

To the press and whom it may concern

October 16, 2024
Japan Institute of Design Promotion

GOOD DESIGN AWARD 2024

GOOD DESIGN AWARD 2024 Winners Announced

A total of 1,579 works awarded, with special award winners selected including 20 GOLD AWARD winners who are candidates for the GOOD DESIGN GRAND AWARD

The Japan Institute of Design Promotion (Minato-ku, Tokyo, Chairman: Hiroshi Naito) revealed the winners of the GOOD DESIGN AWARD 2024, which is a project that the institute organizes.

Based on this year's theme "Brave Attitude, Organic Design," a total of 1,579 works were chosen to receive the award from among 5,773 entries after undergoing a rigorous screening process led by a Judging Committee consisting of prominent figures from the design industry. One hundred works were honored with the distinction of GOOD DESIGN BEST 100, acknowledging their exceptional design. Furthermore, 32 works out of the 100 received special awards including 20 GOOD DESIGN GOLD AWARD winners who became candidates for the GOOD DESIGN GRAND AWARD.

For this year's GOOD DESIGN GRAND AWARD, the 20 GOLD AWARD winners will be voted for online by judges and award winners. In addition, the newly established "Our Favorite G Mark"* will be announced along with the grand award at the celebration ceremony scheduled for Tuesday, November 5.

Twelve entries were also chosen for the GOOD DESIGN LONG LIFE DESIGN AWARD, which are given to products that have been selected by users for a long time.

◆GOOD DESIGN AWARD 2024 Results

Awarded works: 1,579 Awarded companies: 1,142 Total screened items: 5,773

◆GOOD DESIGN LONG LIFE DESIGN AWARD 2024 Results

Awarded works: 12 Awarded companies: 12 Total screened items: 95

<Type of awards> *The list of winners can be viewed on the following pages.

The GOOD DESIGN AWARD consists of the GOOD DESIGN AWARD, and the GOOD DESIGN GRAND AWARD, GOOD DESIGN GOLD AWARD, and GOOD FOCUS AWARD, which are special awards.

Among GOOD DESIGN AWARD-winning entries, 100 winners with superior designs are chosen as the GOOD DESIGN BEST 100, and then special award winners are selected out of the 100.

The highest prize, the GOOD DESIGN GRAND AWARD, will be selected from among 20 GOLD AWARD winners.



* An event where 20 GOLD AWARD winners are voted on by visitors to the GOOD DESIGN EXHIBITION (Friday, November 1 to Monday, November 4) and guests of the celebration ceremony (Tuesday, November 5) including judges to select one grand prize winner, other than the above prizes.

GOOD DESIGN GOLD AWARD 2024 (ECONOMY, TRADE AND INDUSTRY MINISTER'S AWARD/20 works in total)

Comprehensively outstanding designs chosen from among all award winners this year, candidates for the GOOD DESIGN GRAND AWARD
One Good Design Grand Award winner will be selected on November 5.



All-in-one caregiving bathing equipment "switle BODY SWB-1000JP" Sirius co.,Ltd.
(Award_No:24G020096)



Textbook "Kurashi ni Yakudatsu series; Studying Subjects for Daily Life" ADDIX, Inc.
(Award_No:24G030129)



the ultra-portable audio recorder "teenage engineering TP-7 field recorder" Media Integration, Inc.
(Award_No:24G060290)



Interchangeable Lens Camera "Alpha 9 III" Sony Group Corporation + Sony Corporation
(Award_No:24G060337)



Laptop PC "ASUS Zenbook Duo (2024)" Asustek Computer Inc.
(Award_No:24G070449)



Nanoimprint Lithography Equipment "FPA-1200N2C" Canon Inc.
(Award_No:24G080574)



Semiconductor Manufacturing Equipment "Adastra" CANON ANELVA CORPORATION
(Award_No:24G080575)



1.5T Superconductive Magnet MRI System "ECHELON Smart ZeroHelium" FUJIFILM Corporation
(Award_No:24G080615)



Radiative sky cooling material "SPACECOOL" SPACECOOL INC.
(Award_No:24G080641)



Automated Storage and Retrieval System "Rapyuta ASRS" Rapyuta Robotics Co. Ltd.
(Award_No:24G110915)



shared residence for people with disabilities "hachikuri house" blue studio Co., Ltd. + Maki Takemura + Non profit organization/NPO HACHIKURIUSU
(Award_No:24G120995)



housing complex "Tenjincho place" Kotobukikigyo Ltd. + Hiroyuki Ito Architects
(Award_No:24G131092)



Multi-generational welfare facility complex "Fukagawa Enmichi" Social-Welfare Corporation SEIKYUSUYUFUKUSHIKAI + Specified Nonprofit Corporation CHIIKIDE SODATSU GENKINAKO + JAMZA
(Award_No:24G151229)



CACP "Designing?" YIIIE Co., Ltd.
(Award_No:24G151253)



product brand for reprocessing medical devices "SALWAY" Meilleur Co., Ltd.
(Award_No:24G161324)



MAGAZINE "PLUG MAGAZINE" SERV INC
(Award_No:24G161347)



Watershed Maps in Japan "YAMAP's Watershed Maps in Japan" YAMAP INC.
(Award_No:24G171381)



Waste Management Bussines "WOOMS" Odakyu Electric Railway Co., Ltd.
(Award_No:24G171440)



A new design of education "Study Tour, Future Creation Journey for students and local" Nitobe Bunka Gakuen
(Award_No:24G181453)



Play equipment research project "RESILIENCE PLAYGROUND PROJECT" JAKUETS Inc.
(Award_No:24G191506)

GOOD FOCUS AWARD 2024 (12 works in total)

[New Business Design] (Ministry of Economy, Trade and Industry Commerce and Service Industry Policy Director-General's Award/3 works)

Particularly outstanding designs expected to contribute to the creation of new business models or industries and the promotion of innovation

Award No.	Award Winners
24G080594	Selfcare Dialysis System/ alba lab Co.,Ltd. + Medical Corporation Oasis Medical
24G110866	Swap Refrigerated Van Body/ NIPPON TREX CO.,LTD.
24G161296	Cook Deli Care Food Premier/ CookDeli Co., Ltd.

[Design of Technique & Tradition] (Small and Medium Enterprise Agency Commissioner's Award/3 works)

Particularly outstanding designs that are realized by advanced technique and skills of small and medium-sized enterprises in Japan

Award No.	Award Winners
24G010011	Autofocus Eyewear ViXion01/ ViXion Inc. + nendo Inc. + 0100010 Co., Ltd.
24G010036	CARE : SOKU Totonoeu/ Yamachu Co., Ltd.
24G020098	Paracane / Syupoon Inc.

[Design of Community Development] (Japan Chamber of Commerce and Industry Chairman's Award/3 works)

Designs expected to make particular contributions to the sustainable development of communities and revitalization of the economy

Award No.	Award Winners
24G141096	Office in a Cherry Field/ onishimaki+hyakudayuki architects + Otias
24G151250	IKEBUKURO LIVING LOOP/ nest Inc. + Sunshine City Corporation + RyohinKeikaku Co., Ltd. + GRIP SECOND Co., Ltd. + Toshima City
24G181492	MINAMI SANRIKU WINERY/ MINAMI SANRIKU WINERY Inc.

[Disaster Prevention & Recovery Design] (Japan Institute of Design Promotion Chairman's Award/3 works)

Designs expected to contribute to the prevention of natural disasters and the recovery from damage caused by natural disasters

Award No.	Award Winners
24G030147	KAMADO pot for cooking rice/TIGER CORPORATION
24G151256	Installation of Instant Houses in areas affected by the 2024 Noto Peninsula Earthquake/ Keisuke KITAGAWA Laboratory, Nagoya Institute of Technology
24G191509	furusatochoice saigaishien dairikifu/ TRUSTBANK,Inc.

[Comments from the Chairperson and Vice chairpersons]



Seiichi Saito Chairperson

Through the screening and discussions, I particularly felt that we could evaluate many designs created with organic thoughts and production that started from a single person's enthusiasm turning into a courageous act and leading to further courageous actions of an organization and team. I myself have been thinking, "What is design?" There are various interpretations: creating beautiful products; solving social problems; improving society, communities, and our lives; and driving force for further development of industries and products. These are all correct. But perhaps, what design is expected to do now is make courageous, organic changes and continue to think and discuss in order to improve current situations. This is what I thought while I was examining this year's entries.



Jin Kuramoto Vice Chairperson

This year, we had many entries from various fields and encountered many resourceful proposals for the future and wonderful designs. This year's results clearly show that the domain of design is becoming increasingly diverse and playing an important role in addressing social issues of all sizes. Sustainable manufacturing is shifting its focus from the old proposal phase to establishing basic principles of design for social implementation. Today, long-lasting products and services that reduce resource waste as well as designs adopting environmentally friendly materials and manufacturing processes have become commonplace. This year, we saw a number of products that combine cutting-edge technological innovation and design.



Yuko Nagayama Vice Chairperson

I reaffirmed that the power of design was expanding in various ways. The products and processes debate has been going on for several years. Now, the boundary between products and processes has almost disappeared, and this year's highly evaluated entries have both. Some works started from small local issues but they eventually turned into a big movement that influenced the government. Through this year's screening, I realized that design is a communication tool and wondered how far we can spread our ideas through design.

[LONG LIFE DESIGN AWARD] (12 works)

Designs that can serve as a model for future design and continue to exist as a standard across generations.

Award No.	Award Winners
24L00001	STAEDTLER Drawing Mechanical Pencil / STAEDTLER NIPPON K.K.
24L00002	craypas / SAKURA COLOR PRODUCTS CORPORATION
24L00003	NICE TACK / Nichiban CO.,Ltd.
24L00004	Utamaro soap / Toho ltd.
24L00005	ANESSA PERFECT UV SKINCARE MILK NA / SHISEIDO CREATIVE Co., Ltd.
24L00006	Miki Prune EXTRACT / MIKI Corporation
24L00007	Facil Disaster prevention hoods / Facil Co.,Ltd.
24L00008	AKARI 33N / Ozeki&co.,Ltd
24L00009	DIE SINKER'S ASSORTED FILES / TSUBOSAN FILE CO.,LTD
24L00010	RICOH THETA / Ricoh Company, Ltd.
24L00011	Whiz-Kids TV / NHK
24L00012	SEVEN CAFÉ / SEVEN-ELEVEN JAPAN CO.,LTD.



About GOOD DESIGN AWARD

The GOOD DESIGN AWARD is a comprehensive design award following the Good Design Product Selection System founded in 1957. In an increasingly complex society, expectations for design are rising along with the demand for designs that can discover solutions to problems and new themes. The GOOD DESIGN AWARD evaluates and honors the quality of tangible and intangible works (e.g., products, architecture, software, systems, services) built to fulfill some ideal or purpose, recognizing all of them as design.

This award is not a system to compete on the merits of designs, but a system to make new discoveries through screening and share them with society along with the G Mark, leading to the next innovation.



◀1st screening

Read all the information on the entry sheet and discuss in units.

2nd screening▶

All works and panels are exhibited at the venue, Makuhari Messe. Judges (**101** members in total) take items in hand one by one and carefully examine them over 3 full days.

Sometimes judges ride bicycles to move around in the huge venue.

[GOOD DESIGN AWARD 2024 2nd screening sneak peek](#)



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