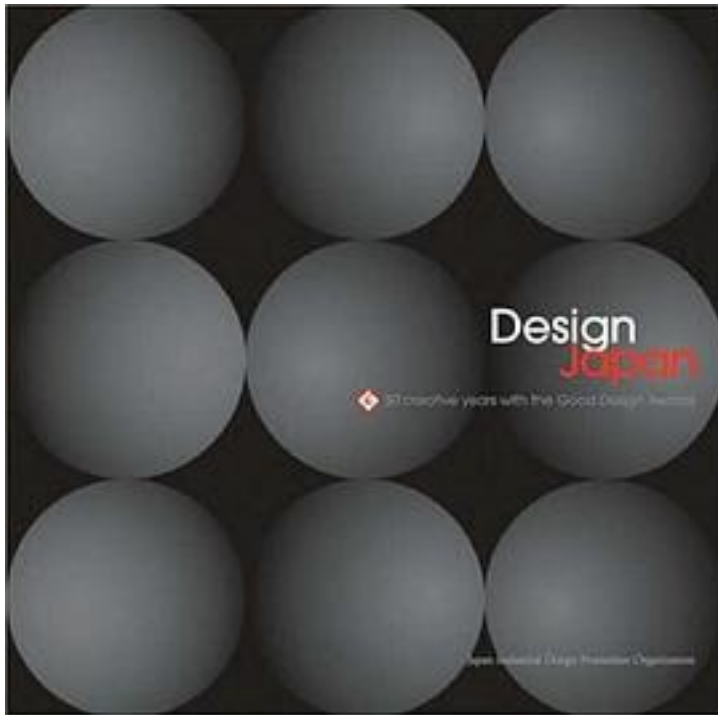


Design Japan



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For fifty years, the Good Design Award has been Japan's most coveted achievement for excellence and innovation in industrial design. After introducing the design philosophies, histories, and cutting-edge products of twenty leading Japanese companies—including Sony, Panasonic, Toyota, Yamaha, Muji, and Shiseido—Design Japan explores how Japanese businesses and the Good Design Award have evolved together to meet changing tastes. Included are the works of one hundred past Good Design Award winners and essays by leading designers and architects like Naoto Fukazawa and Kengo Kuma. This full-color volume was produced by the Japan Industrial Design Promotion Organization (JIDPO) to commemorate the fiftieth

anniversary of the Good Design Awards.

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