 3」 NARITA
INTERNATIONAL AIRPORT CORPORATION

Japan Institute of Design Promotion (Chairman: Motomi Kawakami), the organizer of Good Design Award, has announced Sept. 29 the award recipients for 2015.

This year, the total entries amounted to 3,658, from which 1,337 were selected as Good Design Award recipients. They include Good Design BEST 100, highly regarded for their originality, proposals, beauty and perfection and nominated as candidates for special awards, 60 entries from the special category established in 2011 for designs on the Great East Japan Earthquake disaster reconstruction* and 51 entries from Thailand, India and Singapore selected as a part of cooperative project with foreign organizations.

Additionally, 33 entries received Good Design Long Life Design Award, which honors products that have been manufactured and sold for more than 10 years and gained wide popularity in the market.

The winning entries of Good Design Award and Good Design Long Life Design Award will be displayed at Good Design Exhibition 2015 (G Exhibition) at Tokyo Midtown from Oct. 30.

The announcement for special awards including Good Design Gold Award will be on Oct. 30 and for Good Design Grand Award on Nov. 4.

Good Design Award results / (year-on-year rise)

Awarded entries: 1,337 (+79)

Awarded companies: 924 (+123)

Total entries : 3,658 (+57)

Above figures do not include numbers for Good Design Long Life Design Award.



**GOOD DESIGN
AWARD 2015**

Winners of the special category for designs on Great East Japan Earthquake disaster reconstruction*: 60 entries
*Exempted from all relative cost for Good Design Award

Winners from Thailand, India and Singapore chosen in cooperation with foreign design awards: 51 entries

Good Design Long Life Design Award results / (year-on-year rise)

Awarded entries: 33 (+8)

Awarded companies: 28 (+2)



※Examples of Good Design Long Life Design Award winners



「Nikon F6」
NIKON CORPORATION



「NIVEA Creme」
NIVEA-KAO CO.,LTD



「MUJI HOUSE WOOD HOUSE」
MUJI HOUSE Co.,LTD

Selection of Good Design BEST 100

Among all recipients of Good Design Award, Good Design BEST 100 are selected for their exceptional originality, proposals, beauty and perfection and with the jury's high commendation for their groundbreaking design. From the BEST 100 will be chosen special awards such as Good Design Gold Award.

Selection of Good Design Grand Award

Good Design Grand Award, deemed the design of the year 2015, will be chosen out of the candidates announced on Oct. 30. Good Design Award jury, winners of Good Design Award 2015 and visitors to the G Exhibition will cast vote and the winning entry will be announced on Nov. 4.

Upcoming events and schedule

Oct. 30 (Fri.) – Nov. 4 (Wed.) : Good Design Exhibition 2015 (G Exhibition)

Oct. 30 (Fri.) : Announcement of Good Design Special Awards

Nov. 4 (Wed.) : Announcement of Good Design Grand Award, Good Design Award celebratory party

* All of the events above will take place at Tokyo Midtown.

* Please note that this schedule is subject to change.

Good Design Award website: <http://www.g-mark.org/?locale=en>

*Visual materials for press are available. Please contact below.

Press Contact: f-press@jidp.or.jp (Japan Institute of Design Promotion)