

Japan Institute of Design Promotion
October 5, 2023

GOOD DESIGN AWARD 2023 Winners Announced

Announcement of 1,548 awarded works, GOOD DESIGN GRAND AWARD finalists,
and awarded works of special awards including the GOOD DESIGN GOLD AWARD

The logo for the Good Design Award 2023 is a red square containing a white stylized 'G' shape.

GOOD DESIGN AWARD 2023

On October 5, the Japan Institute of Design Promotion revealed the winners of the GOOD DESIGN AWARD 2023.

Entries for the year started to come in on April 4, resulting in the evaluation of 5,447 works from both Japan and abroad. After undergoing a rigorous two-stage screening process led by a Judging Committee consisting of prominent figures from the design industry, a total of 1,548 works were chosen to receive the award.

Among the chosen works, there are 100 that have been honored with the distinction of GOOD DESIGN BEST100, acknowledging their exceptional design across various categories. Within this group, 32 works have received special awards, including 20 winners of the GOOD DESIGN GOLD AWARD. Among these, five have been nominated as finalists for this year's prestigious GOOD DESIGN GRAND AWARD. The winner of the GOOD DESIGN GRAND AWARD will be officially announced on October 25.

The chairperson of the Judging Committee, Seiichi Saito, noted, "During the evaluation process, we aimed to transcend the distinctions between tangible and intangible aspects of designs. We not only considered the end products but also delved into the processes, philosophies, and challenges that shaped their creation. Our hope is that this year's results contribute to a deeper understanding that individuals, companies, and organizations involved in design play a pivotal role in propelling society in a positive direction."

Additionally, six winners were chosen for the GOOD DESIGN LONG LIFE DESIGN AWARD, which recognizes products that have garnered admiration and appreciation over periods of many years. The results of the GOOD DESIGN AWARD 2023 and GOOD DESIGN LONG LIFE DESIGN AWARD 2023 can be viewed on the GOOD DESIGN AWARD official website. (<https://www.g-mark.org/en>)

■ GOOD DESIGN AWARD 2023 Results






- Awarded works: 1,548 Awarded companies: 1,068 Total entries: 5,447
- Special Awards
 - GOOD DESIGN GOLD AWARD winners: 20 (including 5 GOOD DESIGN GRAND AWARD finalists)
 - GOOD FOCUS AWARD winners: 12

■ GOOD DESIGN LONG LIFE DESIGN AWARD 2023 Results

- Awarded works: 6 Awarded companies: 6 Total entries: 104

【Finalist Images and information】

The winner of the GOOD DESIGN GRAND AWARD will be determined on October 25.

	Electric Shaver Panasonic Lamdash PALM IN ES-PV6A Panasonic Corporation
	Passenger Vehicle PRIUS TOYOTA MOTOR CORPORATION
	Senior Daycare Center Long house with an engawa deck ALL FOR ONE Co., Ltd. + YAMAZAKI KENTARO DESIGN WORKSHOP Co., Ltd.
	Citizen Science Project NHK Citizen Lab NHK (Japan Broadcasting Corporation)
	A Series of Projects to Create a School Kamiyama Marugoto College of Design, Engineering and Entrepreneurship KAMIYAMA educational institute + Kamiyama-cho

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

Chair: Seiichi Saito

This year, our focus extended beyond examining design solely as a final product. We delved into the process of creating design and explored the diverse philosophies and challenges that underlie it, bridging the gap between tangible objects and abstract concepts. This approach aligned with our chosen theme of "design and its outcomes," accompanying the introduction of a new jury system. These aspects became clearly evident during the screening process, offering a detailed perspective. I think this year's award results illustrate how individuals, companies, and organizations in the field of design are coming together, setting aside their differences, and working towards a shared goal. Even if they don't always progress at the same pace, they are taking incremental steps that have the potential to create a significant and positive impact on society. I hope that taking a close look at this year's GOOD DESIGN AWARD winners will inspire many people to come together and contemplate how they can actively engage in such an impactful endeavor as design, encouraging collective action.



Chair: Seiichi Saito
Creative Director
Director, Panoramatik

About the GOOD DESIGN AWARD

Established in 1957 as the Good Design Product Selection System, the GOOD DESIGN AWARD stands as Japan's foremost design recognition program. It accepts entries across a wide spectrum of design categories, encompassing products, architecture, software, systems, services, as well as projects and initiatives. The award's primary objective is to cultivate an appreciation for thoughtfully crafted designs that shape the objects we interact with in our daily lives.

About the GOOD DESIGN LONG LIFE DESIGN AWARD

The LONG LIFE DESIGN AWARD is presented to products, architectural works, content, and services that have held a special place in people's hearts over periods of many years. In a Japanese culture that often tends to favor a "scrap-and-build" approach, the award's goal is to honor timeless designs that promise to be cherished for many years to come, and to extend congratulations to their creators.