

## GOOD DESIGN AWARD 2022 Winners Announced

Over 1,500 entries won as designs that inspire “Interaction and Resonance”



### GOOD DESIGN AWARD 2022

TOKYO, October 7, 2022 — [The Japan Institute of Design Promotion \(JDP\)](https://www.g-mark.org/) has announced the 2022 award recipients on Friday, October 7. The organization started accepting entries for the GOOD DESIGN AWARD 2022 on April 1, and selected a total of 1,560 award-winning works following the screening of 5,715 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 success in raising the bar for current standards to serve as models of future design best practice.

#### GOOD DESIGN AWARD 2022 Results

Awarded entries: 1,560 Awarded companies: 1,099




Total entries: 5,715

\*The above numbers include 393 award-winning works from outside Japan

Finalist candidates for the GOOD DESIGN 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 1 as the symbolic design for the year 2022.





#### FINALIST Finalist Images and information

	<p><b>Award-winning work</b> Vacuum Cleaner [Hitachi Cordless Stick Vacuum Cleaner PV-BH900SK] <b>Company</b> Hitachi Global Life Solutions, Inc. (Japan)</p>
	<p><b>Award-winning work</b> Game Console and Controller [Xbox Adaptive Controller / Xbox Series X S] <b>Company</b> Microsoft Japan Co., Ltd (Japan)</p>
	<p><b>Award-winning work</b> Hands-free personal mobility [UNI-ONE] <b>Company</b> Honda Motor Co., Ltd. (Japan)</p>

For general inquiries, please contact the Japan Institute of Design Promotion.

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	<p><b>Award-winning work</b> Election awareness campaign [Special website on the national review of Supreme Court judges] <b>Company</b> Japan Broadcasting Corporation (Japan)</p>
	<p><b>Award-winning work</b> Support child's development by locals [Magical Dagashiya Tyrol-Do] <b>Company</b> Atelier e.f.t. (Japan), OFFICE CAMP (Japan), Infinite (Japan)</p>

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

### Chair: Takashi Ashitomi

I was impressed that the number of designs created to break down “barriers” increased, while that of designs useful for daily life during the COVID-19 pandemic also increased. When I say “barriers,” I’m referring to the walls, categories, and gulfs. Breaking down them means creating a flat state with good visibility. That’s where the fluidity of all things will increase, and people’s “Interaction and Resonance” will become even more active.

The pandemic has visited upon us a set of new barriers such as having to mask and maintain a social distance from others, while also breaking down geographical barriers by allowing us to do things such as work from home. The key to design is to find out whether these losses or gains are good or not. We have lost and gained. Through the results of this year’s awards, I feel that there is an even greater need for designs that eliminate tangible and intangible barriers so that all people can have comfortable lives.



**Chair: Takashi Ashitomi**  
Product Designer  
President, SAAT DESIGN inc.

### Vice Chair: Seiichi Saito

Designs that belong to the present time are based on an attitude of to what extent society, and the people and activities in society, can be seen at high resolution in the entire world, and then making various “wills” that exist there interact with each other and resonate. This attitude is shown in a wide variety of submitted designs in various fields.

What is the definition of design? It has been discussed in various situations. Through this year’s Good Design Award screening, I have come to realize that the definition of design is exactly action with consideration in society. The desire to make everyone’s life better. To deliver good results to everyone as much as possible. And to value lives more, including things in the world. I hope that the award-winning designs will give you a sense that good design is to design products and services with this kind of cross-interaction, to use them, and to participate in the process, even if a little.



**Vice Chair: Seiichi Saito**  
Creative Director  
Director, Panoramatik

### About the GOOD DESIGN AWARD

Established in 1957, [the GOOD DESIGN AWARD](#) is a prestigious design award in Japan. Awards are given to products and services related to people’s lives, whether tangible or intangible, including consumer electronics, architecture, software, systems, and community development and initiatives. Throughout its 60-year history, the GOOD DESIGN AWARD has attracted over 50,000 entries from more than 45 countries and regions globally. The purpose of the GOOD DESIGN AWARD is not about competing for excellence in design, but rather about discovering value in design and promoting ideas for future creations.