

FAO: Members of the press

Japan Institute of Design Promotion
October 20th, 2021

Good Design Award 2021 Winners Announced

Over 5,000 entries and 1,600 winners marks new all time highs!

GOOD DESIGN AWARD 2021

The Japan Institute of Design Promotion (chaired by Motomi Kawakami), the organizer of the Good Design Award, announced the 2021 award recipients on Wednesday, October 20. The organization started accepting entries for the Good Design Award 2021 on April 1, and selected a total of 1,608 award-winning works following the screening of 5,835 entries.

The winners announced today 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 the ability to raise the bar for current standards and serve as models of future design practice. The Good Design Special Award and finalist candidates for the Grand Award were selected from these Good Design Best 100 works. Following another round of judging, the Good Design Grand Award will be determined on November 2 as the symbolic design for the year 2021.

Today's announcement also included the 22 recipients of the Good Design Long Life Design Award, which is given to products and projects that have won sustained support of the public over the years.

Good Design Award 2021 Results (year-on-year basis)

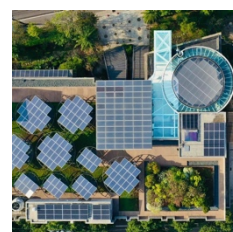
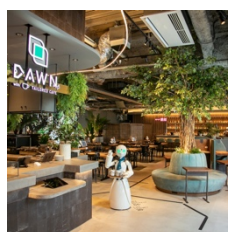
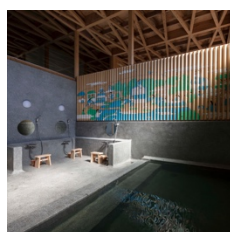
Awarded entries: 1,608 (+213) Awarded companies: 1,101 (+127)

Total entries: 5,835 (+1,066)

*The above numbers include 367 award-winning works from outside Japan

Good Design Long Life Design Award 2021 Results

Awarded entries: 22, Awarded companies: 27, Total entries: 120



【Statements regarding the Results from The Chair and Vice Chair】

Chair Takashi Ashitomi

The theme of the Good Design Award this year is "Aspirations and actions with consideration." At no other time has the world needed to share their hopes (aspirations) and to create a new future by working together (actions with consideration). During the judging process this year, I encountered a number of designs full of such aspirations and actions with consideration. All of them are designs that enhance the connection between people, society and the environment, and they respond to our wishes. Good designs change the world and people's frame of minds by expanding, amplifying and enhancing the outcomes among the various elements that make up our society.



Chair: Takashi Ashitomi

Product Designer
President, SAAT DESIGN Inc.

Vice Chair Seiichi Saito

Looking back on the screening process based on the themes of "actions with consideration" and "aspirations," of particular note was the "strong sense of ownership in design as a whole." Many designs strongly expressed the desired direction of society as implied in "aspirations," and the will to take actions to advance in that direction as implied in "actions with consideration." This proves that design is not just about analyzing the current situation and creating something new, but also about taking on the responsibility of helping individuals, organizations and companies envision the ideal society and leading the way to its realization. I am strongly convinced that these efforts will be spun together to form a swell of actions with considerations.



Vice Chair: Seiichi Saito

Creative Director
CEO, Rhizomatiks Co., Ltd



Reference/About the Good Design Award

Established in 1957, the Good Design Award is Japan's leading commendation system. Eligible for application are products, architecture, applications and software, projects and initiatives that utilize design and more. This award system helps many people to come in contact with "good designs" and allows them to appreciate their value. The recognition rate of the award is 84%* with its familiar symbol, the G-Mark.

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



Reference/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 in the future of design and be cherished as the standard that transcends the times. Instead of merely praising them for their long-standing achievements, the purpose of this award is to applaud designs that are treasured in people's daily lives and hoped to continue to exist, and to recognize the creators responsible for developing these designs.

2021 Good Design Gold Award (Minister of Economy, Trade and Industry Award/20 Works)

Presented to designs that are considered outstanding from a comprehensive viewpoint among the award winning works this year

*5 highlighted winners are nominated as finalists



● Mobile X-ray fluoroscope [FUJIFILM DR CALNEO CROSS] – FUJIFILM Corporation (Japan)
● Disaster Relief Housing for Community Preparedness [Kuwamizu Private House with Public Bath] – Workvisions INC. (Japan), Kuroiwa Structural Engineers Co., Ltd. (Japan), Yuto Takemi Architects Workshop. (Japan)
● 3D City Model [PLATEAU] – Urban Policy Division, City Bureau, MLIT (Japan)
● Avatar robot cafe [AVATAR ROBOT CAFE DAWN ver.b and avatar robot OriHime] – ORY Laboratory inc, (Japan)
● Operations [The best sustainability-oriented organizational adaptation to climate change] – Hair O'right International Corporation (Taiwan)
● Long sleeve disposable plastic gowns [Easy Detachable Gown] – Miyagen Co.,Ltd. (Japan)
● Baby stroller [POCKIT GO] – Goodbaby Child Products Co., Ltd. (China)
● Videogame system [PlayStation(R)5] – Sony Interactive Entertainment LLC (United States of America)
● Modular sofa [Magis Costume] – MAGIS Japan Co., Ltd. (Japan)
● EV CONVERSION [OZ MOTORS EV CONVERSION] – OZ corporation (Japan)
● Snow Vehicle [NAVi (provisional name)] – Ohara Corporation (Japan)
● Activity Support Mobility [KUPO] – Suzuki Motor Corporation (Japan)
● Trunk-route transportation sharing system [NLJ Trunk - Route Transportation Sharing Scheme to Solve Social Issues] – NEXT Logistics Japan, Co., Ltd. (Japan)
● The future of central offices in the city [THE CAMPUS] – KOKUYO Co., Ltd. (Japan)
● Town Planning [Johnson Town] – Isono Shokai Co., Ltd., Osamu Watanabe Architects (Japan)
● Luxury villa resort facility [Denpaku The Beachfront MIJORA] – Amami Innovation Co. Ltd. (Japan)
● Search helicopter service [COCOHELI] – AUTHENTIC JAPAN Co. Ltd. (Japan)
● Circular business for the future of the region region [Circular business by making regional resources valuable, and creating new business realms such as a campsites]– Kitamoc Co., Ltd.(Japan)
● Regional Activity [Taitung Slow Food Festival] – Co-create Planning & Design Consultancy (Taiwan)
● Education kit for migrants [Book & Host Project for Migrants] – One-Forty (Taiwan)

2021 Good Focus Awards (a total of 12 recipients)

Good Focus Award [New Business Design]/ 3 works
Presented to outstanding designs for the creation of new businesses and industries



- | |
|--|
| ● Sound AR App [Locatone] – Sony Corporation, Sony Group Corporation, Sony Music Solutions Inc.(Japan) |
| ● Direct trade online platform for green coffee [TYPICA] – TYPICA Inc. (Japan) |
| ● Childcare Center [Smart Childcare Center] – Unifa Inc. (Japan) |

Good Focus Award [Design of Technique and Tradition]/ 3 works
Presented to outstanding designs by small and medium sized manufacturers and information/service businesses



- | |
|---|
| ● Salted rice bran paste tub [Nuka-bitsu] – TARUTOMI KAMATA CO., LTD. (Japan) |
| ● Cushioning material [Supasupa] – Kawakami Sangyo Co., Ltd. (Japan) |
| ● Lenses for mirrorless system cameras [Lenses for mirrorless system cameras] – SIGMA CORPORATION (Japan) |

Good Focus Award [Design of Community Development]/ 3 works
Presented to outstanding designs that contribute to the sustained development and economic revitalization of regional communities



- | |
|--|
| ● The long distance train [WEST EXPRESS GINGA] – West Japan Railway Company (Japan) |
| ● The hotel [Luxury Hotel SOWAKA] – Hatanaka Co., Ltd., Shigenori Uoya Architects and Associates (Japan) |
| ● Kindergarten [Ogori Kindergarten] – Katayama Gakuen, MOO ARCHITECT WORKSHOP, YASUNARI Co., LTD., Okazaki Wood Working Co.,Ltd. (Japan) |

Good Focus Award [Disaster Prevention and Recovery Design]/ 3 works
Presented to outstanding designs that contribute to the prevention of and recovery from natural disasters



- | |
|---|
| ● Retractable stretcher [Rapid Rescue] – KUME SEKKEI Co., Ltd., UNION CORPORATION JAPAN (Japan) |
| ● Public tsunami memorial park facility [Takatamatsubara National Memorial] – PREC Institute Inc., Naito Architect & Associates (Japan) |
| ● Disaster countermeasures [The Komeri Disaster Management Center NPO] – KOMERI Co., Ltd. (Japan) |