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2020

tion wins

German Design Award Gold 2020



Japan House London has been awarded the highly esteemed German Design Award Gold 2020 by the [German Design Council](#) for its Biology of Metal: Metal Craftsmanship in Tsubame-Sanjo exhibition.

The exhibition at Japan House London presented an illustration of how craftsmanship and small industry are embedded in tradition, embrace the new and adapt in a changing society. It focused on the metalworking industry in Tsubame-Sanjo in northern Japan. This region produces the majority of all of present-day Japan's cutlery, its businesses have developed ultra-fine metal-polishing techniques, and the area boasts a centuries-old »Living National Treasure« copperware manufacturing tradition.

'The objects were meticulously arranged and placed in the room like individual installations...An interesting, incredibly beautiful exhibition that is also a wonderful place for contemplation.' - said the jury.

The German Design Award directly contributes to the overall commercial success. Prizes will only be awarded to projects that truly represent pioneering contributions to the German and international design landscape. The highly esteemed, international jury guarantees this. The German Design Award identifies and presents unique design trends: a competition that advances the design-oriented scene.

This exhibition was designed by Kobayashi Hirokazu and Yamada Haruna from [SPREAD](#), Yamada Yū from [method inc.](#), and Simon Wright from [Japan House London](#).

[Read more about the award and exhibition](#)

[Read more](#) about the award and exhibition

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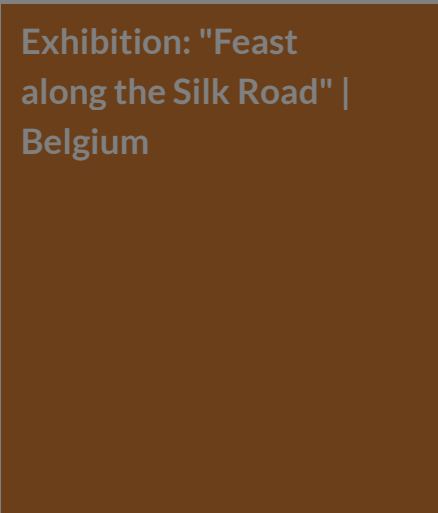
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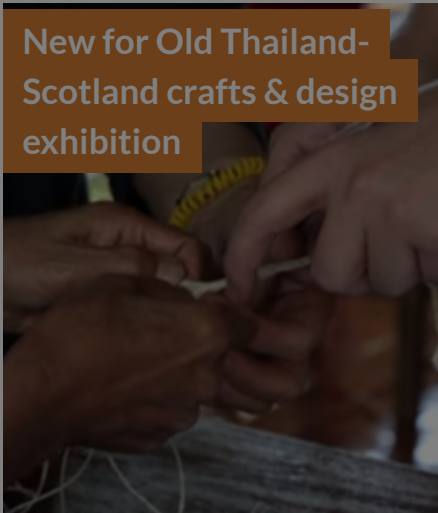
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