

**AJC's choice brought a gold award to ASEAN
at the prestigious Good Design Award Ceremony:
Indonesian bamboo bicycle receives the Good Design Gold Award**



Mr. Singgih. S. Kartono from the CV Piranti Works, Indonesia, being awarded the Good Design Gold Award at the award presenting ceremony held in Tokyo on October 31, 2018

Spedagi bamboo bicycle produced by the CV Piranti Works, Indonesia, which was chosen by the ASEAN-Japan Centre (AJC: <https://www.asean.or.jp/en>) as part of its program titled “Good Design Award: ASEAN Design Selection”, achieved a prodigious feat of winning the Gold Award of the Good Design Award 2018, which was announced at the award presenting ceremony held in Tokyo on October 31, 2018. The Good Design Award is one of the most influential design awards in the world operated by the Japan Institute of Design Promotion (JDP), also known as the “G Mark”, the ticket to world recognition of quality design products.

The AJC, an intergovernmental organization of the 10 Member States of the Association of Southeast Asian Nations (ASEAN) and Japan based in Tokyo, launched the two-year regional program “Good Design Award: ASEAN Design Selection” in FY2017 to promote the ASEAN Member States’ creative industries in cooperation with the JDP. The objective of the program was to share values of “good design” as recognized by the Good Design Award with the ASEAN Member States, and use the design as a tool of solving part of economic and social issues and contributing to the sustainable development¹. It also aims at encouraging the local micro, small and medium enterprises (MSMEs) to enhance their product/service designs to develop business proposals that create new values and to gain insight into the Japanese design markets so as to increase marketability of their products/services in Japan.

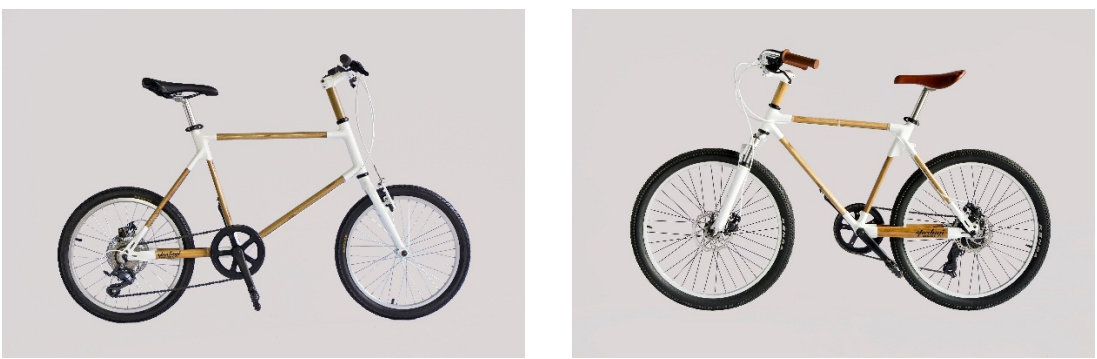
In FY2017, the Centre dispatched members of the Good Design Award Judging Committee to the all 10 ASEAN Member States to hold seminars and workshops to make a preliminary selection of

¹ The AJC has mainstreamed the concept of sustainable development, which has become the basis for the global development framework after adoption of the Sustainable Development Goals (SDGs) by the United Nations in September 2015, to all its activities.

products/services that met a minimum set of the criteria and standards for being the Good Design. In FY 2018, selected ASEAN candidates went through the final screening process for the Selection in Tokyo. As a result, a total of 22 products/services were awarded the Good Design Award out of the 261 candidates from the 10 ASEAN Member States; and Spedagi bamboo bicycle produced by the CV Piranti Works, which won the Good Design Gold Award, was one of them. ² The 22 products/services were also showcased in exhibition at the AJC's hall.

Upon receiving the Gold Award, Mr. Singgih. S. Kartono, the designer of the bicycle commented that he is honored to receive the prestigious award; and that consideration for his local society/village and environment is the main motivation of his products design, which is in line with the values of "good design" by the JDP, and presumed to be highly evaluated. Through this program, the AJC supports ASEAN MSMEs for their creative industries and inspires the current and next generation to achieve the sustainable development goals through design work.

For further information on the products/services that achieved the Good Design Award: ASEAN Design Selection, please visit the AJC website at https://www.asean.or.jp/en/trade/introduce/creativeind2017_summary/ .



Spedagi Bamboo Bicycle by the CV Piranti Works, Indonesia, which received Good Design Gold Award 2018. <https://www.spedagi.com>

<< ASEAN-Japan Centre >>

The ASEAN-Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL : <https://www.asean.or.jp/en/>

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² Following the screening of 4,789 entries, a total of 1,353 award-winning works were chosen, which included 238 works from overseas. Among the award-winning works, those which received especially high evaluations from juries are selected as the "Good Design Best 100" and considered as future model designs. The Gold Award was given to the best 19 works among the Good Design Best 100.