



GOOD DESIGN

Qimini™ Pocket wins a Good Design Award.

The Good Design Award, known as one of the most important international competitions in the field of design, has announced this year's winner. Among 3,000 entries from more than 1,000 companies and designers, Qimini™ Pocket was recognised for its minimalistic design. During the screening, Qimini™ Pocket impressed the 60-member jury of design experts. We are especially proud since Qimini™ Pocket was among the 212 foreign winners and among the 5 winners in Hong Kong. We are really honoured by the award as it is proof of our competences.

Organized by Japan Institute of Design Promotion (JDP), Good Design Award is a comprehensive program for the evaluation and encouragement of design. This award system was originally founded in 1957, out of the belief that design was essential in breaking out of the cycle of poverty in Japan. Since then, the Good Design Award has been given to outstanding designs for more than 50 years in the pursuit of prosperous lives and industrial development.

Approximately 38,000 Good Design Awards have been given in continuing these efforts. The Award consists of the Good Design Award and several Good Design Special Awards. Designs that have been awarded are allowed to place the G Mark. A recent survey revealed that this G Mark has 88 percent recognition. The G Mark has been holding its role as a symbol of good design for more than half a century since its establishment.

press@myqimini.com

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