KOKUYO
DESIGN
AWARD
2017
NEW STORY
あたりまえ何かとの出会いが
あたりまえ会話をうみ
あたりまえアイデアがひろがり
あたりまえ人を連れてきて
あたりまえ日々がはじまる

そんなはじめの一歩となるようなデザインって、どんなものだろう。
それは今までにない質をひき、やがて新ジャンルを確立していけるもの。
それぞれの考えがカタチになり集まった、さまざまな「あたりまえ物語」たち。
なかでも選りすぐりの作品を発表いたします。

Encountering something new
leads to new conversations,
spreading new ideas,
and bringing new people together.
It’s the start of a new life.

What kind of design would pave the way to such a new experience?
It’s something that opens new doors and goes on to establish new genres.
Each of these designs is given shape,
and they are brought together to create a collection of new stories.
We handpick the best creations that come from these stories, and present them to the world.
おやつ

Snack

食べようぐ

Eatool

海外の自由なオフィスの雰囲気と比べ、日本ではなんとなく、おやつはポジティブな印象がある。しかし、本来、おやつが仕事のひと時を緩和するものならば、おやつを精神的な「用具」ではないでしょうか。たとえば「食べようぐ」がオフィスの雰囲気になるなら、会議中であっても気軽に食べることができる、オフィスの壁に取り付けることで、そこでコミュニケーションの場が生まれるかもしれません。おやつを成分として分解し、食材、場所を含むことで、オフィスのおやつが「用具」として働きはじめます。

Compared to the free atmosphere in offices abroad, something in Japan having snacks does not give a positive impression. However, if snacks are essential to work, snacks are also a wonderful “tool”. For example, if “Eatool” becomes an office fixture, you can feel at ease just popping it into your mouth during a meeting or you can stick it to the office wall, and that may create a place for communication. By defining snacks as ingredients, giving them a certain form and a special place, office snacks will start working as “tools”.

にょっき / 杉本 大輔 三谷 美 飯塚 佑希
nyokki / Daisuke Kakinoki, Haruka Mitani, Yuki Yawata
かきゴム
Eraser Writer

Eraser Writer looks like a pen-type eraser, but it is a tool for "drawing". When used like a pen, the rubber is worn down and adheres to the place where you draw. The fact that the lines drawn easily disappear simply by rubbing them by hand, has made it possible to draw freely on various things around you and then erase it. Even as adults who have become accustomed to only drawing on paper most likely used to draw freely as children regardless of whether it was within the framework of paper or not. We think that we want people to return to this free way of looking at the world that they had in their childhood and create new stories in their lives by using the Eraser Writer.
MERIT AWARD

置き時計
Table Clock

時の舟
Time Sail

Technology has made us aware of the precise time, but also, made us slaves of time. "Time Sail" is a clock that makes people rethink about time and their lives. It is just like a little sailboat, free and comforting, silently sailing the ocean named "time", slowing down the pace of surroundings and easing the user. Most of the functions of "Time Sail" have been taken away, not to mention, it won't wake you up. However, at a later time in the future, it might awake something important in your mind.

T4-202 / Chih-Chiang, LIU  Yung-Hsun, CHEN
MERIT AWARD

引き合う文具
Magnet stationery

Stationery with magnetic force. This is a proposal to gather stationery together without a holder by each item sticking together as a mass by magnetic force. Although magnets are commonly used in our surroundings, the invisible force they have to draw things together and separate them is a mysterious thing. By giving the magnets the function of “stationery”, the relationship between pen and pen, pen and person, person and stationery, will change. We can look forward to new ways of using magnetic force and I think that the element of surprise that the “stationery sticks together” will also create a talking point. Since we use stationery every day, I think it would be nice to have a little fun using it.

古賀 法真
Sohma Furutate
ノート
Notebook

Sunny days notebook

The moment when the sunlight passes through the break in the clouds is captured...
にっきのばんそうとう

Diary Bandage

日記に記録する内容は、すばらしいことひとつでもあります。足元
に落ちたのは「にっきのばんそうとう」で保険しますよ。日常
的に見ることもあり、文具などに軽く貼ります。いつの日か
ばんそうとうを貼り、またかいおにばんそうとうがふきとらけます。よ
く心を豊かに保つために、にっきのばんそうとうはあります。

The content of our stories is not exclusively amazing moments.
Let’s preserve the memories we don’t want to lose back on again
with the “Diary Bandage.” Though you can no longer see it directly,
you know the entry still there. Maybe someday you’ll be able to
remove that bandage and face it without fear. It’s the bandage that
helps you organize your thoughts every single day.

New Jersey / 原田 哲也

Kenta Yoshizawa / Yoshio Oota

Riki Sawada / Yuki Sugai / Mariko Hikamato

汚れの向こう側

Beyond the dirt

シールに貼れる文字、一つの物語が織り成されます。しかし、汚染供給や
視覚的な装飾をすることは、多くの人が物語の装飾を織ることができる
かもしれません。このシールは、それらが物語の一部に相当
するものを持つ。これにより、自然の風景を素朴な形に変え、
素朴な物語と、素朴な絵のつくり方の新しい形が
できるでしょう。

When something gets stained, one of its stories comes to an end.
But if we add a pattern or design in the same color, we might be able to
spin those disordered chapters into a new beginning. These felt-
prints have collars that correspond to various food stains. Shapes
formed by chance from the stains can be turned into the source of a
new idea. By adding a new drawing on to an item that has got
stained, you can create a new chapter in its life.

the authentic design / 久保 隆宏

Takashi Kudo / Yasuaki Taguchi

紙漉き

Furniture Collection.

Papergulp

シールで簡単に作成され、組み立てできる多目的ブロックです。基材の
紙パルプと製剤ステップでは、紙パルプが紙に等しく、耐久性が高い
人工紙のような見た目で、天然木のような質感で、重ねて貼ってみた
と、使い方の多様性を楽しむ新素材としています。さらに、新Storyを訪ねる
機会を与えるます。

This furniture collection consists of simple, easy to produce and
easy to combine elements, designed as multi-purpose blocks. The new
material is obtained during paper recycling, in two of its varieties papergulp
and paper shingle. The new material obtained is
an extreme lightness due to the low density of the matter,
but with a very high resistance. It has the appearance of artificial
wood, but the texture and feel of natural wood, which invites to be
be touched and enjoyed. Thus, the furniture collection tries to exploit
a material not apparent in other ways, to give the opportunity to a
waste material to be A NEW STORY.
審査員総評

GENERAL COMMENTS

KBS代表

アートディレクター・クリエイティブディレクター

柳原 亮輔

新しいジョブが生まれることを期待していたので、審査室で
その影響がある作品が次々と出た。私がデザインに与
えるウェブの一つの役割は、ユーザーの視点を含む、相互
の理解、共感できるウェブサイトの創造である。でき
たことは新しいジョブの視点からも新たな機能を
持ち、ユーザーに新たな喜びを与えるものだ。しかも
それが新しい作品の創造に繋がる。新作は新しい
ワークショップの一つでもあるため、 Transmit
の視点から新たな視点をもたらすことが出来た
と感じている。

CEO, Art Director & Creative Director of KBS

Ryosuke Uehara

I was hoping for a new genre to be born, so it was good that
designs with that element in it appeared in the final judging.
I think it is an interesting trend that the kind of designs that
have somehow increased are those in which the creator does
not provide guidance to the user about the design but rather
entails a sense of freedom and imagination to the user. On the
other hand, we did not know how to deal with the idea of a
new genre, and there were some scenes with few discussions.
Since designs will evolve further from now on, applicants will have
to explore new structures for their ideas and think more deeply
and express the area of feelings. Also, the judges will be
required to read more deeply into the designs.

PARTY NY代表

エグゼクティブディレクター

川村 真司

初めて審査に参加し、今回に限ったが、今後、発表会や文集と
いった要素をデザインの中に組み込むことがより注目されるので、
従来の表現の変革が必要であると考える。NEW STORYという
テーマは出されるがそれに加えて、慕う心の情熱をもう
一度見直す必要がある。だからこそ、これほど多くの
作品が集まり、一つ一つをピックアップする気持ちで見ることができた。
今後も時代の流れをとらえたテーマが発見され、さらなる発見
されることを楽しみにしている。

CEO & Executive Creative Director of PARTY NY

Masashi Kamawura

It was the first time for me to participate as a judge and finally
enjoyed it. In recent years, there has been more of a focus on
incorporating the elements of narrative and context into
designs and with the importance of emotional value being
talked about, I think it became inevitable that the theme of NEW
STORY emerged. I was looking forward to seeing how the
applicants would interpret this theme and, as a result, there
were a rich variety of designs and I was able to look at each one
with a fresh feeling. From now on, I am hoping to see more
designs based on themes that capture the feel of the times and
give us a sense of purpose.

KBS

アートディレクター・デザイナー

齋木 潤雄

最終審査ではNEWSTORYプレゼンメント、何かが表現な
がら一貫する力を感じることができて謝儀した。一方、今まで
にない新作を極めて、特に厳選される記事は審査員の感動も
少しは揺さぶられる。シンプルかつ力強いエネルギーが
感じ、シンプルではあるが力強いエネルギーを感じられる
のが、今後見落とさぬ作品であると考えていたものである
ので新作のことを評価した。

Art Director & Designer of KBS

Yasuhito Suzuki

The rising field in my 4th year of judging this award was that it
has reached a level of being able to stand with designs with no
clear purpose. The number of works for which the usage
changes depending on the people who use it has increased, and
I felt that these designs were more like art than a product that
meets the needs of the consumer. I just put the impression that
the activities of designers and their way of living as creators has
become more fluid. So the possibilities for the creation of
designs in a softer and more flexible way have expanded in ways
which would not be possible in the creative activities of
ordinary companies or within a framework of closed values.

nendo代表

ディレクター

佐藤 亜希

一度ふるいにかかれて落ちた作品が、別の視点で新鮮な
像を示す場面がいくつか見られた。「NEW STORY」は、作品の
さまざまな視点から評価することができる、最も美しいデザインで
あった。審査をしながら、パフォーマンスでありながら、多くの人々
と共に作り、つながりを紡ぎ出しモノの価値を強く感じる
ことができた。久しぶりの審査会という点であれども、クラ
スタアイメジャードのコンテツトをクロスする新感覚が浮
かび上がった。

CEO & designer of design office nendo

Oki Sato

Several designs that first of all had been discarded by the
judges after being interpreted from a different perspective,
NEW STORIES was an interesting theme in that designs
could be evaluated from various viewpoints. Although I had
my personal feelings while reviewing the designs, I strongly
felt the possibilities for the things that are able to expand
counters by being able to create a sense of empathy in many
people. Although it had been quite a while since the last time I
was a judge, I kept enjoying the new concept of the position and
process of the KODAYO DESIGN AWARD.

COA株式会社

代表取締役社長 総務部長

黒田 真央

15日の審査で厳しめに「美しい暮らし」と"HOW TO LIVE"に引き
続き、感想をどう捉えるような要素、そして新たなジャンルを創
造するような作品を求めており、という意味からテーマを"NEW
STORY"に設定させていただきました。ここでは、できない単なる
厳しさではなく、シンプルで一貫した作品を重視しました。ソサエティを
選んでしまったことと、それを-other peopleに理解されるべきである
からこそ大切に考え、寛容にしたい。そんなイニシア
として出てきたのではないかという応えを感じました

Representative Director of the Board, President and CEO

KOJYO Co., Ltd.

KODAYO DESIGN AWARD reaches its 15th milestone and continuing on after "Beautiful Lifestyle" and "HOW TO LIVE", we selected this theme of "NEW STORIES" in the hope of discovery ideas that appeal to people's emotions and also
have the potential to create new graphic worlds. We want the company of KODAYO that continues to change as well. I was more impressed in seeing how the applicants interpret the theme of judging which the winning designs were.
Through these awards, KODAYO wants to think about the future values and propose designs together with everybody. I feel confident that we are evolving as a result of such events.

Hidekuni Kuroda

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