

For the Press

October 3, 2018
Japan Institute of Design Promotion

Announcement of Winners of the Good Design Award 2018

Good Design Award, Good Design Best 100, Long Life Design Award are announced

The Japan Institute of Design Promotion (Chairman: Motomi Kawakami), the organizer of the Good Design Award, announced the Award recipients for 2018 on Wednesday, October 3.

The organization started accepting entries for the Good Design Award 2018 on April 4 and, following the screening of 4,789 entries, a total of 1,353 award-winning works have been determined.

The winners that have been announced today include 100 works selected for Good Design Best 100 for demonstrating excellence in originality, proposal power, aesthetics and level of completion that would help raise the standards in today's design and would be positioned as part of future model design. Followed by further screening, Good Design Grand Award and other special awards are to be selected from the Best 100.

Today, we have also announced 19 recipients of the Good Design Long Life Design Award, which is given to products and projects that have been supported by the people over a long time.

Good Design Award 2018 results (year-on-year basis)

Awarded entries: 1,353 (-50 entries)

Awarded companies: 945 (- 13 companies)

Total entries: 4,789 (+ 294 entries)

The above numbers include 278 award-winning works (211 companies) from outside Japan as well as 30 awarded entries from the special category set up as part of the effort that started in fiscal year 2011 to provide disaster relief to those affected by the Great East Japan Earthquake (these entries are exempted from all costs involved in entering the Good Design Award).

Upon reviewing the award results of 2018, Chair and Vice Chair of the judging committee, Fumie Shibata and Seiichi Saito, have together released a statement: "In recent years, design has significantly increased its presence in the world, resulting in a shift in its role to fill. As design becomes more and more prevalent in everyday life, we believe this year's Good Design Award would be helpful in once again sharing with the society the power and possibilities of design. Through an even more fluid screening process, we believe the award will not only demonstrate what design can do for the society, but also help showcase design from a variety of fields to set the new standard and guide the future for improving the quality of our lives."

Good Design Grand Award and other special awards to be announced on October 31

Good Design Grand Award, Good Design Gold Award and Good Focus Award (newly established) will be determined by making a selection from Good Design Best 100 that will be announced today. The screening takes place on October 10 through presentations (public event) by the awarded designers and closed-door discussion among the judges. The recipient of the Good Design Grand Award will be determined through voting on October 31 by the judges in the committee and this year's Good Design Award winners. The results of the special awards will be announced on October 31.

Exhibition of awarded works to start today

All the Good Design Award winning works announced today will be displayed at GOOD DESIGN EXHIBITION 2018 at Tokyo Midtown (in Roppongi) from Wednesday, October 31. In addition, some will be showcased at "My Favorite Design 2018" held at GOOD DESIGN Marunouchi starting Wednesday, October 3 to display the creations selected by this year's panel of 86 judges.

• GOOD DESIGN EXHIBITION 2018

All award-winning works will be displayed at Tokyo Midtown (in Roppongi). Special Exhibit "Good Design Best 100" and a pop-up shop carrying award-winning products will be open during the event.

Schedule: Wednesday, October 31 through Sunday, November 4

Venue: Tokyo Midtown (9 Akasaka, Minato-ku, Tokyo)

• My Favorite Design 2018

Favorite award-winning works chosen by 86 judges of this year's Good Design Award will be exhibited.

Schedule: Wednesday, October 3 through Sunday, November 4

Venue: GOOD DESIGN Marunouchi (Shin Kokusai Building 1F Marunouchi, Chiyoda-ku, Tokyo)

Open everyday during the event

Free admission

<Other Information>

About the Good Design Award

Founded in 1957 as the Good Design Product Selection System, the Good Design Award is a platform to evaluate and promote design that represents Japan.

What makes the Good Design Award special is that it recognizes design in a broad range of fields, from industrial goods and architecture to software, systems, services and projects. We believe this is the result of the thinking that everything around us is being developed with the intention of achieving goals and finding a solution, with the purpose and the creator's passion as the foundation. For the last 60 years, the Good Design Award has served to explore new possibilities of design in the society and broaden the domain in which design is utilized.

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

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

E-mail: jdp@ozma.co.jp

Inquiries from the public: Japan Institute of Design PromotTel: 03-6743-3776 E-mail: info@g-mark.org