

GOOD DESIGN AWARD 2026

GOOD DESIGN AWARD 2026 Winners Announced

**The GOOD DESIGN GRAND AWARD, the highest honor,
goes to Yamaha Corporation's EAD50 Electronic Acoustic Drum module**

The Japan Institute of Design Promotion (location: Minato-ku, Tokyo; Chairman: Hiroshi Naito) has announced the winners of the GOOD DESIGN AWARD 2026. The judging committee, composed of leading experts in design-related fields within Japan and overseas, conducted a rigorous screening and decided on awards for 1,484 designs out of the 5,111 screened.

32 works were selected for special awards from the GOOD DESIGN BEST 100, a group of designs recognized for particular excellence. These included the works selected for the gold award, representing the best design in each of the 20 categories. From among the works selected for the gold award, the GOOD DESIGN GRAND AWARD, the highest honor, was awarded to Yamaha Corporation's Electronic Acoustic Drum Module EAD50. This smart drum PA solution captures high-quality sound from the entire drum kit simply by attaching its dedicated sensor unit and microphone to the bass drum, while also enabling easy control of mixing and effects. Beginning this year, with Jun Nakagawa serving as chairperson of the Judging Committee, the GOOD DESIGN AWARD has adopted "Design That Advances Vision" as a guiding principle for its screening process.

Taking into consideration the level of completion, alignment with the vision, and relevance to the times, the committee selected a design by Yamaha Corporation for the GOOD DESIGN GRAND AWARD. Amid rapid technological advancements, Yamaha has consistently fostered rich and meaningful relationships between people and music through musical instruments. Drawing on its extensive resources and cutting-edge technology, the award-winning design expands the possibilities of drum performance. In addition, several gold award-winning designs reflected a return to analog values and efforts that offer a glimpse of a brighter future. Nine entries received the GOOD DESIGN LONG LIFE DESIGN AWARD, presented to products that have been remained popular with users for many years.

<GOOD DESIGN GRAND AWARD (Prime Minister's Award)> Electronic Acoustic Drum module [EAD50]

Winner: Yamaha Corporation Award number: 26G060313

■ Design Overview

A smart drum PA solution that makes it easy to apply effects, mix, and capture the entire kit in high-quality sound by attaching a sensor unit to the bass drum. Drummers can handle setup and adjustments for themselves instead of relying on PA engineers. The EAD50 greatly reduces setup time and expands expressive possibilities in scenarios ranging from live performances and rehearsal to streaming.



GOOD DESIGN AWARD 2026 Results

Award-winning works: 1,484; Award-winning companies: 1,032; Entries: 5,111

- GOOD DESIGN GRAND AWARD (Prime Minister's Award): 1 design
- GOOD DESIGN GOLD AWARD: 19 designs (Minister of Economy, Trade and Industry Award: 3 designs)
- GOOD FOCUS AWARD: 12 designs in total

[NEW BUSINESS DESIGN] (METI, Business and Service Deputy Director General's Award): 3 designs

[DESIGN OF TECHNIQUE & TRADITION] (Small and Medium Enterprise Agency Commissioner's Award): 3 designs

[DESIGN OF COMMUNITY DEVELOPMENT] (Japan Chamber of Commerce and Industry Chairperson's Award): 3 designs

[DISASTER PREVENTION & RECOVERY DESIGN] (Japan Institute of Design Promotion Chairperson's Award): 3 designs

GOOD DESIGN LONG LIFE DESIGN AWARD 2026 Results

Award-winning works: 9; Award-winning companies: 8; Entries: 99



〈Design evaluation points for the GOOD DESIGN GRAND AWARD〉

This is an amazing and completely new device that enables drum sound collection, which previously required complex settings using more than 10 microphones, to be accessed by simply installing this one device. It is very carefully designed as a professional audio device, with minimal design without overstating its innovative features. Mixing and effects can also be adjusted intuitively by the drummer themselves. Players can adjust the audio settings using this product. It is also of great value that they can perform more freely. Although this device creates a new playing experience, it looks natural when attached to a drum. It has a highly complete design that fits in naturally enough to be recognized as part of the instrument.

〈Comment from the winner of the GOOD DESIGN GRAND AWARD〉

I am truly delighted that our work has received the prestigious GOOD DESIGN GRAND AWARD. I believe this award recognizes the dedication and efforts of everyone who contributed to this product, including not only the designers but also our colleagues in planning, development, manufacturing, marketing, and beyond, all of whom brought their passion to its creation. I hope this recognition will provide an opportunity to share the product's merits with a wider audience and allow more people to discover the unique appeal and value of Yamaha's craftsmanship.

Masafumi Futo

Yamaha Corporation, Design Research Institute

〈Comment from the Chairperson〉

**GOOD DESIGN AWARD 2026
Chairperson**

Jun Nakagawa



When I assumed the role of chairperson this year, I put forward the perspective of "design that advances vision." In this year's screening process, in addition to the established evaluation criteria, we paid close attention to how the submitted products and initiatives were connected to the vision of the company or organization behind them.

When the information provided in the application form was not sufficient for us to fully understand that vision, we also referred to the company's or organization's website to better understand why the product or initiative had been created and whether it represented a positive step toward realizing that vision. One thing that struck me after completing the screening process was that there were very few products or initiatives that were completely unrelated to the vision of the company or organization behind them. At the same time, there were still relatively few entries for which we could intuitively understand, "This design exists because of this vision." If examined carefully, the connection becomes apparent. However, that connection is not yet communicated clearly at first glance. That was my overall impression.

Actual users do not spend that much time trying to understand the background behind a product or initiative. For this reason, I believe there is still great potential in designing products and initiatives so that their connection to a vision is communicated more naturally and more clearly.

I look forward to seeing more and more products and initiatives about which people feel "Yes, this is what that company or organization would make." I hope the GOOD DESIGN AWARD will serve as a catalyst for this.

Profile of Jun Nakagawa

Born in 1974. After graduating from the Faculty of Law at Kyoto University, he joined Fujitsu Limited in 2000. In 2002, he joined Nakagawa Masashichi Shoten and became the 13th president in 2008 and chairperson in 2018. Under the slogan "Energizing Japan's Crafts!", he established the craft industry's first SPA business model while also developing management consulting and education businesses. He stepped down as chairperson in 2025. He currently serves as representative of PARaDE, a community of purpose-driven companies, and VISION to STRUCTURE, a management consulting firm centered on vision-driven management, working to increase the number of "good companies" in society.

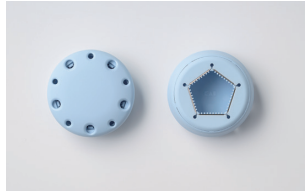
GOOD DESIGN GOLD AWARD (19 designs in total)

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 selected from among the gold award-winning works in recognition of their contribution to Japan's economic development.

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



Wearable Thermo Device
[REON POCKET 6]
Sony Thermo Technology Inc. /
Sony Group Corporation
(Award number:26G010026)
(Minister of Economy,
Trade and Industry Award)



Razor [NADESORI]
Kai corporation co., ltd.
(Award number:26G020058)



Practice Bugle [Trova™ YTL-110]
Yamaha Corporation
(Award number:26G030158)



Whetstone [10Good / togiba]
King Whetstone Co.,Ltd.
(Award number:26G040159)
(Minister of Economy,
Trade and Industry Award)



air purifier
[Blueair Blue Signature SP4i]
Sales On Demand Corporation
(Award number:26G050257)



Laptop PC [FMV UX-K3]
Fujitsu Client Computing Limited
(Award number:26G070446)



Thermoacoustic Cooling System
[ONE-LOOP]
CENTRAL MOTOR WHEEL CO.,LTD
(Award number:26G080502)



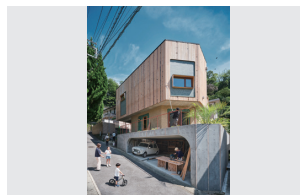
Rain Gutter for Large-Scale Buildings
[Panasonic Large Downpipe Chic Line]
Panasonic Housing Solutions Co.,Ltd.
(Award number:26G090690)



Station Ticket Gate
[Face Recognition Walkthrough Gate]
NEC Corporation
(Award number:26G100766)
(Minister of Economy,
Trade and Industry Award)



Mobility Robot
[XSTO X12 Embodied Mobile Robot]
XSTO CO., LTD.
(Award number:26G110813)



House
[NIKAIMENOIE
A House Designed from Demolition]
Nakata Architects
(Award number:26G120844)



area development
[Noborito and Mukogaoka-Yuen
Area Development: Weaving Places
of Belonging into the City"]
TOAST Inc. / Ide Corporation
(Award number:26G130916)



Public Place
[Kasumigaura Lake Community Place
(place for everyone)]
MOFF / TAKAHASHI IPPEI OFFICE /
OKABE / JONAN GREEN SYSTEM
(Award number:26G141039)



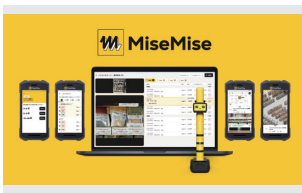
Bridge, footbridge
[Tokiwabashi Bridge]
Japan Cultural Heritage Consultancy
(Award number:26G151132)



Hotel
[OM07 Yokohama by Hoshino Resorts]
TAKENAKA CORPORATION /
TOKYU CORPORATION /
Keikyu Corporation / Hoshino Resorts /
NARUSE-INOKUMA ARCHITECTS Co., Ltd./
IRIS OHYAMA Inc. /
I.P.M Project Management Co.,Ltd.
Class 1 Architectural Firm
(Award number:26G161133)



Exhibition [TSUGU minä perhonen]
Mina Co.,Ltd. / Setagaya Art Museum
(Setagaya Arts Foundation) /
The Asahi Shimbun Company
(Award number:26G171220)



AI and robotics solution for retail chains
[MiseMise]
Preferred Networks, Inc.
(Award number:26G181310)



BOOK [Local History 『meguru』]
AWAWA Co., Ltd.
(Award number:26G191365)



Convenience Store
[Disaster Relief Store]
LAWSON, INC. / KDDI CORPORATION
(Award number:26G201427)

GOOD FOCUS AWARD (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



**Slow-speed autonomous mobility
"iino" [iino type-S712]**
Gekidaniino G.K.
(Award number:26G110822)



**Performing Arts
[MANGALOGUE: HINOTORI]**
MoN Takanawa:
The Museum of Narratives
(Award number:26G181363)



Initiative [LET'S EXPO]
Kansai Innovation Center /
Tokyo Travel Partners Inc.
(Award number:26G201428)

[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



Clip board [Paper Made Clipboard]
ADACHISHIKIKOGYO.,Ltd
(Award number:26G030128)



**Flexi-Slot Slim Power Tap
[TAP-SLIM6UC series,
TAP-SPSLIM4/6/8 series]**
SANWA SUPPLY INC.
(Award number:26G070404)



**Binocular Indirect Ophthalmoscope
[IO-Vega]**
Neitz Instruments Co., Ltd.
(Award number:26G080506)

[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



**apartment complex
[KOENJI APARTMENT]**
JR East Urban Development Corporation /
Open A Co., Ltd. /
DAIICHI KENSETSU Co., Ltd. /
Mamekurashi
(Award number:26G130918)



**A Community for Connected Growth
[OHESO GAKUDOJO
— A Community Connecting
Lifelong Growth —]**
Social Welfare Corporation
Mizumonogatari OHESO Group
(Award number:26G191366)



**A gathering space and clinic
for shared care
[Ouchi Clinic Kamiyama]**
OUCHI CLINIC KAMIYAMA
(Award number:26G191369)

[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



**Disaster relief mattress
[Soku Minute Mattress]**
OOMPH Industries /
Cornes Technologies Ltd.
(Award number:26G040209)



**Home Energy Storage Device
[FridgeGuard]**
Shenzhen Hello Tech Energy Co.,Ltd
(Award number:26G100710)



Office architecture [YUKI office]
UENOAarchitects / YUKI /
Hakko Construction Co., Ltd.
(Award number:26G141005)

[LONG LIFE DESIGN AWARD]: 9 designs

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



Coffee Dripper [V60 Dripper]
HARIO CO., LTD.
(Award number:26L221502)



BLANKET
[EMERGENCY BLANKET[EB-201]]
ADACHI TEXTILE Co.,Ltd
(Award number:26L221503)



aneurysm clip [Sugita Clip]
MIZUHO Corporation
(Award number:26L221504)



Handle for valve
[CHRYSANTHEMUM-HANDLE]
KITZ Corporation
(Award number:26L221505)



Underfloor ventilation system
[Joto Kiso Packing Method]
JOTO TECHNO CO.,LTD.
(Award number:26L221506)



yogurt [meiji Bulgaria Yogurt]
Meiji Co., Ltd.
(Award number:26L221507)



chocolate [meiji milk chocolate]
Meiji Co.,Ltd.
(Award number:26L221508)



Sakadane Anpan
[Sakadane Sakura]
Kimurayasohonten inc.
(Award number:26L221509)



Value Design of the "Kamadaki" Method
[Design Transforming Manufacturing Methods into Consumer Choice — "Kamadaki"]
Matsuyama Co., Ltd.
(Award number:26L221510)



**GOOD
DESIGN**

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. Jury members (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.

<https://youtu.be/fmBxchjWgbA>



<Inquiries>

GOOD DESIGN AWARD Office, Japan Institute of Design Promotion
<https://www.g-mark.org/en/contact>