

# Kokuyo Design Award 2017

Category: [Multiple Disciplines](#)

Deadline: August 31, 2017

Website: <https://bit.ly/47rDEyl>



The **Kokuyo Design Award** is a competition to attract beautifully functional product designs, taking the best of the best to the actual consumer market, enhancing design as a value and supports the production of items loved by the user.

Theme for the 2017 edition is "**New Story**".

Encountering something new leads to new conversations, spreading new ideas, and bringing new people together. It's the start of a new life. It's something that opens new doors and goes on to establish new genres. What kind of design would pave the way to such a new experience?

Entry eligibility is limited to those designs never before shown publicly (*in Japan and other countries*). Multiple submissions are allowed.

**There is no entry fee.**

## Eligibility

Open worldwide to any corporations, organizations, individuals and group (*up to two individuals for group entries*).

## Prize

The best entry will be awarded with a Grand Prix of **2,000,000 Japanese Yen** (*approx. 18,245 USD*). Three Merit awards of **500,000 Japanese Yen** each (*approx. 4,560 USD*) will also be announced.

Prize-winning designs may be adapted to commercial products. Winners may be asked to participate in meetings to assess the commercial viability of their products.

---