

**First time at
Japanese Airports!**

 GOOD DESIGN AWARD 2015

Terminal 3 at Narita International Airport wins a 2015 **"Good Design Best 100"** award!

Tokyo, 29 September 2015: Narita International Airport Corporation (NAA) is pleased to announce that Terminal 3 at Narita Airport has received a "Good Design Best 100" award from among the 2015 Good Design Awards (Appendix *1) run by the Japan Institute of Design Promotion.

Terminal 3 opened in April this year as a new passenger facility for LCCs (Low Cost Carriers). The key features of its design concept are: "Casual," "Functional" and "Exciting." With floor markings to direct passengers which are reminiscent of the race track at a sports stadium and its comfortable and stylish furniture, Terminal 3 really stands apart from previous airport terminals. The new terminal is very easy to use, and has been well acclaimed by many travelers, both from Japan and overseas.



This is the first time that an airport terminal has been given a "Good Design Best 100" award. As the name suggests, the award is given to the top 100 designs selected from all the Good Design Award winners for their excellence in uniqueness, the quality of design proposition, aesthetics and the degree of perfection. They are recognized as having the ability to open up a new horizon. These top 100 designs are candidates for special awards that the Institute will decide later.

In addition, Terminal 3 received the Best Sign Design Award at the 49th Japan SDA Awards 2015 (Appendix *2) announced in July.

Keep your eye on further progress and developments of the Narita International Airport, aiming to be the "airport of popular choice".

Evaluation comments from the Good Design Award jury

The designers were really thorough in a lot of different areas, including the use of space, materials, signage and furniture, to create an airport space for LCCs at a low cost. Terminal 3 is an airport space that has a totally new value about it. As a result, Terminal 3's merits are so new that they overturn the conventional wisdom of airport terminal design. These include its ease of finding the way, ease to walk through, user-friendliness, quietness and enjoyment. These merits are presented in a form that is easy to understand.

***1 Good Design Award**

This award inherits the spirit of the Good Design Products Selection System (the G-Mark System) created by the Ministry of International Trade and Industry (now the Ministry of Economy, Trade and Industry) in 1957. For almost 60 years, this has been the only comprehensive design evaluation and recommendation system in Japan. The designs that the system evaluates cover a wide range of fields. Each year, Good Design Award is given to some 1,200 designs, making a total of around 42,000 in the 58-year history of the program. The Good Design Award takes into account not only the aesthetic appearance of a design, but a wide range of other aspects that include the product's quality, ease of use, safety, sophistication, and its environmental friendliness.

***2 Japan SDA (Sign Design Association) Awards**

The objective of this award is to showcase outstanding examples of sign design to the Japanese public, and to promote the promulgation and understanding of sign design. The program has been run by the Japan Sign Design Association continuously since 1966, and is Japan's only awards program for sign design.