

For the press

Japan Institute of Design Promotion  
November 1, 2017

60 years of expanding on the values and possibilities of design

Representing this year's design

## **“Venova” Wins the 2017 Good Design Grand Award**

**Along with 19 Good Design Gold Awards and 4 Special Awards,**

**25 award-winning works have been determined**

Japan Institute of Design Promotion (Chairman: Motomi Kawakami) has announced the recipients of the 2017 Grand Award, Gold Award and Special Award for its Good Design Award on Wednesday, November 1. Following the vote by this year's Good Design Award judges and winners of the Good Design Award, as well as the polling by visitors to the exhibitions held in Tokyo and Osaka, “Venova” won the popular vote and was selected among seven candidates for the Good Design Grand Award to represent the design for 2017.

### **2017 Good Design Grand Award (Prime Minister's Award)**

#### **Venova (Casual Wind Instrument)**

Award winner: Yamaha Corporation (Shizuoka, Japan)



A new type of wind instrument that is easy to learn at the same time offering the solid experience and a rich, full sound that resembles that of a saxophone. While saxophones have a complex structure with multiple parts, Venova has a compact and simplified construction with minimal keys due to the branched pipe structure and meandering pipe design. Made of lightweight, durable and washable ABS resin, it can be taken anywhere the player goes. It is easy to clean, and the fingering scheme is simple like that of a recorder so even a wind instrument novice can learn easily and casually while the experience and rich tone also appeal to even the most advanced players. In all, it is an instrument that has a great mass appeal.

#### About the Good Design Grand Award

The Good Design Grand Award is given to the design that is deemed the most excellent in terms of reflecting the social nature, the times and proposals among the year's Good Design Award winning works. Since its inception in 1980, it has played the role in marking the milestone in the Japanese society as a design that symbolizes the times.

Please visit the following site for the full list of the Good Design Gold Award and Good Design Special Award recipients.

\*Good Design Award official website [www.g-mark.org/?locale=en](http://www.g-mark.org/?locale=en)

\*To download the images of the award winning works, please access the following website using the ID and password provided below. <https://www.jidp.or.jp/en/press/tools>

ID: press                      password: 440501

---

For media inquiries regarding this matter: OZMA Inc. (contact: Tsukita, Arai or Suzuki)

Tel: 03-4531-0214 070-3601-4252 (Tsukita's cell) / 080-5896-5931 (Arai's cell) / 080-5896-5923 (Suzuki's cell)

E-mail: [jdp@ozma.co.jp](mailto:jdp@ozma.co.jp)

---

## 2017 Good Design Gold Award (Economy, Trade and Industry Minister's Award / 19 works)

Presented to design that is considered outstanding from a comprehensive viewpoint among the award winning works this year

● R4, Rechargeable Receiver-in-Canal Hearing Aid [Panasonic Hearing Aids WH-R47, WH-R45, WH-R43] – Panasonic Corporation (Osaka, Japan)
● Kanji Workbook [Unko Kanji Drill] – Bunkyo Co., Ltd. (Tokyo, Japan)
● Perpetual Memorial Tomb [& (Ando)] – Shodai-ji (Tokyo, Japan)
● Tumbler [FINO] – Toyo-Sasaki Glass Co., Ltd. (Tokyo, Japan)
● Air Conditioner [Smartmi Full DC Inverter Air-Conditioner] – SMARTMI Limited (China)
● Wireless Noise Canceling Stereo Headphone [MDR-1000X] – Sony Corporation (Tokyo, Japan) + Sony Video & Sound Products Inc. (Tokyo, Japan)
● OLED 4K Television [BRAVIA (R) A1 Series] – Sony Corporation (Tokyo, Japan) + Sony Visual Products Inc. (Tokyo, Japan)
● Smart Products [Xperia Touch] – Sony Corporation (Tokyo, Japan) + Sony Mobile Communications Inc. (Tokyo, Japan)
● Cruise Train [TRAIN SUITE SHIKI-SHIMA] – EAST JAPAN RAILWAY COMPANY (Tokyo, Japan)
● Car [Tesla Model X] – Tesla Motors Japan (Tokyo, Japan)
● Heavy-Duty Truck [HINO PROFIA] – Hino Motors, Ltd. (Tokyo, Japan)
● Microscope [Super-Resolution Fluorescence Microscope] – Sysmex Corporation (Hyogo, Japan)
● Leadless Pacemaker [Micra Transcatheter Pacing System] – Medtronic Japan Co., Ltd. (Tokyo, Japan)
● Dry Process In-Office Paper Recycler [PaperLab A-8000] – Seiko Epson Corporation (Nagano, Japan)
● Arcade [Fukuyama City Hondori / Funamachi Street Arcade Renovation Project -Tori-cho Street Garden-] – UID (Hiroshima, Japan) + Fukuyama Hondori Shopping Street Promotion Association (Hiroshima, Japan) + Fukuyama Hondori Funamachi Shopping Street Promotion Association (Hiroshima, Japan) + NPO Wakuwaku Gaiya Laboratory (Hiroshima, Japan) + Fukuyama City (Hiroshima, Japan) + Fukuyama Chamber of Commerce and Industry (Hiroshima, Japan) + Daiwa Construction Co., Ltd. (Hiroshima, Japan) + The Chugoku Electric Power Co., Inc. (Hiroshima, Japan) + Kajimaroad Co., Ltd. (Hiroshima, Japan) + Shoseien Ryokuchikensetsu Co. (Hiroshima, Japan) + Matsuda Mfg. Co., Ltd. (Osaka, Japan)
● Junior High School [Takata-Higashi Junior High School] – SALHAUS (Tokyo, Japan)
● Music Label [INDUSTRIAL JP] – YUKI Precision Co., Ltd. (Kanagawa, Japan) + DENTSU INC. (Tokyo, Japan) + DENTSU CREATIVE X INC. (Tokyo, Japan) + DELTRO INC. (Tokyo, Japan)
● News Contents [Nikkei Visual Data] – Nikkei Inc. (Tokyo, Japan)
● Platform for Supporting Farmers [SEND] – Planet Table Inc. (Tokyo, Japan)

## **2017 Good Design Special Awards (a total of 25 recipients)**

### **Good Design Special Award [Design for the Future] (METI Commerce and Information Policy Bureau Director-General's Award / 6 works)**

**Presented to outstanding design for creating new businesses and industries**

● High Definition Wide Display System for Automotive [Panasonic High Definition Wide Display Mirrorless Monitor System] – Panasonic Corporation (Osaka, Japan)
● Smart Parking [Smart Parking Peasy] – NTT DOCOMO, INC. (Tokyo, Japan)
● Seam-Free Knitwear Manufacturing System [WHOLEGARMENT] – SHIMA SEIKI MFG., LTD. (Wakayama, Japan)
● New Music Education Method [New Song Creation Method with "VOCALOID for Education" and Worksheets] – Yamaha Corporation (Shizuoka, Japan)
● Creating Inclusive and Supportive Work Environment [Short Working Hours Program] – SoftBank Corp. (Tokyo, Japan)
● Universal Layout [Universal Outpatient Department] – Keiju Medical Center (Ishikawa, Japan)

### **Good Design Special Award [Design of Production Development] (Award of Small and Medium Enterprises / 11 works)**

**Presented to outstanding design by small and medium manufacturers and information/service businesses**

● Sticky Notes [Tape 'n' Fusen] – YAMATO Co., Ltd. (Tokyo, Japan)
● Nozzle [Tough Gear Hook Nozzle] – Takagi Co., Ltd. (Fukuoka, Japan)
● Candle [Kurashiki Seiro Card Candle] – Pegasus Candle Co., Ltd. (Okayama, Japan) + iyamadesign inc. (Tokyo, Japan)
● Rice Cooker [BALMUDA The Gohan] – BALMUDA Inc. (Tokyo, Japan)
● Rice Cooker/Cooker [VERMICULAR RICEPOT] – Aichi Dobby Ltd. (Aichi, Japan)
● Wall Power Outlet [UCW Series] – TERADA ELECTRIC WORKS Co., Ltd. (Tokyo, Japan)
● Business Card [LIMEX Business Card] – TBM Co., Ltd. (Tokyo, Japan)
● Lighting Fixtures [ModuleX60] – ModuleX Inc. (Tokyo, Japan)
● Chocolate Manufacturing Brand [Minimal -Bean to Bar Chocolate-] – Bace Inc. (Tokyo, Japan)
● Project [SUNCHI -Exploring Japan through Regional Crafts-] – Nakagawa Masashichi Shoten Co., Ltd. (Tokyo, Japan)
● Carrots [Koikurenai] – NK AGRI Co., Ltd. (Wakayama, Japan)

### **Good Design Special Award [Design for Community Development] (Japan Chamber of Commerce and Industry Award / 3 works)**

**Presented to outstanding design that contributes to the economic development through community revitalization**

● Welfare Facility [B's Gyozenji] – Bussien Social Welfare Organization + GOI Architecture & Associates (Ishikawa, Japan)
● The Daily Life Health Consultation Room [Kurashi-no-Hokenshitsu] – NPO Hakujuji Homecare Volunteer Team (Tokyo, Japan)
● Local Community Event [Bar-Gai (Hakodate Western District)] – Hakodate Western District Bar-Gai Executive Committee (Hokkaido, Japan)

### **Good Design Special Award [Disaster Recovery Design] (JDP Chairman's Award / 5 works)**

**Presented to outstanding design that contributes to the recovery from the East Japan Great Earthquake and Kumamoto Earthquake**

● Temporary Housing [Mifune Town Temporary Housing in Kumamoto] – Voluntary Architects' Network (Tokyo, Japan) + Tomoyuki Tanaka Laboratory, Kumamoto University (Kumamoto, Japan) + Shigeru Ban Laboratory, Keio University SFC (Kanagawa, Japan)
● Advertising ["IT WAS THIS HIGH"] – Yahoo Japan Corporation (Tokyo, Japan)
● Market [Yuriage Wharf Morning Market] – Yuriage Wharf Morning Market COOP (Miyagi, Japan) + Shoichi Haryu Architect & Associates (Miyagi, Japan) + SELCO HOME (Miyagi, Japan) + Team of Researchers for Yuriage Reconstruction (Miyagi, Japan)
● Donation Mechanism for Recovery of Kumamoto Castle [Kumitate-Donation for Kumamoto Castle] – Sakurapaxx Inc. (Toyama, Japan)
● Bag [Blue Seed Bag] – BRIDGE KUMAMOTO (Kumamoto, Japan)