

FAO the press

April 1, 2021
Japan Institute of Design Promotion

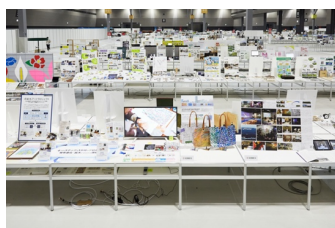
Good Design Award 2021 Begins Call for Entries **Entries accepted until May 26**

Tokyo, Japan—The Japan Institute of Design Promotion has announced the open call for entries to Good Design Award 2021, with entries to be accepted from April 1, 2021. 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. In 2020, the 1,395 award-winning works were selected from 4,769 entries.

Addressing the conceptional themes of “Aspiration” and “Action With Consideration,” Good Design Award 2021 looks forward to entries from excellent designs that aim to improve lives.



G-mark logo 2021



Second Screening Venue
Good Design Award 2020



Grand Award winner and Chair, Vice
Chair at online ceremony

Entry Criteria

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

1. Available for purchase or usage by users before September 30, 2022
 2. Can be released to the public on the date of the awards announcement (October 20, 2021)
- For further information/to register, please visit www.g-mark.org (English and Chinese pages also provided)

Good Design Award 2021, Key Dates

April 1	Open for entries
May 26	Entry deadline
October 20	Announcement of award winners, Good Design Best 100, Special Awards, Gold Awards, final candidates for Grand Award, and Long Life Design Award
November 2	Good Design Award Online Ceremony, Grand Award Election
October 20–November 21	Announcement of Good Design Grand Award 2021 Good Design Best 100 Exhibition 2021

*Schedule and details are subject to change.

For media inquiries, please contact:
Japan Institute of Design Promotion Good Design Award 2021 PR Office (Dentsu Public Relations)
E-mail: jdp_newsrelease@group.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

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 2021. Since its inception in 1980, this accolade has marked numerous key milestones in Japanese society through designs that symbolize the times.



Good Design Award 2020 Grand Award Winner
Water Upcycling System [WOTA BOX]

Good Design Gold Award

This award is presented to particularly outstanding designs chosen from among all recipients of the Good Design Award 2021.

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 Award online ceremony, and the publication of a Good Design yearbook in March of the following year. Award recipients will also have opportunities to 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.



Good Design Best100 exhibition

Good Design Award, Overview

Organized by: Japan Institute of Design Promotion (JDP)

Supported by (TBD):

Ministry of Economy, Trade and Industry (METI) / Small and Medium Enterprise Agency / Tokyo Metropolitan Government / Japan Chamber of Commerce and Industry (JCCI) / Japan External Trade Organization (JETRO) / ASEAN-Japan Center / Nikkei Inc. / NHK / World Design Organization (WDO)



**GOOD
DESIGN**

About Good Design Award

The Good Design Award, established in 1957, is Japan's leading design commendation system. 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 50,000 entries from around the world.

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