

JAL First Class Chopsticks Pick Up Good Design Award:

Tokyo January 08, 2009: Japan Airlines (JAL) has been awarded by the Chicago Athenaeum: Museum of Architecture and Design, and the European Centre for Architecture Art Design and Urban Studies a Good Design Award 2008 for the design of the chopsticks used in JAL First Class

The Good Design award is a prestigious international award that puts the spotlight on innovative new product designs and graphics. The Museum's historic GOOD DESIGN program was founded in Chicago in 1950 by some of America's most important designers, and it remains one of the world's oldest and most important Awards Program.

The JAL First Class chopsticks won a 2008 Good Design Award in the category of Tabletop for their elegant aesthetics and ergonomic functionality. Commissioned by JAL, the chopsticks were designed by Tripod Design Co. Ltd, Tokyo, represented by Satoshi Nakagawa, Japan.

Made of cedar wood, the smooth surfaced chopsticks have slightly been narrowed towards their upper ends to make them easier and more comfortable to grip. Fulfilling the principles of the Universal Design, this chopstick was created with special consideration for elderly passengers, and passengers who may not be frequent users of chopsticks.



Universal design is an approach to the development and improvement of products, services and environments so that they are usable by as many people as possible regardless of age, ability or situation.

From an environmental perspective, as with all chopsticks used onboard JAL, the award-winning chopsticks have been made with wood obtained in Japan from forest-thinning to support forest conservation efforts.

END