

About Good Design Award

The Good Design Award is a movement aimed at enriching our lives and society through design. Since the foundation in 1957, it has been commonly known together with the “G Mark”, the symbol of winning the award.

Good Design Award has recognized various objects surrounding us, including industrial goods, architecture, software, systems, services and so on. No matter tangible or intangible, Good Design Award will take it as design, evaluate and honor its quality, as long as it is created to fulfill certain ideals or purposes.

Nowadays, in the increasingly complex society, our expectations for the role of design in solving problems and discovering new topics are evolving constantly. Through the screening and various ways of promotion, Good Design Award aims to provide support to those who have managed to identify the possibilities of design, explore what can be made happen with design, broaden the fields where design can play a role, and ultimately lead to the creation of the society where everyone can lead a rich and creative life.

