

## JSDA Award 2010 Exhibition

Ausstellung der diesjährigen Preisträger

28. Oktober bis 11. November 2010

## Signage in Japan

Vortrag von Yasuo Yokota (engl.)

Präsident der JSDA

27. Oktober 2010 um 18 Uhr

im

## IIIDspace

(ehemalige Wiener Werkstätten)

Neustiftgasse 32-34/13

1070 Wien



## Japanese Signage 2010

Die Werke des JSDA Awards werden erstmals außerhalb Japans präsentiert und geben somit eine exzellente Gelegenheit die herausragenden japanischen Designleistungen im öffentlichen Raum kennenzulernen und sich damit auseinanderzusetzen.

Eine Kooperation mit der  
Österreichisch-Japanischen Gesellschaft



# SIGN DESIGN

Award 2010 Exhibition in Vienna



[www.iiid.space.net](http://www.iiid.space.net)



designaustria

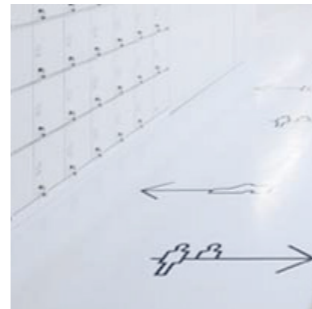
## Japan Sign Design Association

The need for appropriate information and efficient management of our environment has increased in recent years as cities have become more international and complex. Recognizing this trend, the SDA has been contributing to the improvement and promotion of sign designs since its establishment in April, 1965.

The JSDA consists of a variety of members such as sign designers, interior designers, graphic designers, lighting designers, architectural designers and landscape designers as well as organizations such as educational facilities, research institutions and associated industries. This implies that the inspiration for sign designs comes from various fields and attracts attention from various design disciplines.

Currently, the sign design industry in Japan is one of the most active design circles in the world. It is believed that the demand for sign designs will increase in future years as a major factor for the revitalization of local areas and as a key element of image building strategies for corporations.

[www.sign.or.jp](http://www.sign.or.jp)



## JSDA Award 2010

JSDA Awards are aimed at promoting excellent sign designs by exposing outstanding sign designs to the public. Started in 1965, this is the only award system in Japan to honor sign designs. The awards are given once a year to outstanding sign designs that are selected from high-quality entries.

Today, sign designs are the interface that connects regional or corporate activities with people and provides indispensable information for the revitalization of the environment and smooth communications.

SDA Awards aim to widely communicate this concept along with various new sign production methods. The awards are given once a year to the outstanding sign designs selected from high-quality entries. There are five categories for SDA Awards:

- Public Signs as at train stations and airports, parks, schools, office buildings, museums, libraries, hospitals, and power plants.
- Commercial Signs as in shopping centers, offices and business.
- Environmental Graphic Design as advertising and media signs
- Signs Expressed by Space, Environment and Transporthubs
- Research and Development/Experimental Design