

April 6, 2016  
Japan Institute of Design Promotion

## 60 years with design, conveying its value and possibility to society Good Design Award 2016 open for entries April 6

Japan Institute of Design Promotion (Chairman: Motomi Kawakami), the organizer of Good Design Award, starts accepting entries for Good Design Award 2016 on April 6. Good Design Award is one of the world's leading design promotion system that aims to discover good design in various fields that develop industries and enrich our lives and to publicize them to society. Its symbol, G Mark, has been recognized widely as the emblem for "good design."



**GOOD DESIGN  
AWARD 2016**

### Good Design Award 2016

This year marks the 60<sup>th</sup> anniversary of the award program, which started in 1957 as "Good Design Selection System" by then Ministry of International Trade and Industry. As with last year, serving as chairperson and vice chairperson of the award are Kazufumi Nagai (art director / creative director, President of HAKUHODO DESIGN Inc.) and Fumie Shibata (product designer, President of Design Studio S), respectively. Good Design Award 2016 will continue to take to the concept "Focused Issues" introduced last year and aims to take new measures to present possibilities of design so that the increased interest in design and understanding of techniques and ideas behind design will be further developed.



**Good Design Grand Award 2015**  
Personal Mobility [WHILL Model A]  
WHILL Co., Ltd.

### Focused Issues

Focused issues are nine themes on important social issues that Japan needs to tackle and concerns that are likely to drive the society as big concerns of people. Through Focused Issues, how design relates to these themes and what design can do for them will be analyzed and messages will be delivered to society.

1. Global environment / Coexistence
2. City / Infrastructure
3. Community / Locality
4. Technology / Communication
5. Medical care / Health
6. Safety / Security
7. Education / Learning
8. Business model / Ways of working
9. Culture / Modes of life

### Types of awards and promotion

The entries are selected in the first and second screenings by specially formed judging committee. Among all awarded entries, 100 superior designs with the power to build a better future are named Good Design BEST 100. Out of the 100, Good Design Grand Award, Good Design Gold Award and Good Design Special Awards are selected.

Awarded design will be displayed at Good Design Exhibition 2016 (G Exhibition) in Tokyo Midtown and other venues starting October 28 (Fri.). They will also be introduced at exhibitions, expos and sales events in Japan and abroad. G Mark, the symbol of the award, will also be available to the winners for use in promotional activities, providing a good opportunity to appeal to a variety of people.

## Application

Prerequisite: Tangible and intangible design, including products, architecture, application, software, projects, services and systems, that are available for public announcement on September 29, 2016 and for purchase or usage by March 31, 2017.

Qualification: Principal implementing businesses and design business operators of the subject entries (corporations and individuals in Japan and overseas)

Applicants headquartered in Iwate, Miyagi and Fukushima prefectures are exempt from application fee.

How to apply: Register on Good Design Award Website (until June 1, Wed.)

For more information about application procedures, fee and registration, see Good Design Award Website [www.g-mark.org](http://www.g-mark.org)

## Key dates

Application period: April 6 (Wed.) - June 1 (Wed.)

Announcement of the award winners: September 29 (Thurs.)

Announcement of the winners for Good Design Grand Award and other special awards: October 28 (Fri.)

Good Design Exhibition (G Exhibition): October 28 (Fri.) - November 3 (Thurs.)

## Organizer and supporters

Organizer: Japan Institute of Design Promotion

Supporters: 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 Centre / Japan Broadcasting Corporation (NHK) / Nikkei Inc. / Yomiuri Shimbun Corporation (planned)



GOOD DESIGN EXHIBITION 2015



Award Ceremony 2015

## Reference /About Good Design Award

Established in 1957, Good Design Award regards all things tangible and intangible in various fields as design and evaluates them. Eligible for application are products, architecture, application, software, projects and initiatives which make use of design. The award also promotes the awarded design to society in many ways, including exhibitions, sales plans and collaboration with media and creates the environment where many people can come in contact with "good design" and appreciate their value. G Mark, the symbol of Good Design Award, is widely known as the emblem for "good design," boasting the recognition rate of 80%.\*

\*According to the Internet survey by Japan Institute of Design Promotion in 2014

