

GUIDELINE

1. Purpose of the renewal: Toward a new horizon of space design!

JCD DESIGN AWARD is the only design prize in Japan which specialized in the commercial environmental design has the history of tens of years. This Award is greatly changed to correspond to a new current in the world of the design this time. The purpose is to reedit our Design Award as a medium which tells the tip of the design of Japan, and to create the new surge and new role in the communications space in space design area.

In other word, the change of the paradigm of a design has induced a new surge. And change of a space design domain can be said to be one of the sign of such change. Neither a city nor a market limits the domain of a design, but is asking for the solution beyond a field. A commercial environmental design is also in the same environment, and JCD decided to start on a journey for a new horizon.

2. Award Categories and Eligibility

A. Categories: Communications spaces in space design area

1. Shopping space:

retailers, specialty shop, etc.

2. Space to eat:

restaurants, coffee shop, bar, and other food service

3. Gathering space:

shopping center, etc.

4. Service space:

hotel, fitness club, hair salon, entertain-ment facilities, etc.

5. Cultural and public space:

museum, theater, school, hospi-tal, office, etc.

6. Space felt by senses:

spaces expressing light, a color, sound, an image, performance, etc.

B. Eligibility:

Projects completed anywhere from May 1, 2005 through April 30, 2006.

Person in charge of design projects or the chief designer.

3. Entry method

Applications can only be made at the relevant website by the internet (Please click here).

Application expense is 10,000 yen per project (however, no charge for overseas appli-cants).

Applicants must submit the entry form, and image files as follows:

File format : JPEG

Number of files : 7 or less image files per entry

Data Capacity : Less than 250kb per image

4. Entry Deadline

Completed submission materials must be submitted with each entry by **Wednesday, May 10, 2006**, Japan Standard Time.

5. Examination method and date

The first examination: May 2006 by internet

Entry projects are seen by the Internet and 100 projects (JCD BEST100) are chosen from the whole application project.

Applicants who passed the first examination should submit three panels in the A2 size for the final examination.

The second (final) examination: July 4, 2006 at Tokyo Design Center

The examination of opening to the public.

Judges elect one Grand Award winner and other award winners from the whole regardless of the category.

6. Awards

JCD GRAND AWARD 1 ¥500,000.-

JCD GOLD AWARD 5

JCD SILVER AWARD 10

ROOKIE AWARD Several works

SPONCOR AWARD A few works

JURY AWARD A few works

7. Jury (in alphabetical order)

First examination (25 persons):

Fumita Akihito, Hasegawa Hiromu, Hashimoto Yukio, Igarashi Hisae, Iijima Naoki, Isaka Sachie, Iwasa Tatsuo, Katoh Yoshihiro, Kiriya Toshiki, Kitayama Koh, Koizumi Makoto, Kondo Yasuo, Kosaka Ryu, Nishiyama Kohei, Noi Shigemasa, Mamiya Yoshihiko, Mikangumi, Okudaira Tomohito, Park Sonchil, Simokawa Kazuya, Takeishi Masanobu, Tsujimura Hisanobu, Ushidate Tsutomu, Yamamoto Masaya, Yokomizo Makoto

Second Examination 8 persons:

Hashimoto Yukio, Koizumi Makoto, Kondo Yasuo, Koyama Kundo, Kuma Kengo, Sato Taku, Mamiya Yoshihiko, Yamamoto Masaya

8. About sponsorship, support organization

Sponsored by: The Japanese Society of Commercial Space Design-ers (JCD)

Supported by: Nihon Keizai Shimbun Inc.

9. Secretariat

JCD Design Award Committee

C/O Japanese Society of Commercial Space Designers (JCD)

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