

**PRESS
RELEASE**

MAY. 7, 2014



Supported by NOMURA, the Good Design Store Has Opened in Hong Kong

With NOMURA acting as its partner for expanding into overseas markets, the Good Design Store (GDS) opened in Hong Kong on May 1, 2014. As a partner in the GDS's overseas advancement efforts, NOMURA Hong Kong Branch played a central role providing total support across a wide range of processes including planning advice, designer coordination, and store construction.

The Good Design Store will serve as a permanent site for the sale and promotion of products that have won the Good Design Award, which is bestowed upon products that have been selected by way of a comprehensive Japanese system for evaluating and commending design. Commissioned by the Japan Institute of Design Promotion (JDP) - the organizers of the Good Design Award - the store opened in PMQ, a newly developed creative complex in Hong Kong. The Hong Kong store is GDS's first overseas location. JDP views the Good Design Store as a key site for enhancing the Asian presence of the awards and Japanese design in general, and will be exploring the possibility of opening other sites in Asia. As its overseas expansion partner, NOMURA will continue to provide total support.



What is the Good Design Award?

(Source: Reproduced from the website of Good Design Award)

Organized by the Japan Institute of Design Promotion, the Good Design Award is a comprehensive, annual program for evaluating and commending design. There are approximately 1,000 award recipients each year, and roughly 40,000 awards have been given out over the 55-year life of the program. Judging for the award is carried out by a jury of roughly 70 professionals that includes architects and leading designers from the world of Japanese design who are organized into a judging committee. Good Design Award winners are authorized to use the "G Mark" logo for marketing purposes. A recent Japanese market survey revealed that recognition of the G Mark had reached 88%. For more than a half century since its inception, the G Mark has continued to fulfill its role as an indicator of "exceptional design."

Good Design Award: <http://www.g-mark.org/>

JDP: <http://www.jidp.or.jp/>



What is the Good Design Store?

(Source: Reproduced from the press release of Good Design Store)

The Soho area of Central in Hong Kong draws tourists and discerning, affluent residents alike. Here, the Good Design Store joins more than 100 Hong Kong designers and creative professionals who are setting up shops, restaurants, and other businesses at PMQ, opened by the government and an NPO in the spring of 2014 as Hong Kong's newest hub of creativity. The area is currently one of Hong Kong's most popular destinations. Capitalizing on the promise of international exposure at PMQ, the Good Design Store will reach many people in Asia through the award program with news and insight on Japanese design. Besides purchasing award-winning products, visitors can learn about Japanese products and design in the gallery space. In this way, the site will give visitors a closer view of Japanese design and, through events and exhibitions, display its appeal and potential.

PMQ Creative and Program Director William To has extended a warm welcome to the Good Design Store: "We are very honored that JDP took the initiative to join our site to showcase the creative power of Japanese design. This collaboration continues to strengthen a fine relationship built on trust and respect."

The Japan Institute of Design Promotion views the Good Design Store as a key site for enhancing the Asian presence of the awards and Japanese design in general, and will be exploring the possibility of opening other sites in Asia.

PMQ: <http://www.pmq.org.hk/>



DATA

Open: May.1, 2014 **Location:** Hong Kong

Client: Japan Institute of Design Promotion **Scope of Service:** Planning Advice, Designer Coordination, Construction

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