

## 22 ASEAN companies received Good Design Award: ASEAN Design Selection Exhibition



Bamboo bicycle by Pirani Works, Indonesia received Best 100 of Good Design Award 2018

The ASEAN-Japan Centre (AJC), an intergovernmental organization of the 10 Member States of the Association of Southeast Asian Nations (ASEAN) and Japan based in Tokyo, has launched the two-year regional program (2017-2018) entitled “ASEAN Design Selection” as a part of the Good Design Award<sup>i</sup> to promote the ASEAN Member States’ creative industries in cooperation with the Japan Institute of Design Promotion (JDP).

The objective of this program is to share the values of “good design” as recognized by the Good Design Award –known as G-mark- with the fast-growing economies of ASEAN and suggest the use of design to solve social problems, as well as encourage the micro, small and medium enterprises (MSMEs) in ASEAN to enhance their product/service designs to develop business proposals that create new values to increase the marketability of ASEAN products in Japan through the better understating of the Japanese design market.

A total of 22 products/services were awarded the Good Design Award: ASEAN Design Selection in 2018 from the 261 candidates from the 10 ASEAN Member States and were showcased in Tokyo, Japan. Moreover, bamboo bicycle by the Pirani Works, Indonesia carefully chosen by the AJC, was selected among the “Best 100”<sup>ii</sup>.

<http://www.g-mark.org/activity/2018/outline.html?locale=en>

**Background of the program “ASEAN Design Selection”:**

In FY 2017, members of the Good Design Award Judging Committee and AJC staff members visited the 10 ASEAN Member States to make a preliminary selection of products/services that met the criteria and standards of the Good Design Award.

In FY 2018, selected ASEAN candidates went through the final screening process for the ASEAN Design Selection at ASEAN-Japan Hall in Tokyo Japan.

Organizer: ASEAN-Japan Centre  
Co-organizer: Japan Institute of Design Promotion (JDP)

**Schedule of the exhibitions:**

**1) Good Design Exhibition:**

11:00-21:00, Wednesday, October 31 – Sunday, Nov. 4, 2018

Venue: Galleria 3F, Tokyo Midtown

[http://www.tokyo-midtown.com/en/maps\\_directions/](http://www.tokyo-midtown.com/en/maps_directions/)

(Free admission. ID will be required to access G-mark best 100 site etc.)

**2) Showcase of ASEAN Design Selection:**

14:00-17:30, Monday, Nov. 5

10:00-17:30, Tuesday, Nov. 6

10:00-15:00, Wednesday, Nov. 7

Venue: ASEAN-Japan Hall, ASEAN-Japan Centre (Free admission)

<https://www.asean.or.jp/en/ajc/about/access/>

**<< 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 : <http://www.asean.or.jp/en/>

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<sup>i</sup> The Japan Institute of Design Promotion (Chair: Motomi Kawakami), the organizer of the Good Design Award, announced the Award recipients for 2018 on October 3. The organization started accepting entries for the Good Design Award 2018 on April 4 and, following the screening of 4,789 entries, a total of 1,353 award-winning works have been chosen. These winners include 100 works selected for “Good Design Best 100” for their demonstrating excellence in originality, impression of proposal, aesthetics and level of completion that would help raise the standards in today’s design and would be considered as part of future model design. (Overseas entries; 238)

<sup>ii</sup> Among all the Good Design Award winners, 100 designs that have received especially high evaluations from juries are selected as the "Good Design Best 100". As the candidates for special awards such as Good Design Gold Award, the "Good Design Best 100" have been determined by the Good Design Best 100 screening panel that was held on August 22.