

Schedule and Fees (Per one entry)

- 1

Call for Entry

4/4-5/24 13:00 JST

Apply from the official Entry Site.
- 2

1st Screening

(Screening by information)

6/1-26

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)

7/5-8/17

2nd screening is implemented to judge the "entries passed the 1st screening".
It will be held at Makuhari Messe from August 2 to 4. Physical works can not be carried to the screening venue, a substitution such as a panel is necessary.

[2nd Screening Fee] 60,500JPY
Additional fees are not included.
- 4

Award Announcement

10/5

The results of GOOD DESIGN AWARD, GOOD DESIGN BEST100, GOOD FOCUS AWARD, GOOD DESIGN GOLD AWARD, Finalists for GOOD DESIGN GRAND AWARD will be announced on the website. From October 5 to 31, which is the Award PR period, the G Mark can be used for free.

[Award Winners Package Fee] 88,000JPY
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

10/25-29

GOOD DESIGN EXHIBITION 2023 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.

.g Good Design journal

A media that publishes information about GOOD DESIGN AWARD, and explores new possibilities for design.
See the official website for details.

About FOCUSED ISSUES

Screening of the GOOD DESIGN AWARD looks in depth at the meaning and value of entry designs, while considering as key points of evaluation the relationship between the design and various social issues. At the same time as screening of entries, the jury members try to identify issues and possibilities related to the society of the future. Topical issues are important areas that designs should address for this purpose.

GOOD DESIGN AWARD

Focused Issues.

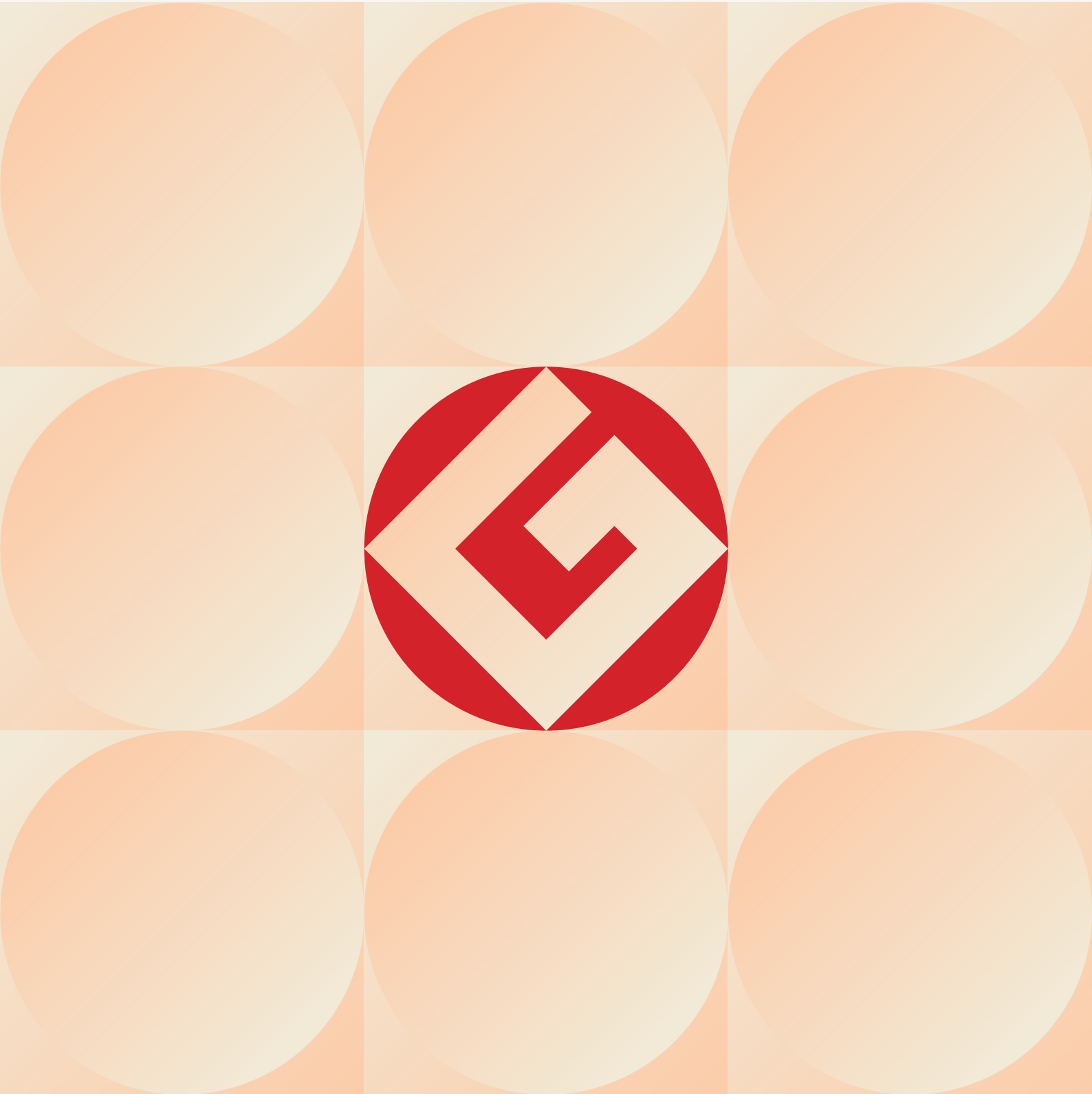
Today and Tomorrow in Design

Hmmm...

GOOD DESIGN
AWARD 2023

2023
ENTRY GUIDE

CALL FOR ENTRY
2023.4.4 TUE-5.24 WED 13:00 JST



GOOD DESIGN AWARD 2023



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 2022

Awarded: 1,560 Entries: 5,715

Approx. 90 Jury Members

The screening is implemented with about 90 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.

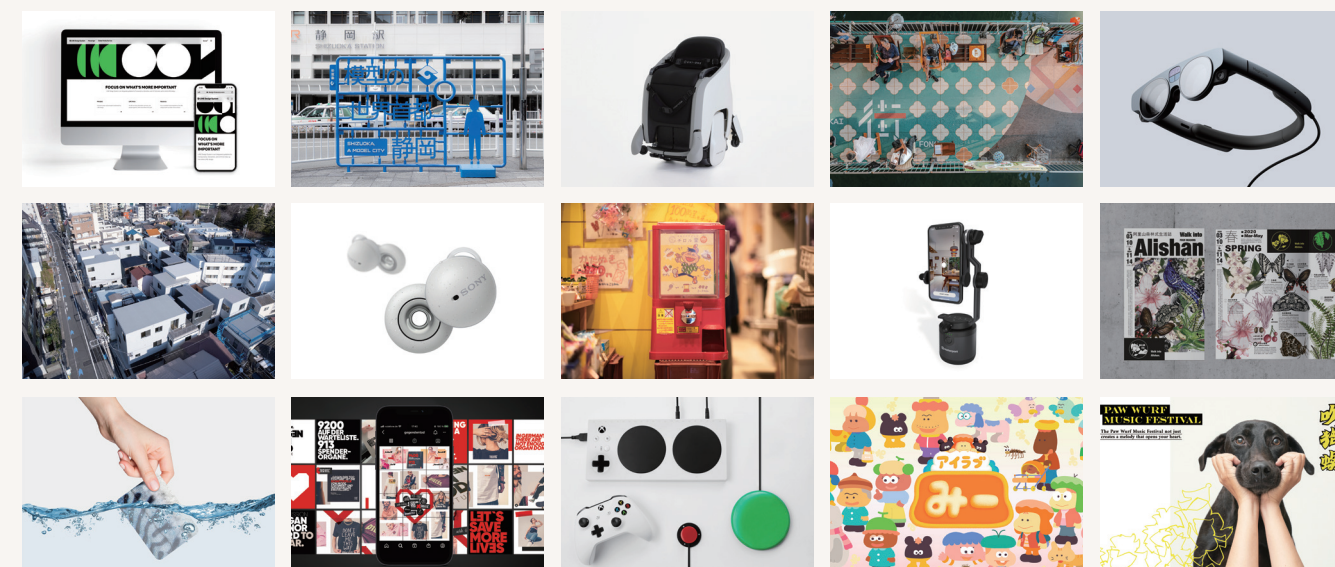


2nd Screening
Screening by physical products that jury members can touch and experience.



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

Deadline

5/24

13:00JST

Award Benefits



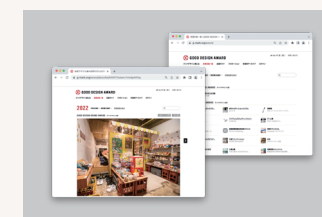
Use G Mark to Promote Sales

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 45.2%

Twice or more 54.8%

Effects of Winning the Award

- 69.5%** Increase the popularit
- 68.0%** Increase the motivation of the related people
- 63.2%** Increase the credibility with the customers and business partners
- 60.2%** Improve presence and evaluation within the company
- 32.0%** Got new customers
- 24.9%** Increase sales

*December 2022