

Shiseido Creative's "Beauty from within" Wins Grand Prize at Red Dot Design Award 2024

Shiseido Creative Co., Ltd. (Shiseido Creative) is pleased to announce that its window display "Beauty from within" has won the Grand Prize at the prestigious "Red Dot Design Award 2024," one of the world's top three design awards. This award reflects the high recognition for the display's blend of traditional Japanese craftsmanship with modern design, the symbol of the beauty of handmade artistry and individual inner beauty, and the precise geometric forms and advanced handcrafting techniques that offer a unique and special experience.

The "Beauty from within" award this time follows it being awarded the Bronze at the 103rd ADC Awards in New York, the Grand Prize at the Japan Kukan Design Award 2024, and the Window Display of the Year at the FRAME Awards 2024.

About the Red Dot Design Award

The "Red Dot Design Award" is an internationally renowned design competition established in Germany in 1955. Together with Germany's iF Design Award and America's International Design Excellence Awards (IDEA), it is one of the world's top three design awards. "Beauty from within" was selected as one of only six works to receive the highest honor, the Grand Prize, across all categories. Further, this is the first time since the founding in 1916 of the Shiseido Design Department, the company's predecessor, that Shiseido has achieved this milestone.



"Beauty from within"

Credit

Creative Director: Yoji Nobuto

Art Director / Designer: Yukihiro Kaneuchi

Co-Creation Partner: Hakuten

About “Beauty from within”

This is the window display of the Tokyo Ginza Shiseido Building in Tokyo's Ginza 8-chome. The tree and wreath designs were created in collaboration with Kyoto artisans, drawing inspiration from Japan's traditional aesthetic sensibility. The main motif is the traditional Japanese umbrella, focusing on the elements of “bamboo ribs and decorative threads.” By exposing these components—normally hidden within the umbrella and only visible to the user—the design expresses Shiseido's dedication to pursuing beauty and redefining aesthetic values.

Award-Winning Comments from Art Director/Designer Yukihiro Kaneuchi:



“I am incredibly honored to receive the Grand Prize at the globally esteemed Red Dot Design Award. With this window display, “Beauty from within,” I aimed to capture the pure, fundamental beauty that lies within the traditional Japanese umbrella. My heartfelt thanks go to the judges, and everyone involved in the project. This recognition encourages me to continue creating works that touch the essence of beauty.”

Shiseido Creative Company

Shiseido Creative Company is a company that aspires to propose new beauty experiences and maximize business value through the creation of BEAUTIFUL IMPACT. Since its establishment in 1916 as the "Shiseido Design Department" by Shiseido's first president, Shinzo Fukuhara, it has continuously explored the latest forms of beauty through advertising, product, and space design. After it became "Shiseido Creative Co., Ltd." in January 2022, a company that focuses more on creativity, it embraces the same spirit it has inherited and continues to take on new challenges.

“Beauty from within” Project page (within the Shiseido Creative website)

<https://www.shiseidocreative.com/en/arubi>

Shiseido Creative Company website

<https://www.shiseidocreative.com/en/home>