

October 15, 2025
Japan Institute of Design Promotion



GOOD DESIGN AWARD 2025

GOOD DESIGN AWARD 2025 Winners Announced

“DLT Timber Temporary Housing” confirmed as the winner of the highest honor, the GOOD DESIGN GRAND AWARD

— A new model of temporary housing that can be used permanently without demolition,
developed in response to the Noto Peninsula Earthquake —

The Japan Institute of Design Promotion (Location: Minato-ku, Tokyo, Chairperson: Hiroshi Naito) revealed the winners of the GOOD DESIGN AWARD 2025, which is a project that the institute organizes. The judging committee, composed of leading experts in design-related fields within Japan and overseas, conducted a rigorous screening and decided on awards for 1,619 designs out of the 5,225 which were screened.

33 special awards, including the GOLD AWARD (1st place in each of 20 categories) were selected from among the GOOD DESIGN BEST100, which had been highly rated for their particularly outstanding design. Further, DLT Timber Temporary Housing, a new model of temporary housing developed in response to the Noto Peninsula Earthquake that can be used permanently without being dismantled, was selected from among the GOLD AWARD winners to receive the highest honor among the GOOD DESIGN AWARD 2025, the GOOD DESIGN GRAND AWARD.

In addition, the The Grand Ring was selected for the SPECIAL AWARD FOR FUTURE SOCIETY DESIGN, which recognizes a design among the winners of the GOOD DESIGN AWARD for the year related to Expo 2025 Osaka, Kansai, Japan that encourages the co-creation of our future society and disseminates new ideas to solve problems shared by the whole of humanity.

The theme of this year’s GOOD DESIGN AWARD was “A Small Step, Design Leaps,” which reflects design in today’s society and symbolizes the potential of design to shape the future.

Eleven entries were also chosen for the GOOD DESIGN LONG LIFE DESIGN AWARD, which are given to products that have been loved and supported by people over many years.

◆GOOD DESIGN AWARD 2025 Results

Award-winning works: 1,619 Award-winning companies: 1,142 Total screened items: 5,225

◆GOOD DESIGN LONG LIFE DESIGN AWARD 2025 Results

Award-winning works: 11 Award-winning companies: 11 Total screened items: 118

2025 GOOD DESIGN GRAND AWARD (PRIME MINISTER'S AWARD)

Temporary Housing “DLT Timber Temporary Housing”

Winners: Shigeru Ban Architects / IEMOTO / HASEMAN

Award number: 25G120922



◆Design overview

This temporary housing project was built in response to the 2024 Noto Peninsula Earthquake. DLT (Dowel Laminated Timber), made without adhesives by inserting wooden dowels into aligned timbers with predrilled holes, was assembled into box-shaped units and stacked to shorten the construction period. Twelve two-story buildings, accommodating 166 households, were constructed in Suzu and Wajima.

[Design evaluation points for the GOOD DESIGN GRAND AWARD]

Geographically, the Japanese archipelago is located on a plate boundary and is prone to earthquakes. However, responses to disasters are always delayed. It's hard to say that the disaster experience has been fully utilized. This architect has practiced architectural responses to many disasters, including a support experience in the Great East Japan Earthquake Recovery. His accumulated knowledge is being used in Noto Housing Reconstruction. General distribution lumber, which can be readily obtained in quantity, is integrated into wooden boards using dowels. The boards are assembled into a box shape and stacked in a checkerboard pattern to create an efficient and stable space. Its spatial quality is so high that the residents are reluctant to leave, which is in contrast to other temporary housing in disaster situations. In addition to the physical know-how gained from his experience in disaster relief, his humanism, which puts disaster victims at the center, is a social contribution as an architect. Together with the message "Don't forget Noto," we want to convey this highly evaluated product to society.

[Comment from the winner of the GOOD DESIGN GRAND AWARD]

Mr. Shigeru Ban, Shigeru Ban Architects

Conventional prefabricated temporary housing built after disasters is expensive, uncomfortable to live in, and discarded after just a few years. After the Great East Japan Earthquake and the Kumamoto Earthquake, we developed temporary housing with the same size and cost as prefabricated units but with much better living comfort. We then worked on developing timber housing that can be used permanently. This has now been realized in the DLT Timber Temporary Housing built in the disaster area of the Noto Peninsula Earthquake. Even for temporary housing, it is essential to provide comfortable living environments to reduce the physical and mental burden on disaster victims, and to minimize environmental impact by avoiding demolition and waste generation after use.

[Profile]



Shigeru Ban

Born in Tokyo in 1957, Ban studied at the Southern California Institute of Architecture (SCI-Arc) from 1978 to 1980 and at The Cooper Union School of Architecture in New York from 1980 to 1982, graduating with a Bachelor of Architecture in 1984. From 1982 to 1983, he worked at Arata Isozaki & Associates. In 1985, he founded Shigeru Ban Architects. From 1995 to 1999, Ban served as a consultant to the United Nations High Commissioner for Refugees (UNHCR), and in 1995 he established the nonprofit organization Voluntary Architects' Network (VAN). He has taught at Keio University (2001–2008, 2015–2023) and currently serves as Special Guest Professor at Shibaura Institute of Technology (since 2023).

[Comment from the Chairperson]



Seiichi Saito Chairperson

Today, the power of design is permeating a wide range of fields, and what came across particularly strongly from this year's entries that it is not possible to talk about design using the traditional terms of "tangible design" or "intangible design" alone. It is the result of a process of repeated thought and implementation and many small steps, not being satisfied with completing the project. When design is implemented in society, it takes a variety of forms, including products, services, mechanisms, initiatives, and architecture, so it tends to be difficult to see the perspectives, awareness of the issues, and enthusiasm behind these. That's why the GOOD DESIGN AWARD is not just an award which recognizes the end results, but a place to share processes and activities, share methods, and gain courage, as well as an opportunity for more people to know about these. I felt once again that we should continue to exist as a strong community founded on such design. The GOOD DESIGN AWARD will continue to evolve with the times to bring the power of design to even more people.

2025 GOOD DESIGN GOLD AWARD (19 designs in total)

This year, the top design in each category received the GOLD AWARD. The Minister of Economy, Trade and Industry Award was presented to three designs among the GOLD AWARD winners which were recognized as contributing to Japan's economic development.

Application categories : <https://www.g-mark.org/en/apply/gda/guide/categories>



handkerchief
CLASSICS the Small
Luxury
BLOOMING
NAKANISHI&COMPANY
(Award No. : 25G010016)



rollator (wheel walker)
byACRE Carbon
Ultralight
byACRE ApS
(Award No. : 25G020124)



image stabilized
binoculars
STABILIZED 10x25 S /
12x25 S
NIKON VISION CO.,LTD.
(Award No. :25G030161)



Salt Reduction Support
Tableware
Electricsalt Spoon ES-S002,
Electricsalt Cup ES-B001
Kirin Holdings Company, Ltd.
(Award No. : 25G040182)



cordless vacuum
Dyson PencilVac Fluffy
cones
Dyson K.K.
(Award No. : 25G050292)



Interchangeable Lens
Mirrorless Camera
Sigma BF
Sigma Corporation
(Award No. : 25G060369)



Power bank
Sodium-ion power bank
ELECOM CO.,LTD.
(Award No. : 25G070432)



Heavy Ion Therapy System
Heavy Ion Therapy System
CI-100
TOSHIBA CORPORATION/
Toshiba Energy Systems &
Solutions
(Award No. : 25G080633)

(Minister of Economy,
Trade and Industry Award)

(Minister of Economy,
Trade and Industry Award)



Permeable concrete
formwork panel
Dotcon+
PUMPMAN Co.,Ltd.
(Award No. : 25G090763)



FIRE DEPARTMENT
CONNECTIONS
Fire Dept,Connection
Two Way Pillar Type
Ftype
ITACHIBORI
MFG.CO.,LTD.
(Award No. : 25G100820)



Electric Vehicle
AIM EVM
AIM Co., LTD.
(Award No.: 25G110872)



Urban Redevelopment
Mixed-use Housing
Complex
NISHIIKE VALLEY
TSUDOU DESIGN
STUDIO
(Award No. : 25G131078)



Redefining a Park in the Metropolis
Ginza Sony Park Project
 Sony Enterprise Co., Ltd./Sony Group Corporation
 (Award No. : 25G141137)



Restoration the Water City of Mishima
Genbe River, a Clear Stream Where Fireflies Dance and Aquatic Flowers Bloom
 Groundwork Mishima
 (Award No. : 25G151223)



architecture
Tamagawa Takashimaya S・C West bldg. Street/Food Court 「P.」
 Toshin Development Co.Ltd./DDAA.Inc.
 (Award No. : 25G161254)



Hato Sable Single Tin Hato Sable Single Tin Set
 Toshimaya Co., Ltd.
 (Award No. : 25G171334)



Web-based service
Reposaku
 Ezowin Inc.
 (Award No. : 25G181414)



Activity
Farm based community educational design
 Sagotani Inc.
 (Award No. : 25G191513)



Park Renewal Project
Chiyoda City Park Development Plan
 Chiyoda City/Kokusai Kogyo Co.,Ltd./Telor Inc./Pass Inc.
 (Award No. : 25G201547)

GOOD FOCUS AWARD 2025 (12 designs in total)

[New business design] (METI, Business and Service Deputy Director General's Award/ 3 designs)

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

Award No.	Award Winners
25G191515	Shima Ame Lab. / Fukui University of Technorogy
25G191537	Next Artisan, a new way to preserve traditional rush weaving art / Taiwan Yuan-Li Handiwork Association
25G201548	The Misanthrope Society / UNME DESIGN CO., LTD.



Shima Ame Lab.



Next Artisan, a new way to preserve traditional rush weaving art



The Misanthrope Society

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

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

Award No.	Award Winners
25G010030	THIS IS A SWEATER. /YONETOMI SENI CO., LTD.
25G040180	seiseisha uzra series /224porcelain
25G090708	plate cramp / TANAKA Co.Ltd



THIS IS A SWEATER.



seiseisha uzra series



plate cramp

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

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

Award No.	Award Winners
25G141124	Oohito Subaru Micro Hydropower Plant / River Village Ltd. / Takebayashi Landscape Architects Ltd.
25G151224	GRAND GREEN OSAKA (Advanced opening phases including South Park of Umekita Park) /MITSUBISHI ESTATE CO., LTD. / OSAKA GAS URBAN DEVELOPMENT CO., LTD./ ORIX REAL ESTATE CORPORATION / KANDEN REALTY & DEVELOPMENT CO.,LTD. / SEKISUI HOUSE, LTD. / TAKENAKA CORPORATION / HANKYU CORPORATION / MITSUBISHI ESTATE RESIDENCE CO.,LTD. / UMEKITA DEVELOPMENT SPECIFIC PURPOSE COMPANY (FUNDED BY OBAYASHI CORPORATION) / NIKKEN SEKKEI LTD. / MITSUBISHI JISHO DESIGN INC./ GGN LANDSCAPE ARCHITECTURE LTD.
25G191511	nokate / Nokate LLC



Oohito Subaru Micro Hydropower Plant



GRAND GREEN OSAKA (Advanced opening phases including South Park of Umekita Park



nokate

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

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

Award No.	Award Winners
25G100804	OF1 LIQUID /YAMATO PROTEC CORPORATION
25G131076	Rokugo Campus /LIFE no Gakkou / tomito architecture / KAWAMIARCHITECTS / OHNO JAPAN / COMODO ESTABLISHMENT LC / LUKA YASUKAWA DESIGN
25G201550	School insulation workshop / Energy Machizukuri-sha co.ltd. / epartment of Architecture -The University of Tokyo /NPO Ueda Citizens' Energy



OF1 LIQUID



Rokugo Campus



School insulation workshop

SPECIAL AWARD FOR FUTURE SOCIETY DESIGN (1 design)

A design among the winners of the GOOD DESIGN AWARD for the year related to Expo 2025 Osaka, Kansai, Japan that encourages the co-creation of our future society and disseminates new ideas to solve problems shared by the whole of humanity

Award No.	Award Winners
25G151225	The Grand Ring /Japan Association for the 2025 World Expositon/ SOU FUJIMOTO ARCHITECTS / OBAYASHI CORPORATION / TAKENAKA CORPORATION / SHIMIZU CORPORATION / TOHATA ARCHITECTS & ENGINEERS,INC./Azusa Sekkei Co., Ltd.



The Grand Ring

[LONG LIFE DESIGN AWARD] (11designs)

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

Award No.	Award Winners
25L221628	CR-Chakkaman / Tokai Corporation
25L221629	Cutipol / Sunday Co., Ltd.
25L221630	BALMUDA The Toaster / BALMUDA Inc.
25L221631	Elephant Stool / Vitra Co.,Ltd.
25L221632	Clavinova CLP series / Yamaha Corporation
25L221633	DELICA Series /Mitsubishi Motors Corporation
25L221634	Manual Call Point with Ring-Type Location Lamp /Nohmi Bosai LTD.
25L221635	FulltimeLocker /Fulltime System Co.,Ltd.
25L221636	SECOM Home Security /SECOM Co.,Ltd.
25L221637	Mobile Suica / East Japan Railway Company.
25L221638	AquaSoil Green Roof System / Ikegami Inc.

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 (100 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.

