

November 11, 2015
Japan Institute of Design Promotion



GOOD DESIGN STORE

Grand Opening of GOOD DESIGN STORE Bangkok on Nov. 11

The second country to open the official shop and gallery for Good Design Award



Japan Institute of Design Promotion (JDP, Chairman: Motomi Kawakami), the organizer Good Design Award, is proud to announce the grand opening of GOOD DESIGN STORE Bangkok in Thailand on November 11. Thailand is the second country after Hong Kong to open the official shop and gallery for Good Design Award. GOOD DESIGN STORE Bangkok is located in Central Embassy, the new shopping mall opened on the grounds of the former British Embassy in May 2014. The mall is known as one of the highest-end shopping plaza in Bangkok, with flagship stores of world's top brands. Under the direction of JDP, GOOD DESIGN STORE Bangkok is operated as a franchise outlet of Serindia Gallery Co., Ltd., which runs Bangkok's art and design galleries and art bookstores.

JDP aims to place GOOD DESIGN STORE Bangkok a hub to increase the presence of Good Design Award and Japanese design in Asia and to promote the philosophy of Good Design Award through display and sales of the awarded design.

GOOD DESIGN STORE Bangkok

Facility: GOOD DESIGN STORE Bangkok

Location: Central Embassy, Level 4 1031 Ploenchit Road, Pathumwan, Bangkok 10330 Thailand

Phone: +66 2160 5686 Contact: gdsbkk@g-mark.org

Hours: 10:00-22:00 (open everyday)

Opening Day: November 11, 2015 (grand opening)

Official Facebook: www.facebook.com/gooddesignstorebkk

Area: 84 square meters (including 20 square meters of gallery space)

Number of Items: Approx. 120 items

Store Design: General Store



Central Embassy

●Operating entity: Serindia Gallery

Established in 2008 by Shane Suvikapakornkul, the Bangkok-based entrepreneur with passion for art and design, Serindia Gallery currently runs two galleries and two art bookstores in Bangkok.

<http://www.serindiagallery.com/>

●Examples of the items in the store



Bicycle [UTB-0]
VIGORE KATAOKA Inc.



Wall Clock
Plus Minus Zero Co., Ltd.



Dining Chair [KISARAGI]
Hida Sangyo Co., Ltd.



Kitchenware [FD STYLE]
Prince Industry Inc.



Notebook [Tsubame Note]
Tsubame Note Co., Ltd.

<Reference> Spread of Good Design Award to Asia

Launched in 1957, Good Design Award is widely known as a program for the evaluation and encouragement of leading design in Japan. In order to improve the presence of Japanese design in the world, it has increased its promotion efforts in Asia over the past few years, including collaboration with the design awards in Thailand, India, Singapore, exhibitions of winning designs of Good Design Award in Asia, participation in trade shows and exchange of personnel in design field. Following are its permanent outposts in Japan and overseas.

●Overseas

GOOD DESIGN STORE (PMQ, Hong Kong)

Opened in Hong Kong's new multi-tenant design complex PMQ on May 1, 2014, it is the first overseas permanent hub of Good Design Award to showcase and sell the award-winning products. It has held 13 exhibitions so far.

<http://gds.g-mark.org/>



GOOD DESIGN STORE (Eslite Spectrum Tsim Sha Tsi Store, Hong Kong)

This outpost opened in Eslite Spectrum Tsim Sha Tsui Store, Hong Kong, on October 9, 2015. Eslite Spectrum is Taiwan's largest bookstore which also sells stationery and craft.

<http://gds.g-mark.org/mailnews/20151008/index.html>

GOOD DESIGN section (DESIGN PIN, Songshan Cultural and Creative Park, Taiwan)

Taiwan's first official shop with Good Design Award section opened in DESIGN PIN in Songshan Cultural and Creative Park, Taipei, on April 21, 2015. DESIGN PIN is run by Taiwan Design Center.

<http://www.jidp.or.jp/dn/ja/article/20150423/466>

●Japan

GOOD DESIGN Marunouchi (Marunouchi district, Tokyo)

Opened on October 29, 2015, it is Japan's first permanent gallery and event space for Good Design Award. Committed to be at the forefront in connecting design and society, it facilitates design-themed interactions among enterprises, educational institutions and various organizations and hold exhibitions, seminars, panel discussions and workshops. <http://www.g-mark.org/gdm/>

