

Schedule and Fees (Per one entry)

1 Call for Entry 4/1-5/23 13:00 JST
Apply from the official Entry Site.

2 1st Screening (Screening by information) 6/6-7/1
Screening based on the information registered on the Entry Site by applicants. [1st Screening Fee] 11,000JPY

3 2nd Screening (Judging by the physical products) 7/10-8/22
2nd screening is implemented to judge the "entries passed the 1st screening". It will be held at Makuhari Messe from August 7 to 9. Physical works can not be carried to the screening venue, a substitution such as a panel is necessary. [2nd Screening Fee] 66,000JPY
Additional fees for the display of 2nd screening are not included.

4 Award Announcement 10/16
The results of GOOD DESIGN AWARD, GOOD DESIGN BEST100, GOOD FOCUS AWARD, GOOD DESIGN GOLD AWARD will be announced on the website. From October 16 to November 5, which is the Award PR period, the G Mark can be used for free. [Award Winners Package Fee] 176,000JPY
Including display fee for exhibition and award gallery, yearbook publication fee, a certificate, a yearbook, and the opportunity to attend the ceremony.

5 GOOD DESIGN EXHIBITION 11/1-5
GOOD DESIGN EXHIBITION 2024 will be held at Tokyo Midtown in Roppongi to display all of this year's awarded works. At the same time, there will be an award ceremony, grand award election, etc.

The organizer issues invoice for each stage, please make the payment by the due date. The prices are subject to alteration. All the prices include tax.
 To use the G Mark after the award promotion period, the winners should apply and pay the usage fee.

For More Award News

Please follow the official Facebook account (GOOD DESIGN AWARD) and instagram account (good_design_award).

About FOCUSED ISSUES

Our Focused Issues activities consider and propose new possibilities for design through the screening for the GOOD DESIGN AWARD. Representatives chosen from among the judges (Focused Issues Directors) conduct more detailed analysis of the ground swell behind the winning designs and suggest directions in which society should move. Focused Issues has the function of being a "think tank" for design.

 GOOD DESIGN AWARD

FOCUSED
ISSUES



Good Design Journal

.g Good Design Journal

A media dedicated to spreading the new possibilities of design by providing a wide range of information about the GOOD DESIGN AWARD, such as the latest trends and winner interviews.

Details, Application, Journal
www.g-mark.org

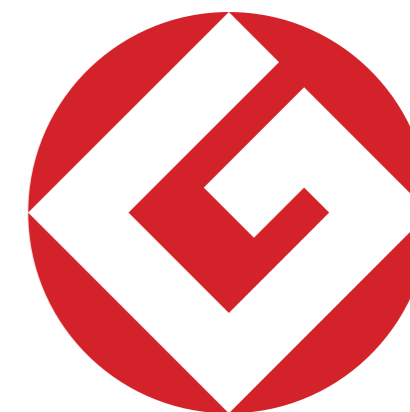


GOOD DESIGN AWARD 2024

CALL FOR ENTRY

2024.4.1 MON-

5.23 THU 13:00 JST



GOOD DESIGN AWARD 2024

2024 Entry Guide

GOOD DESIGN AWARD 2024



Connecting by design - Person to Person, Vision and Society

The seeds of design are often born from listening. Whether it is common issue throughout the world or our small wish, designers want to live up to the expectations. Design has the power to give shape to these visions and ideas, or to make them into a mechanism to be radicated in the society.

Design is capable to connect person to person, visions and society. Mutual empathy and compassion to live in a creative future is our common aspiration. GOOD DESIGN AWARD looks forward to seeing things, mechanisms or ideas that blossom into new values and move people's hearts.

About GOOD DESIGN AWARD

Founded in 1957

Its precursor, the Good Design Selection System (or G Mark System) was founded by the Ministry of International Trade and Industry.

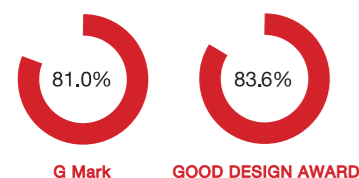
From 45 Countries and Regions

Held annually by public application, GOOD DESIGN AWARD is an international design award gathering entries from 45 countries and regions.

83.6%* of Domestic Recognition Rate

The recognition rate of GOOD DESIGN AWARD and G Mark, the symbol of winning the award is respectively 83.6% and 81.0%. It's a well-known design award and beneficial for promotion in Japan.

*Based on the internet survey in February, 2020 with 2100s



Results of 2023

Awarded: 1,548 Entries: 5,447

Approx. 100 Jury Members

The screening is implemented with about 100 leading designers, architects or other professionals from Japan or overseas as jury members.

Types of Special Awards

Among all the GOOD DESIGN AWARD winning objects, the exceptional designs considered to create and inspire the future, are chosen as GOOD DESIGN BEST 100, from which the special awards below are chosen.

- GOOD DESIGN GRAND AWARD
- GOOD DESIGN GOLD AWARD
- GOOD FOCUS AWARD [NEW BUSINESS DESIGN]
- GOOD FOCUS AWARD [DESIGN OF TECHNIQUE & TRADITION]
- GOOD FOCUS AWARD [DESIGN OF COMMUNITY DEVELOPMENT]
- GOOD FOCUS AWARD [DISASTER PREVENTION & RECOVERY DESIGN]

Screening Method

1st Screening
Screening by documents based on the information registered by applicants.



2nd Screening
Screening by physical products that jury members can touch and experience.

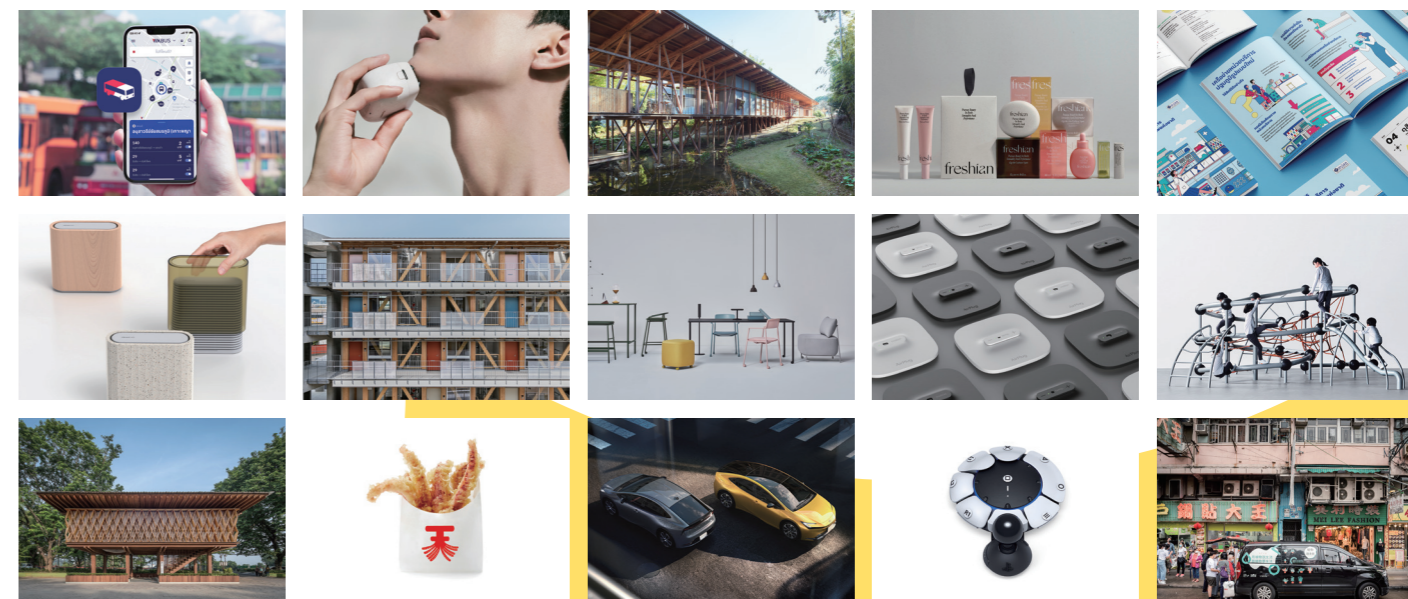


Tangible or Intangible, Any Designs are Eligible

As the word of design and its roles penetrate and the importance of design to society grows, GOOD DESIGN AWARD has witnessed an increasingly broader range of subject entries and applicants. From industrial products, architecture, and interior design to solutions to social or regional issues, new communication systems, media, business development, and so on, as long as it is created for people, society, or the environment, they would be eligible, no matter the design is tangible or intangible.

Apply From
www.g-mark.org

5/23
13:00 JST
Deadline



Award Benefits



Use G Mark to Promote Sales

Winners will receive a certificate and works information will be published in the yearbook. G Mark can be used in a wide range of promotional activities such as press releases, SNS, and product packaging (over 80% recognition rate in Japan*).

*Survey conducted in February 2020

Online Display, Evaluation

Awarded works will be displayed in Japan's largest design exhibition database, which has collected all awarded works since 1957 and is used by 5 million visitors per year. Winners will receive an "evaluation" from design experts in Japan and abroad and can be used in various promotional activities.



Events, Media Exposure

The organizer will hold an exhibition to display and introduce all of this year's awarded works and an award ceremony. In addition, various exposure opportunities will be provided such as TV and magazine special reports, retail stores, online sales, domestic and international exhibition appearances.

Survey Result for Winners

According to the results of the survey of the winners, the GOOD DESIGN AWARD, which has been in continuous operation since its founding in 1957, not only has a high recognition rate in Japan, but its history and achievements in supporting Japanese design have also brought various positive effects to the winners.

The number of application times

First time 31.7% Twice or more 68.3%

Effects of Winning the Award

- 78.1% Increased the popularit
- 78.1% Improved presence and evaluation within the company
- 70.7% Increased the motivation of the related people
- 56.1% Increased the credibility with the customers and business partners
- 26.8% Increased media coverage and trade inquiries
- 26.8% Increased website views

*December 2023