

FAO: Members of the press

Japan Institute of Design Promotion
October 2, 2020

Good Design Award 2020 winners announced

Designs that open the door to new lifestyles are selected for awards

GOOD DESIGN AWARD 2020

The Japan Institute of Design Promotion (chaired by Motomi Kawakami), the organizer of the Good Design Award, announced the 2020 award recipients on Thursday, October 1. The organization started accepting entries for the Good Design Award 2020 on April 2 and, following the screening of 4,769 entries, a total of 1,395 award-winning works were selected.

The winners announced yesterday include 100 works honored as the Good Design Best 100, a collection of entries that demonstrate excellence in the areas of originality, strength of proposal, aesthetics, and degree of realization, and which raise the bar for current standards and serve as models of future design practice. Followed by further screening, the Good Design Grand Award and other special awards are to be selected from the Best 100.

Thursday's announcement also included the 19 recipients of the Good Design Long Life Design Award, which is given to products and projects that have won sustained support from the public over the years.

Good Design Award 2020 results

Award-winning entries: 1,395 Companies receiving awards: 974 Total entries: 4,769

Good Design Long Life Design Award 2020 results

Award-winning entries: 19 Companies receiving awards: 19 Total entries: 126

Selected works from the Good Design Best 100



Zoom video conferencing system



vertebra03 task chair



BRING circular economy initiative

Trends in 2020: A number of this year's Best 100 designs aimed to address challenges created by the recent drastic changes in our lifestyles. These included Zoom, which became popular due to the proliferation of remote working, and vertebra03, which enhances the home work environment. Other designs sought to establish a recycling-oriented society, such as BRING, a system which aims to achieve 100% recycling of polyester materials.

For media inquiries, please contact: Toru Koike (Dentsu Public Relations)
Tel: 080-3209-9698 E-mail: toru.koike@dentsu-pr.co.jp

For general inquiries, please contact Japan Institute of Design Promotion
Tel: 03-6743-3777 E-mail: info-e@help.g-mark.org

Comments on the results from the screening panel Chair and Vice Chair

Takashi Ashitomi, Chair

This year, the theme of the Good Design Award is “sympathy for each other.” When designing, it is very important to consider and explore such themes as others, society, and the environment. Furthermore, rather than taking a one-sided approach, I feel it is necessary to exchange sensations, sensibilities, insights, and wisdom with each other. With that in mind, we made a point of actively interpreting information and using our imaginations in the process of screening. I think the outstanding designs conveyed messages that were more than powerful enough to capture our attention.



Chair: Takashi Ashitomi
Product Designer
President, SAAT DESIGN Inc.

Seiichi Saito, Vice Chair

With “sympathy for each other” as the overarching theme, this year’s screening process clearly highlighted the kinds of products and services that are required by society. For example, we have recently seen an increasing number of proposals for products and services related to the environment. This year, we evaluated entries from multifaceted perspectives and by interpreting and discussing them in greater depth, examining the background, materials, processes, and business models behind the various initiatives and research and development projects. Our focus was on determining whether the Good Design Award should promote more widespread use of each design, and whether works clearly demonstrated “sympathy” that goes beyond the individual frameworks of corporations, organizations, or industries. As a result, we found designs that we can confidently send out into the world.



Vice Chair: Seiichi Saito
Creative Director
CEO, Rhizomatiks Co., Ltd



**GOOD
DESIGN**

About the Good Design Award

Established in 1957, the Good Design Award 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 a broad audience 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.

*According to the latest survey by the Japan Institute of Design Promotion in 2020.



**LONG
LIFE
DESIGN**

About the Good Design Long Life Design Award

The Long Life Design Award is given to products and services that have the potential to lead the way for the future of design and be cherished for representing new standards that transcend their time. Rather than simply offering praise for long-standing achievements, the purpose of the award is to applaud the designs that many of us treasure in our daily lives, support their continued existence, and congratulate the designs’ creators.