

Press Release



To the press and whom it may concern

April 1, 2025

Japan Institute of Design Promotion

This Year's Theme Is "A Small Step, Design Leaps."
GOOD DESIGN AWARD 2025 Announces Call for Entries Starting Tuesday, April 1.
Entry Deadline Is Thursday, May 22 at 13:00.
This year, we will announce all winners including for the GOOD DESIGN GRAND AWARD on
Wednesday, October 15!



**GOOD DESIGN
AWARD 2025**

The Japan Institute of Design Promotion (Location: Minato-ku, Tokyo; Chairperson: Hiroshi Naito) has announced its call for entries to GOOD DESIGN AWARD 2025, from Tuesday, April 1 to Thursday, May 22 at 13:00.

GOOD DESIGN AWARD has been Japan's leading global design award since 1957, and is widely known through its G Mark logo. Regardless of whether tangible or intangible, we consider design to be something that people have created in order to fulfill some ideal or purpose, and evaluate its quality. We examine the

submitted design from multiple perspectives by observing the background, process, purpose, and results achieved of the design.

The designs that receive the GOOD DESIGN AWARD are considered by many users and professionals as being good designs, and also contribute to expanding business opportunities for the winners and improving their image and brand power. The number of entries has increased more than 2.5 times over the past 20 years, bringing the total number of entries to 5,773 in 2024.

To date, designs have been submitted from 45 countries and regions around the world. After receiving the award, winners can carry out public relations activities and sales promotion activities using the G Mark for the award-winning products and services.

2025's Theme: "A Small Step, Design Leaps"

From the first step driven by the enthusiasm of individuals, designs that transform society greatly are born. Then, the heat of those small steps engulfs the people around them, and together they lead to even greater change and leap to more places. With this theme, we hope that this trend will be further promoted through this year's Good Design Awards.

2025 Jury Members and Award Announcement

The jury members for this year's award include chairperson Seiichi Saito (creative director) and vice-chairpersons Jin Kuramoto (product designer) and Yuko Nagayama (architect), who all continue from last year. They are joined by about 100 other jury members with varied backgrounds and are from both Japan and abroad.

As a change from last year, this year the top 20 entries in each category (20 categories in total) will be selected for the GOOD DESIGN GOLD AWARD. We will also announce all winners including the GOOD DESIGN GRAND AWARD on Wednesday, October 15.

[Outline of GOOD DESIGN AWARD 2025]

<What Can Be Entered and Entry Criteria>

What can be entered: Products, architecture, applications, software, content, services, systems, and projects and activities that make use of design, etc., whether tangible or intangible. It can be for domestic or foreign and general or commercial use.

Entry criteria: Items or matters that can be released to the public on the date of the award announcement on Wednesday, October 15, 2025, and that will be available for purchase or usage by users before Tuesday, March 31, 2026.

Entry eligibility: Business owners of the entry (manufacturers, etc.) and designers.

Entry costs: Costs that arise at each stage such as screening fees and exhibition costs.

Entry method: Register the necessary information by Thursday, May 22 at 13:00 at the GOOD DESIGN AWARD entry website: <https://archive.g-mark.org/entryguide/index.html>

Entry guide video: <https://youtu.be/xwRVnhUyEGQ>

In 2025, as last year, entries from applicants whose head office is in Ishikawa Prefecture (or applicants who have their primary base of operations there in the case of sole proprietors) will be exempted from first screening fees, second screening fees, and award package fees. (However, actual costs for certain items are not included.) Also, for the winners on and after 2024 from Ishikawa Prefecture, we will provide support for reconstruction by, for example, waiving the G Mark usage fee for one year, which is applied for by Monday, March 31, 2026.

<Award Types>

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 outstanding designs are chosen as the GOOD DESIGN BEST 100, and

then special award winners are selected out of the 100. The winner of the highest prize, the GOOD DESIGN GRAND AWARD, will be selected from among these.



<GOOD DESIGN LONG LIFE DESIGN AWARD>

The call for entries for the GOOD DESIGN LONG LIFE DESIGN AWARD, which is given for standard designs that have been supported by people for many years and will continue to show value in the future, will also begin on Monday, April 1.

In addition to entries from companies and designers, general nominations from product users and the like are also accepted.

<Main Schedule>

Application acceptance period: From Tuesday, April 1 to Thursday, May 22

First screening period: From Wednesday, June 4 to Monday, June 30

Notification of first screening results: Tuesday, July 1

Second screening panel: From Wednesday, August 6 to Friday, August 8

Notification of second screening results: Tuesday, August 26

Date of award announcement: Wednesday, October 15

[GOOD DESIGN AWARD, GOOD DESIGN BEST 100, special awards including GOOD DESIGN GRAND AWARD, and LONG LIFE DESIGN AWARD]

GOOD DESIGN AWARD ceremony: Tuesday, November 4

GOOD DESIGN EXHIBITION 2025: From Saturday, November 1 to Wednesday, November 5



First screening panel 2024



Second screening panel 2024



GOOD DESIGN EXHIBITION 2024

<Organizer and Supporters of GOOD DESIGN AWARD 2025>

Organizer: Japan Institute of Design Promotion (JDP)

Supporters: Ministry of Economy, Trade and Industry (METI), Small and Medium Enterprise Agency, Tokyo Metropolitan Government, Japan Chamber of Commerce and Industry, Japan External Trade Organization (JETRO), ASEAN-Japan Centre, Nikkei Inc., NHK, and World Design Organization

Message

Seiichi Saito, Chairperson, GOOD DESIGN AWARD 2025



A Small Step, Design Leaps

Where does design truly begin? Once created, who nurtures it, and how does it make its way into society? This year's GOOD DESIGN AWARD seeks to explore these questions.

I have long maintained that the design of objects such as products and the design of experiences, for example through “social design,” cannot be considered separately. Behind every object design lies a story—an aspect of experience design—while the output of experience design is often made up of numerous object designs. Over the past 10 years of being involved in the GOOD DESIGN AWARD screening process, I have become convinced that this applies to all forms of design. I find it particularly meaningful to reaffirm this thinking in my message for the 2025 GOOD DESIGN AWARD as I feel strongly that the traditionally dualistic view of object and experience design is finally evolving into a more integrated perspective.

This year's theme, “A Small Step, Design Leaps,” emerged from discussions in last year's Focused Issues. In 2023, the theme was “Design and Its Outcome,” and in 2024, it was “Brave Attitude, Organic Design.” Through these themes, we explored the directions design should take in the future and the processes required to get there as part of an ongoing exploration of what design should be in the present moment.

Looking back at the vast array of past awarded designs, two things stand out: the significance of the creator's vision—arguably the source of all design—and the strength of the process that drives that vision through to realization. As existing systems reach a state of saturation and conventional formulas are questioned, there is now a greater expectation across all fields to generate truly necessary, beautiful, and adaptable designs from fresh perspectives. In other words, we're moving from an era where design followed the times (driven primarily by marketing) to an era where the very act of design, in its pursuit of better solutions, leads society forward.

“A Small Step” affirms the actions of passionate individuals who discover and implement new perspectives through their interactions with society. “Design Leaps” represents the power of organizations and groups to respect these actions, bringing together diverse abilities to collectively create and expand upon them.

When submitting an entry, we encourage you to showcase not only the final design as an outcome, but also the design process and journey embedded in it that led to its creation. The committee looks forward to encountering many outstanding designs again this year.

Jin Kuramoto, Vice Chairperson, GOOD DESIGN AWARD 2025



Cultivating Intent

The GOOD DESIGN AWARD is about to begin once again.

I’ve always believed that design is the act of discovering a better harmony between people, objects, and the surrounding environment. This harmony is constantly evolving, shaped by social context and technological advancements. Likewise, the GOOD DESIGN AWARD has continuously transformed itself in response to changing times, reflecting contemporary values and capturing the essence of what is considered good and desirable at each moment in time.

Envisioning a new future is both a great joy for creators and a monumental task that requires enormous energy. While many groundbreaking research efforts and ideas are realized as products and services through exceptional teamwork within companies and organizations, I’m once again reminded that at the root of it all lies an individual’s vision—a small first step that sets everything else in motion. It is the courage and strong intent of an individual that sparks an idea, which is then embraced by companies and organizations in an organic collaboration, ultimately evolving into a powerful force that can shape society. In our screening process, we will actively seek to understand and appreciate the significance of individual intent while also examining how organizations have expanded upon these ideas and presented them to the world.

The perspective, scope, and approach to intent are also crucial. I’m particularly interested in how the visions of creators and companies have been cultivated, leading to the conception of their submitted projects. To honor the passion of all applicants and gain a deeper understanding of creators’ intent, we continuously refine our evaluation methods to adapt them in response to the evolving relationship between society and design. We hope that the GOOD DESIGN AWARD

can serve as a measure of the values of our time, and we look forward to seeing your outstanding designs again this year.

Yuko Nagayama, Vice Chairperson, GOOD DESIGN AWARD 2025



Turning That First Step into an Opportunity

Over the past two years, my messages have focused on “The Power of Design” (2023) and “Where the Power of Design is Heading” (2024), both of which embody reflections on what I wanted to explore more deeply through the GOOD DESIGN AWARD each year. Through this process, I have closely observed the impact that the power of design has on society.

This year’s GOOD DESIGN AWARD theme, “A Small Step, Design Leaps,” reflects a desire to examine how design expands from its starting point and the forces that drive that expansion.

In last year’s Focused Issues, I used the terms “The Power to Involve” and “The Power to Be Involved” to describe the roles of those who initiate an idea and those who use their skills to propel it toward realization. Every project comes to life through a balance of these two forces, and last year’s awarded works exemplified many outstanding instances of this dynamic in action.

This year marks 55 years since the 1970 Osaka Expo, and the second Osaka–Kansai Expo is set to take place. The previous Expo was hailed as the “Miracle Expo” as it brought together many young architects, artists, and creators who gave form to their visions of a bright future, bearing witness to a sense of optimism that resonated with countless visitors. This time, however, the circumstances are different. Even before its opening, people have questioned the relevance of the Expo in today’s world. Nonetheless, Japan stepped forward to serve as host country, was chosen, and has now taken its first step. To ensure that this step is not wasted, everyone involved, myself included, is fully committed to making the event a meaningful one. Ultimately, it is up to those of us who have been drawn into this endeavor to imbue this step with purpose and transform it into an opportunity.

The GOOD DESIGN AWARD is a recognition of designs that someone refused to give up on. Sharing these design processes serves as encouragement for those preparing to take their next step. I encourage everyone to share their design journeys and stories with as many people as possible as a way to inspire new creativity and momentum, and I hope that this year’s competition will attract as many applicants as possible to contribute to this cycle of innovation.

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