

April 4, 2018
Japan Institute of Design Promotion

Good Design Award 2018 Calls for Entries with New Chairman and Vice Chairman



**GOOD
DESIGN
AWARD
2018**

Japan Institute of Design Promotion (Chairman: Motomi Kawakami, Location: Minato-ku, Tokyo), the organizer of Good Design Award 2018, starts accepting entries for Good Design Award on April 4, 2018. Good Design Award, founded in 1957, is Japan's leading commendation system with entries from around the world. Its purpose is to discover and promote good designs which drive industrial growth and enrich lives.

What's New About GDA 2018?

● New chairman and vice chairman appointed

Newly appointed are chairman Fumie Shibata (product designer, representative director of Design Studio S), and vice chairman Seiichi Saito, (creative/technical director, CEO of Rhizomatiks Co., Ltd.). Shibata is the first female chairman in the history of Good Design Award.

● Good Focus Award established

The new award focuses on essential social themes, "business," "community" and "technology development and tradition." Pioneering designs fitting each theme will be honored.

Good Design Gold Award will now be awarded to designs with excellence in all areas, and among the awardees, the candidates for Good Design Grand Award will be selected. Those candidates, called finalists, will be promoted as designs with strong power to become the models for future designs.

Screening Process

The recipients of Good Design Award and Good Design Best 100, selected during the first and second screening, will be announced early in October. Following the presentations of the Best 100, Good Design Gold Award and Good Focus Award will be chosen from the 100 designs. Exhibitions to introduce all winning entries is scheduled for late October during which the design of the year, Good Design Grand Award, will be announced.

Key dates

- Application period: April 4 (Wed.) — May 23 (Wed.)
- Announcement of the awardees: October 3 (Wed.) [Good Design Award, Good Design Best 100]
- Best 100 designers' presentations: October 10 (Wed.)
- Exhibitions: October 31 (Wed.) — November 4 (Sun.)
- Award reception, selection and announcement of Good Design Grand Award recipient: October 31 (Wed.)

Application

- Prerequisite: Products, architecture, application, software, projects, services and systems that are available for public announcement on October 3, 2018 and for purchase or usage by March 31, 2019.
- Qualification: Principal implementing businesses and design business operators of the subject entries. Corporations and individuals with headquarters in Iwate, Miyagi and Fukushima prefectures are exempt from application fees.
- How to apply: Register on Good Design Award Website (www.g-mark.org) by May 23.

Types of awards

Good Design Award: superb design

Good Design Grand Award: design of the year

Good Design Gold Award: design with excellent balance, expected to serve as a model for the future

Good Focus Award: design with proposals on the following social issue

- New Business / create new business models or industries and promote innovation
- Technology and Tradition / product design based on sophisticated technology and skill
- Community / develop and revitalize local communities
- Reconstruction / recovery from large-scale natural disasters such as earthquakes



2017 Good Design Grand Award
Casual Wind Instrument [Venova]
Yamaha Corporation (Shizuoka, Japan)

Promotion

All awarded entries will be introduced at Good Design Exhibition 2018 at Tokyo Midtown from October 31 and other exhibitions, expos and sales events in Japan and abroad.

Focused Issues, the proposals from Good Design Award

Focused Issues are the significant social issues that Japan faces ahead of the world, and the themes people are concerned about that are likely to affect the future society. The screening committee of the award will study how each design tackles those issues and promote the awarded designs as proposals for the society.

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 / Nikkei Inc. (planned)

【Recommendations for Good Design Long Life Design Award also begins April 4】

Good Design Long Life Design Award is to find designs that have enjoyed consumer support and have become essential in our lives, and are expected to be so for years to come. Recommendations for the award starts on April 4.

- Prerequisite: Design of products and services that are on continuous production and sales for more than 10 years, gaining wide support from the users and are expected to be available in the future
- Qualification: Users, designers, corporations etc. of the products and services
- How to apply: Register on Good Design Award Website (www.g-mark.org).
- Application period: April 4 (Wed.) — May 23 (Wed.)
- Announcement of the recipients: October 3 (Wed.)

Reference / About Good Design Award



Established in 1957, Good Design Award is Japan's leading commendation system. Eligible for application are products, architecture, application and software, projects and initiatives that utilize design and more. Through this system, many people come in contact with "good design" and appreciate their value. The recognition rate of the award is 85%*, with its familiar symbol, G Mark.

The number of entries for Good Design Award 2017 marked the largest since its privatization in 1998. Out of 4,495 entries, 1,403 received the award. The cumulative total number of award-winning pieces reached over 46,000. Application from overseas has increased by more than 500 over the past five years, making it account for about 26% of the total.

*According to the Internet survey by Japan Institute of Design Promotion in 2017.

Reference:

Profiles of new Chairman and Vice Chairman of Good Design Award

Chairman: Fumie Shibata



Product designer
Representative Director, Design Studio S /
Professor, Musashino Art University

After graduating from Musashino Art University and working at Toshiba, Shibata established her own company, Design Studio S. With a strong focus on industrial design, she is active in a wide range of areas, from designing electronics, everyday sundries and medical equipment to acting as creative director for hotels. She has won numerous awards, including Mainichi Design Award and Good Design Gold Award.

Vice Chairman: Seiichi Saito



Creative/ Technical Director
CEO, Rhizomatiks Co., Ltd.

Graduating from Columbia University with a Master of Science degree in Advanced Architectural Design (MSAAD), Saito began his career in New York in 2000. He has worked as a freelance creator before establishing Rhizomatiks Co., Ltd. in 2006. In commercial art field, he produces three-dimensional and interactive works based on the logical thought that he cultivated through studying architecture. He has won numerous awards in Japan and abroad.

Message from Chairman and Vice Chairman : Make it happen with design

Welcome to Good Design Award 2018.

Design plays an integral part of our life and introduces to us new lifestyles of the future. In all ages, every person needs design – tangible or intangible – for the richness of the mind.

More and more people are trying their hands at design these days. Some want to improve what already exists, others wish to resolve the challenges of the world and still others try to open up possibilities of completely new design. From different standpoints, they see hopes in design, and an increasing number of people are tackling “things that can be transformed by design.”

In designs brought about in such ways are consideration and ideals for us “people,” and a variety of richness that can only be brought about by design.

Good Design Award looks at how those consideration for people are transformed into beautiful designs with high aspirations. We strive to find designs that enrich our daily life, portray with distinctive power the unknown and bring about new stories to us, and to convey their values through the framework of Good Design Award.