

Press Release



April 1, 2026

Japan Institute of Design Promotion

Entries for the GOOD DESIGN AWARD 2026 Open on April 1
Marking its 70th edition, the award will launch under a new framework. Entries will be accepted until May 21, 13:00 JST.



**GOOD DESIGN
AWARD 2026**

Japan Institute of Design Promotion, a public interest incorporated foundation based in Minato-ku, Tokyo, will accept entries for the GOOD DESIGN AWARD 2026 from April 1 to May 21 at 13:00 JST. This year marks the 70th edition of the GOOD DESIGN AWARD since its establishment in 1957. As one of Japan's leading international design awards, it has become widely recognized through its symbol, the G Mark. The award views design as any tangible or intangible creation developed to fulfill a purpose or ideal, and evaluates its quality accordingly. Entries are judged from

multiple perspectives by examining the background and process behind the design, its objectives, and the results it has achieved. Award-winning designs are trusted as good design by a wide range of users and professionals, while also contributing to stronger corporate image and brand value, as well as creating business opportunities.

Over the past 20 years, the number of entries has increased by more than 2.5 times, reaching a total of 5,225 in 2025.

To date, entries have been submitted from 45 countries and regions around the world. After receiving the award, winners may use the G Mark in promotional and sales activities for the awarded products, services, and other designs.

■ About the Jury Members for the GOOD DESIGN AWARD 2026

In recent years, design has become increasingly embedded across all areas of society, and more people have come to recognize their own activities and initiatives as forms of design. Jun Nakagawa, who brings perspectives from both design and economic and social activities, will serve as chairperson. Noriko Kawakami, Gen Suzuki, and Yuma Harada, all professionals with expertise in

their respective fields, will serve as vice chairpersons. In addition, approximately 100 jury members with diverse backgrounds, including overseas members, will take part in the screening process. In 2026, the top entry from each of the 20 categories will be selected for the GOOD DESIGN GOLD AWARD. All award-winning works, including the GOOD DESIGN GRAND AWARD, will be announced on October 15.

■ Chairperson and Vice Chairpersons of the GOOD DESIGN AWARD 2026

Chairperson

Jun Nakagawa, Business Executive / Consultant | Representative, VISION to STRUCTURE

Vice Chairpersons

Noriko Kawakami, Journalist | Associate Director, 21_21 DESIGN SIGHT

Gen Suzuki, Product Designer | Director, GEN SUZUKI STUDIO

Yuma Harada, Designer | Representative, UMA/design farm

■ Activities Toward the 70th Anniversary of the GOOD DESIGN AWARD

The GOOD DESIGN AWARD will celebrate its 70th anniversary in 2027. In recent years, the scope of design has expanded, and the people involved in design have become increasingly diverse.

Beginning this year, communications related to the 70th anniversary will be introduced across various aspects of the GOOD DESIGN AWARD program.

Through these initiatives and activities, we will express our gratitude to all stakeholders who have walked alongside the award over the past 70 years, while also sharing what the GOOD DESIGN AWARD should aspire to in the future.

<About the 70th Anniversary Program>

<https://www.g-mark.org/en/gd70th>



[Outline of GOOD DESIGN AWARD 2026]

<Eligible Entries and Entry Requirements>

Entries:

Any tangible or intangible design, including products, architecture, applications, software, content, services, systems, as well as projects and activities that make use of design. Entries may be from Japan or overseas, and may be intended for either consumer or professional use.

Entry Requirements:

Eligible entries must be able to be made public on the award announcement date, October 15, 2026, and must be available for purchase or use by users by March 31, 2027.

Applicants:

Applicants can be either the business owners of the entries or the design contractors.

Fees:

Fees will be charged at each stage, including screening fees and exhibition fees.

How to Enter:

Register the required information through the official GOOD DESIGN AWARD entry site by 13:00 on May 21.

<https://archive.g-mark.org/entryguide/index.html>

In the 2026 financial year, we will continue to support recovery efforts following the Noto Peninsula Earthquake that occurred on 1 January 2024. For GOOD DESIGN AWARD-winning entries from the 2024 financial year onwards that were submitted by winners whose headquarters (or, in the case of sole traders, their main place of business) are located in Ishikawa Prefecture, and which the organisers recognise as contributing to recovery, the G Mark usage fee for one year, provided the application is submitted by 31 March 2027, will be waived.

<Award Types>

The GOOD DESIGN AWARD consists of the GOOD DESIGN AWARD itself and the special awards: the GOOD DESIGN GRAND AWARD, the GOOD DESIGN GOLD AWARD, and the GOOD FOCUS AWARD. Among all GOOD DESIGN AWARD winners, 100 particularly outstanding entries are selected as the



GOOD DESIGN BEST100 and become candidates for the special awards. From these 100 entries, the GOOD DESIGN GOLD AWARD and the GOOD FOCUS AWARD are selected, and from among the GOOD DESIGN GOLD AWARD winners, the highest honor, the GOOD DESIGN GRAND AWARD, is chosen.

<GOOD DESIGN LONG LIFE DESIGN AWARD>

Entries for the GOOD DESIGN LONG LIFE DESIGN AWARD, which recognizes standard designs that have been supported by people over many years and continue to demonstrate value into the future, will also open on April 1. In addition to entries submitted by companies and designers, general nominations from users of the products and others will also be accepted.

<Schedule>

Application Period: April 1 to May 21

First Screening Period: June 3 to June 29

Notification of First Screening Results: June 30

Second Screening Session: August 5 to August 7

Notification of Second Screening Results: August 25

Award Announcement: October 15

[GOOD DESIGN AWARD, GOOD DESIGN BEST100, special awards including the GOOD DESIGN GRAND AWARD, and the GOOD DESIGN LONG LIFE DESIGN AWARD]

Award Ceremony: November 4

GOOD DESIGN EXHIBITION 2026: October 31 to November 4



First screening panel 2025



Second screening panel 2025



GOOD DESIGN EXHIBITION 2025

<Organizer and Supporters of GOOD DESIGN AWARD 2026>

Organizer: Japan Institute of Design Promotion (JDP)

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

<Inquiries>

- Press Inquiries

Public Relations Office, Japan Institute of Design Promotion E-mail: press@jdp.or.jp

- General Inquiries

GOOD DESIGN AWARD Office, Japan Institute of Design Promotion

<https://www.g-mark.org/en/contact>
