

April 15, 2015
Japan Institute of Design Promotion



The first collaborative event by JDP and “iF Design Award” Japan’s Good Design to be exhibited in Germany

Japan Institute of Design Promotion (JDP), the organizer of Good Design Award, will hold its first collaborative event with Germany’s “iF Design Award,” the international award with over 60 years of history. Titled “How Japan Design can serve the societies,” the event will be held in Hamburg, Germany, from May 6 to June 12. It consists of the exhibition of products or project designs by five leading companies in Japan, which won the Good Design Award in the fields ranging from electronics to furniture, and presentations by the designers. Each company will present its approach to the universal question, “What can design do in creating life and social system in the future?” and its leading designers will explain their views. It will be the first collaborative project by the two leading international design awards to present potentials of Japanese companies to Europe and promote interaction between them in business and design.

●How Japan Design can serve the societies.

Dates: Exhibition May 6 – June 12, 2015

Keynote speech and reception / May 22 from 6 p.m.

Design talks / May 23 Session 1 from 1 p.m., Session 2 from 3 p.m.

Venue: iF design exhibition Hamburg (Elbarkaden/HafenCity, Hongkongstraße 6, 20457 Hamburg)

Participating companies (as of April 15): Karimoku Furniture Inc., Canon Inc., Sony Corporation, Panasonic Corporation, Fujitsu Design Limited

Presenters: Representatives from the participating companies (see next page), Fumikazu Masuda (Board member, JDP), Mr. Ralph Wiegmann (CEO, iF), Prof. Fritz Frenkler (Jury chairman, iF Design Award 2015)

Organizer: Japan Institute of Design Promotion, iF International Forum Design GmbH



Foto: Felix David

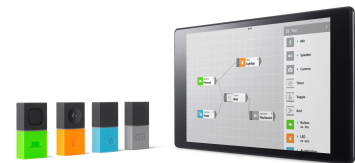
The venue, iF design exhibition Hamburg



Karimoku Furniture Inc.



Canon Inc.



Sony Corporation



Panasonic Corporation



Fujitsu Design Limited

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