

# Kokuyo Design Award 2025

Category: [Multiple Disciplines](#)

Deadline: October 9, 2024

Website: [graphiccompetitions.com](https://graphiccompetitions.com)



The Kokuyo Design Award 2025 is a prestigious international product design competition that seeks to discover and nurture innovative talents in the design world. With a rich history spanning over two decades, this competition has consistently selected and celebrated designs that resonate with contemporary social conditions and trends. Each year, the award draws entries from designers across the globe, who present their unique visions and prototypes, aiming to bring fresh perspectives to everyday tools and products. The theme for 2025, "prototype," invites participants to explore original ideas that have the potential to lead to significant advancements in product design.

Participants in the Kokuyo Design Award 2025 are encouraged to think beyond traditional boundaries and conceptualize products that could shape the future of work, learning, and living environments. The competition emphasizes the importance of prototypes not merely as unfinished products but as foundational ideas that can inspire and catalyze future developments. This forward-thinking approach aligns with Kokuyo's mission to create products that enhance everyday life, combining functionality with innovative design. By focusing on the theme of "prototype," the award aims to uncover groundbreaking ideas that can be transformed into practical, market-ready solutions through collaboration between designers and Kokuyo developers.

The competition is open to a diverse range of participants, including corporations, organizations, individuals, and groups, regardless of their professional background or nationality. This inclusive approach ensures a wide array of perspectives and ideas, fostering a rich, collaborative environment for design innovation. The award categories include significant financial incentives, with the Grand Prix winner receiving ¥2,000,000 and Merit Award winners receiving ¥500,000 each. Additionally, the NEW GENERATION AWARD specifically supports student designers, offering up to ten prizes to encourage and recognize the next generation of creative talent. By providing a platform for both established and emerging designers, the Kokuyo Design Award continues to play a crucial role in shaping the future of product design.

There is no entry fee.

## Eligibility

Open to corporations, organizations, individuals, and groups of any age, sex, professional background, or nationality. Entries must be original designs that have not been previously shown publicly.

## Prize

The competition offers several prizes. The Grand Prix winner receives ¥2,000,000 (approximately \$12,800). Additionally, three Merit Award winners each receive ¥500,000 (approximately \$3,200). The NEW GENERATION AWARD, aimed at student entries from elementary to graduate school, offers up to ten prizes of ¥30,000 (approximately \$200) each.

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