

## budbrand AWARD 2026

### Hanging × Living Items

Products that exist just above eye level—noticed in a fleeting moment  
—have the power to uplift both mood and spirit.

We encourage the exploration of new product possibilities that respond to diverse lifestyles.

Looking up, aiming higher, feeling uplifted—  
many positive ideas are associated with notions such as “up,” “↑,” and “reaching higher.”

In everyday life, products suspended from above can create new sensory experiences,  
bring convenience, and inspire subtle emotional shifts.

They can offer comfort, restore balance, and shape the way we feel.

This theme invites designs that gently influence emotions and enrich daily life.

#### Second Prize

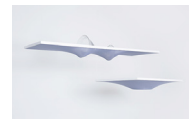
**Koki Yamaguchi**  
Kyoto Institute  
of Technology



“nami nami”

#### Second Prize

**Chung Sooyun**  
Musashino Art University



“Gravity Well”

#### 奨励賞

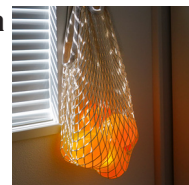
**Noriaki Kamiya**  
**Yoshiki Inanobe**



“A Light upon  
Ordinary Days”

#### 奨励賞

**Yoshitsugu Akutagawa**



“Orange”

#### 入選

**Shun Ochi**  
Design studio onyx



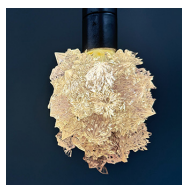
“Fruit Light”

**Matsumura Yoshihiro**



“KASANOE”

**Yunosuke Hara**  
Musashino Art University



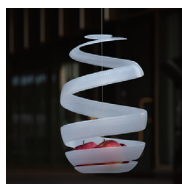
“Wind Light”

**Riichiro Yamamoto**  
Royal College of Art



“La Kuu”

**Kyosuke Eda**  
**Takumi Yokomizo**  
BRUNO, Inc./  
Nippon Copack Inc.



“mela”

**Rintaro Era**  
Shibaura Institute  
of Technology



“Cardboard Hook”