

GOOD DESIGN AWARD 2023 Announces Call for Entries

Seiichi Saito appointed as the Chairman of the Judging Committee

Theme of 2023 will be “Design and its Outcome”



TOKYO, April 4, 2023 --The Japan Institute of Design Promotion (JDP) has announced an open call for entries for the GOOD DESIGN AWARD 2023. Submissions will be accepted from April 4, 2023 until May 24, 2023. Founded in 1957, the GOOD DESIGN AWARD is Japan’s leading design award program, attracting entries from around the world. Its purpose is to discover and promote outstanding designs with the potential to drive industrial growth and enrich people’s lives. In 2022, 1,560 award-winning works were selected for recognition from 5,715 entries.

“Behind *monozukuri*, the craft that goes into the production of things, is the concept of design; and *monozukuri* is always present in order to achieve any given design. As the Good Design Award commends the entire process – from the inception of the idea to the eventual outcome – we hope to further focus the award on designs with recognizable outcomes, rather than making any distinction about the tangible and intangible aspects of designs,” said Mr. Seiichi Saito, the new chair of GOOD DESIGN AWARD 2023.

“We hope that the Good Design Award will rise to the challenge of playing a role in identifying the desirable direction in which industry, people’s lives, and society should move forward together by intently focusing on and scrutinizing the ideas brought to bear by the individuals, companies, and organizations involved in design. With an understanding of the accumulated achievements of the Award thus far as our foundation, we hope to scrutinize the designs of one and all to identify the *outcomes* that constitute the North Star that guides forward all people involved in design.”



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, 2024
2. Can be released to the public on the date of the awards announcement (October 5, 2023)

For further information or to register, please visit www.g-mark.org. (English and Chinese pages also provided.)

Key Dates for the GOOD DESIGNAWARD 2023

April 4	Open for entries
May 24	Entry deadline *JST13:00
October 5	Announcement of award winners for GOOD DESIGN AWARD, LONG LIFE DESIGN AWARD, GOOD DESIGN BEST 100, GOOD FOCUS AWARD, GOOD DESIGN GOLD AWARD, and final candidates for GOOD DESIGN GRAND AWARD
October 25	GOOD DESIGN AWARD Ceremony, GRAND AWARD Election Announcement of GOOD DESIGN GRAND AWARD 2023
October 25–29	GOOD DESIGN EXHIBITION 2023 - Exhibition of all award-winning works, pop-up stores and events for award-winning works

* Schedule and details are subject to change.

Award Categories

Eligible entries recognized as excellent designs will receive the 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 AWARD, along with nominated 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 2023. Since its inception in 1980, this accolade has made for key milestones in Japanese society through designs that symbolize the times.

GOOD DESIGN GOLD AWARD

This award is presented to particularly outstanding designs chosen from among all recipients of the GOOD DESIGN AWARD 2023.

GOOD FOCUS AWARD

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

- New Business - Outstanding design for the development of new business models, creation of new industries or the promotion of innovation.
- Technique & Tradition - Outstanding product design made possible by high level technology or techniques.
- Community Development - Outstanding design for sustainable development of local communities or economic revitalization.
- Disaster Prevention & Recovery - Outstanding design works for the disaster preparedness or recovery from natural disasters.

Promotional Activities

The announcement of the award winners will be followed by a variety of promotional events, including an entry pass for the GOOD DESIGN AWARD ceremony on October 25 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.

Organizers and Supporters of the GOOD DESIGN AWARD

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. / World Design Organization (WDO)

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.

Learn more at: <https://www.g-mark.org/?locale=en>

About the Japan Institute of Design Promotion

Since its establishment in 1969, the Japan Institute of Design Promotion (JDP) has been the only organization in Japan committed to design promotion activities. JDP is mainly responsible for organizing the GOOD DESIGN AWARD, one of the world's most prestigious design awards, and cooperates with other awards and organizations around the world to administer the awards, provide expertise, and manage exhibitions. Through its collaborative activities with various organizations, JDP strives to promote understanding of design in society and to communicate the value of Japan's design to the world. In addition, JDP has been involved in the management of the World Design Organization (WDO) as its Japanese representative since 2019.

Please visit us for more information: <https://www.jidp.or.jp/en/>

Contact

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