

FAO the press

April 2, 2020  
Japan Institute of Design Promotion

## Good Design Award 2020 Begins Call for Entries

### New Chair Appointed

Tokyo, Japan—The Japan Institute of Design Promotion has announced the open call for entries to Good Design Award 2020, with entries to be accepted from April 2, 2020. Founded in 1957, Good Design Award is Japan's leading design commendation system, attracting entries from around the world. Its purpose is to discover and promote exceptional designs with the potential to drive industrial growth and enrich lives.



G-mark logo 2020



Second Screening Panel,  
Good Design Award 2019



The Good Design Grand Award 2019  
winner was Diagnostic Kit

### New Chair Appointed

The Chair of Good Design Award 2020 will be Takashi Ashitomi (Product Designer/President, SAAT DESIGN Inc.). Meanwhile, Seiichi Saito (Creative Director/Technical Director/CEO, Rhizomatiks Co., Ltd.) will continue in the position of Vice Chair. The judging committee for Good Design Award 2020 consists of professionals from various fields, with members to be introduced on the Good Design Award website.

#### **Takashi Ashitomi, Profile**

After working at Sony Design Center, Takashi Ashitomi established SAAT DESIGN Inc. in 1991. Since 2008 he has been a Professor of Product Design at Tama Art University in the Department of Product and Textile Design. He is involved in comprehensive design approaches including the design and development of electronic products including IT devices and home electronic appliances, as well as local industry development, and design education.



### Entry Criteria

Eligible entries should be tangible/intangible items that meet the following requirements:

1. Available for purchase or usage by users before March 31, 2021
  2. Can be released to the public on the date of the awards announcement (October 1, 2020)
  3. Can be displayed at the Good Design Exhibition held from October 30 to November 3, 2020
- For further information/to register, please visit [www.g-mark.org](http://www.g-mark.org) (English and Chinese pages also provided)

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## Good Design Award 2020, Key Dates

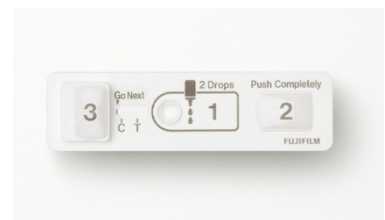
April 2	Open for Entries
June 2	Entry Deadline
October 1	Announcement of award winners
October 8	Good Design Best 100 Designer's Presentation
October 30	Good Design Award Ceremony, Grand Award Election
	Announcement of Special Awards
October 30–November 3	GOOD DESIGN EXHIBITION 2020

## Award Categories

Eligible entries recognized as excellent designs will receive a Good Design Award, with 100 particularly outstanding items chosen as the Good Design Best 100. From these, the Judging Committee will select the winners of the Good Design Gold Award and Good Focus Awards, along with candidate finalists for the Good Design Grand Award.

### **Good Design Grand Award**

This award will be presented to the most outstanding design chosen from among all recipients of the Good Design Award 2020. Since its inception in 1980, this accolade has marked numerous key milestones in Japanese society through designs that symbolize the times.



Good Design Award 2019 Grand Award Winner  
[Rapid Diagnostic Kit for Tuberculosis]

### **Good Design Gold Award**

This award is presented to particularly outstanding designs chosen from among all recipients of the Good Design Award 2020.

### **Good Focus Award**

These awards are presented to designs with the potential to make major contributions in the following areas:

#### *New Business Design*

Outstanding design for the development of new business models, creation of new industries or promotion of innovation.

#### *Design of Technique & Tradition*

Outstanding product design made possible by high level technology or technique.

#### *Design of Community Development*

Outstanding design for sustainable development of local communities or economic activation.

#### *Disaster Prevention & Recovery Design*

Outstanding design works for the prevention or recovery from natural disasters.

## Promotional Activities

The announcement of award winners will be followed by a variety of promotional events, including the GOOD DESIGN EXHIBITION (held at Tokyo Midtown), the GOOD DESIGN AWARD ceremony, and the publication of a GOOD DESIGN yearbook in March of the following year. Award recipients will also be exhibited at trade shows and sales plans, while the Japan Institute of Design Promotion will work with winners to implement various programs at locations including the GOOD DESIGN Marunouchi showroom, and GOOD DESIGN STORES, which serve as our bases of marketing and communications in several locations around the world.



NIKKEI MESSE trade show

## **Good Design Award, Overview**

Organized by: Japan Institute of Design Promotion (JDP)

Supported by (TBD):

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 Center / Nikkei Inc.



**GOOD  
DESIGN**

### **About Good Design Award**

The Good Design Award, established in 1957, is Japan's leading design commendation system. Eligible entries include products, architecture, apps and software, projects and initiatives that utilize design, and more. The awards provide an opportunity for many people to experience good design and appreciate its value. Name recognition for the Good Design Award stands at 84%\*, while the symbolic G Mark logo is also widely known. Since 1957, the Good Design Award has been presented to over 48,000 entries from around the world.

\*Based on an Internet survey by the Japan Institute of Design Promotion in 2020.

Note: Dates and award names subject to change