

For the press

Japan Institute of Design Promotion
August 29, 2019

Exhibition for the Latest Good Design Award

“ GOOD DESIGN EXHIBITION 2019” to be held from October 31

All award winning works (more than 1,000 designs) will be on display at Tokyo Midtown



GOOD DESIGN EXHIBITION 2019
(Visual design by Yoshiaki Irobe)

Japan Institute of Design Promotion (Chairman: Motomi Kawakami, Location: Minato-ku, Tokyo), the organizer of Good Design Award 2019, will be hosting GOOD DESIGN EXHIBITION 2019 from Thursday, October 31 to Monday, November 4 at Tokyo Midtown (Roppongi) to introduce all the latest award winning works.

The event will display over 1,000 designs of this year's award winning works, which are to be announced on October 2, selected from a variety of genres such as products, architecture, software, projects and services.

The five-day event is packed with attractions to enjoy the Good Design Award from multiple angles, including talk events by award winners, a popup store in which visitors can purchase the latest award winning products and showcase the past winning works of Good Design Award looking back its history.

Highlights of GOOD DESIGN EXHIBITION 2019

- Various stage programs featuring the latest Good Design Award winning works
- Special exhibition to look back the history of Good Design Award
- Exhibition of “Good Design Long Life Design Award” held at 21_21 DESIGN SIGHT Gallery 3
- The space is designed by an up-and-coming architectural duo Naruse-Inokuma Architects

- Duration : October 31 (Thu.) - November 4 (Mon.) 11 AM to 8 PM
(closes at 6 PM on the last day) *Free admission
- Venue: Tokyo Midtown (9 Akasaka, Minato-ku, Tokyo)
- Organizer: Japan Institute of Design Promotion (JDP)
- Sponsors: 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. / The Yomiuri Shimbun / NHK
Special cooperation by Tokyo Midtown
- Planning and production by ADK Marketing Solutions Inc.
- Space design by Naruse-Inokuma Architects
- Graphic design by Yoshiaki Irobe (Irobe Design Institute, Nippon Design Center, Inc.)
- Entrance display curated by Tatsuya Kuji
- Fixtures provided by Ishinomaki Lab



Photo from 2018 event



GOOD DESIGN EXHIBITION 2019

Programs for GOOD DESIGN EXHIBITION 2019

The visitors will experience the attractive and fun sides of design through Good Design Award winning works on display, stage events and a popup shop.

Good Design Award 2019 Exhibition

Over 1,000 designs of this year's award winning works, which are to be announced on October 2, will be exhibited. From daily use stationery to special industrial equipment, the diverse lineup is quite unique to the Good Design Award.

Held in Midtown Conference (4F), Design Hub (5F) and more



“Good Design Best 100” Special Exhibit

Selected among all award winning designs, Good Design Best 100 is a collection of 100 particularly outstanding works which leads the various fields of design. The Good Design Grand Award, which symbolize the 2019 design of the year, will also be displayed in this area.

Held in Midtown Hall (B1F) and Canopy Square (1F)



History of Good Design Award

Selection of past Good Design Award winning works will be exhibited at the entrance of main space as well as to showcase the 60 years history of this award.

Held in Midtown Hall (B1F)



“Superior Company” Exhibit

The designs of companies that have won the most awards this year will have their own special booths with each company's unique spatial design.

Held in Midtown Hall (B1F)



“GOOD DESIGN STORE TOKYO by NOHARA” Pop-up Shop

Always a popular attraction at the event, GOOD DESIGN STORE TOKYO by NOHARA will be open for a limited time as Japan's only store specializing in Good Design Award winning products. In addition to being the first to offer the latest award winning works, the shop will carry original items that are available exclusively during the event.

Held in Atrium (B1F)



*Architecture and large products will be exhibited using panels.
The content of the programs is subject to change.

All photos are from the 2018 event.



GOOD DESIGN EXHIBITION 2019

Special Attractions for GOOD DESIGN EXHIBITION 2019

Good Design Award Stage Programs

Inviting a variety of guest speakers according to the theme, talk shows, presentations and other live events will be held to feature the latest Good Design Award winning designs.

Designs of “Good Design Best 100”

We will take a closer look at the designs and designers of the Good Design Best 100 selected from Good Design Award winning works in 2019 based on the recognition of becoming the leading force in the industry.

Designs Challenging Social Issues

Award winning designs will be introduced according to the four themes of the Focused Issues, which explore the relationship between social issues and design through the Good Design Award, namely, “New Business Design,” “Design of Community Development,” “Design of Technique & Tradition” and “Disaster Recovery Design.”

Corporate Management and Design

By introducing the activities of companies that have won many awards this year, we will take a closer look at the latest relationship between businesses and design.

Good Design Award Winning Designers

Up-and-coming designers from a variety of genres that have won the Good Design Award will be introduced.

Venue: Midtown Hall (B1F)

*The content of the attractions is tentative and subject to change.

“Good Design Long Life Design Award” Exhibition

The objective of the Good Design Long Life Design Award is to explore designs that have long been cherished by the consumers and become essential in their lives. Instead of awarding the latest designs, this unique award recognizes standard and evergreen designs. To showcase the beloved products and contents that have been perfected over the course of time, the venue for displaying the award winning works will be moved to 21_21 DESIGN SIGHT Gallery 3 in Tokyo Midtown.

Long Life Design 2019

2019 Good Design Long Life Design Award Exhibition

Schedule: October 31 (Thur.) through November 4

(Mon./holiday) , 10 AM to 7 PM

Venue: 21_21 DESIGN SIGHT Gallery 3 (9-7-6 Akasaka, Minato-ku, Tokyo)

Space design by Mana Kobayashi (spatial design),

Ken Okamoto (graphic design)

Free admission



LONG LIFE DESIGN



Photo: Masaya Yoshimura

Creative Team behind the GOOD DESIGN EXHIBITION 2019

Space Design

Naruse-Inokuma Architects

Founded in 2007 by Yuri Naruse (photo right) and Jun Inokuma (photo left). Under the concept of “Creating a shared space,” the two architects pursue “what kind of activity to produce in the space” through architectural planning and design. Major works include LT Josai, FabCafe Tokyo, 31VENTURES KOIL, Teshima 8 Million Lab and 9h nine hours Namba Station.

In 2019, Naruse-Inokuma won the top prize at the international competition with its public art project in Seoul, South Korea, and completed the subway station renewal project “Dance of Light.” Received a special mention for the Japan Pavilion at the 15th International Architecture Exhibition, La Biennale di Venezia. Published books include “Designing the Act of Sharing” (co-author, Gakugei Shuppan) and “Design Methodology of Shared Spaces” (responsible editor, Gakugei Shuppan).



Graphic Design

Yoshiaki Irobe

Graphic designer / Board Member of the Nippon Design Center, Inc.

Born in 1974 in Chiba Prefecture. After completing the Master’s program at the Tokyo University of Arts, Irobe joined Nippon Design Center. He has presided over the Irobe Design Institute since 2011 and works as a part-time lecturer at the Tokyo University of Arts. His major works include corporate identity design for Osaka Metro, branding for national parks, visual identity systems and signage planning for Yayoi Kusama Museum, Ichihara Lakeside Museum, Tenri Station Plaza CoFuFun and Sugakawa Civil Exchange Center tette as well as package design for products such as naturaglacé and Hakutsuru Tenku. He has also done the art direction for “Hon: TAKEO PAPER SHOW 2011” and exhibition design for “Toyama Prefectural Museum of Art and Design Markers and Arrows.” He has won numerous design awards both in Japan and abroad, including awards from the Japan Sign Design Association (SDA), New Designer Award and Yusaku Kamekura Design Award from Japan Graphic Designers Association (JAGDA), Tokyo Art Directors Club (ADC), D&AD and One Show Design. He is a member of AGI, ADC and JAGDA.



Entrance Display Curation

Tatsuya Kuji

Born in 1978 in Aomori Prefecture. After dropping out of the Graduate School of International Cultural Studies at Tohoku University, Kuji became the research librarian for Kobe Design University Media Library and then went on to start DESIGN MUSEUM LAB. He plans and curates design exhibitions while working as a part-time lecturer at the Kyoto University of Art & Design. <http://dm-lab.com/>



Related information: “My Favorite Design” Exhibition will be held in Tokyo Midtown on October 2, the day the awards are announced

This year’s panel of 92 judges of the Good Design Award, including Chairperson Fumie Shibata and Vice Chairperson Seiichi Saito, introduce their favorite design among the award winning works.

Duration: October 2 (Wed.) - October 25 (Fri.), 11 AM - 7 PM *Free admission
Venue: Tokyo Midtown Design Hub (5F Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo)



Here is the schedule for the announcements and public screening for the Good Design Award 2019.

Dates for press conferences will be announced at another time.

- October 2 (Wed.) Announcement of Good Design Award, Good Design Best 100 and Good Design Long Life Design Award
 - October 9 (Wed.) Best 100 public screening (public event in which the designers make presentations so that the judges can select the candidates for the awards including the Good Design Grand Award)
 - October 31 (Thu.) Announcement of Good Design Grand Award, Good Design Gold Award and Good Focus Award
- Updated award results for the Good Design Award 2019 and details for the GOOD DESIGN EXHIBITION 2019 will be posted on the Good Design Award official website (www.g-mark.org).