November 2026
Shiseido Company, Limited

Press Release

Shiseido Window Displays Win Best of the Best at Red Dot Design Award 2026

Two installations adorning the streets of Ginza, Tokyo
recognized in the Brands & Communication Design discipline





Shiseido Company, Limited (“Shiseido”) has won top honors at the Red Dot Design Award 2026, one of the world’s three major design awards, in the Brands & Communication Design discipline. Its window display installation “Reciprocal Beauty” received the highest distinction of Best of the Best, while “One Vessel, All Things Arising” was recognized with a Red Dot award. Both award-winning works were exhibited in the display windows of the Shiseido Parlour Shop in Ginza, Tokyo.

Established in Germany in 1955, the Red Dot Design Award is an internationally celebrated design competition, widely regarded, alongside Germany’s iF Design Award and the United States’ International Design Excellence Awards (IDEA), as one of the world’s three prestigious design awards.

Serving as symbols of Shiseido’s aesthetic sensibility and gracing the streets of Ginza for many years, Shiseido’s window displays are conceived and creatively directed by in-house creators in collaboration with external partner companies. Guided by its 2030 corporate vision, “By connecting with people, we pursue, create, and share new beauty, enriching everyone's lives,” and its vision slogan, “In every moment, in every life: Beauty,” Shiseido will continue to take on new challenges to create and deliver new value experiences.

About the Best of the Best Winner: Reciprocal Beauty

Reciprocal Beauty is a window display expressing Shiseido’s perspective on beauty, one in which living beings continuously influence each other and transform. This philosophy is expressed through two key elements, the Shiseido arabesque pattern, an iconic motif symbolizing life’s vitality and infinite possibilities, and structural color, whose hues dynamically shift depending on light and the surrounding environment. Two Shiseido arabesque structures are arranged in an embracing configuration, each rotating at different

speeds. As their overlapping curves and viewing angles interact, they continually create dynamic, organic, and multifaceted visual designs.
The structural colors are created using a sustainable plant-derived material composed solely of cellulose and water. The installation was intentionally designed so that once the exhibition concludes, the materials return to the earth, becoming part of a circular system that nurtures new life.

Credits:

- **Creative Director:** Yoji Nobuto (NOBUTS)
- **Art Director:** Yukihiro Kaneuchi (Shiseido)
- **Designer:** Minhu Park (Shiseido), Aiki Ito, Tomoki Nabeta (HAKUTEN CREATIVE)
- **Scientist / Artist:** Mafumi Hishida (Tokyo University of Science)
- **Title Designer:** Shohei Katayama (Shiseido)
- **Creative Engineer:** Yuto Mitani (SPLINE)
- **Producer:** Seishiro Tate (HAKUTEN CREATIVE)
- **Technical Director:** Kohei Kumazaki (HAKUTEN CREATIVE)
- **Construction:** Kaiho Shingu (HAKUTEN CREATIVE)
- **Photographer:** Gottingham
- **Videographer:** Ippei Suzuki (BONSAI STUDIO)



Reciprocal Beauty, Best of the Best Winner, Brands & Communication Design discipline

About the Red Dot Winner: One Vessel, All Things Arising

One Vessel, All Things Arising is a window display inspired by a traditional Japanese philosophical concept that likens a vessel to a microcosm of the universe, viewing the bowl as the earth and its lid as the heavens, holding all creation within a small container. Featuring an oversized vessel and lid positioned vertically, a central light and a slowly rotating lid gently shift the interplay of light and shadow within, evoking the passage of time from day to night. Applying a traditional lacquerware technique called “maki-e,” flecks of gold leaf of varying sizes were delicately applied by hand. As countless particles reflect light, they give rise to a subtle, shimmering universe inside the vessel.
In addition, the installation incorporates natural materials embodying the virtues of the earth (grain, silk thread, minerals, wood, seeds, and rock salt). After the display period, these elements return to the soil, reflecting a regenerative cycle that fosters new life.

Credits:

- **Creative Director:** Yoji Nobuto (NOBUTS)
- **Art Director:** Yukihiro Kaneuchi (Shiseido)
- **Designer:** Tomoki Nabeta, Mao Kawanishi (HAKUTEN CREATIVE)
- **Scientist:** Shiro Mukae (Shiseido)
- **Title Designer:** Shohei Katayama (Shiseido)
- **Design Engineer:** Yusuke Kamiyama, Yuto Mitani, Yan He (SPLINE)
- **Producer:** Seishiro Tate (HAKUTEN CREATIVE)
- **Technical Director:** Kohei Kumazaki (HAKUTEN CREATIVE)
- **Construction:** Kaiho Shingu (HAKUTEN CREATIVE)
- **Photographer:** Masayuki Hayashi
- **Videographer:** Ippei Suzuki (BONSAI STUDIO)




One Vessel, All Things Arising, Red Dot Winner, Brands & Communication Design discipline

Related Information

- **Reciprocal Beauty Project Page (Japanese):**
  https://www.shiseidocreative.com/tagaubi
- **One Vessel, All Things Arising Project Page (Japanese):**
  https://www.shiseidocreative.com/ichiwanchubanbutsushisei