



News Release

March 22, 2024
Nippon Steel Corporation

Designing Titanium TranTixxii wins the European “iF DESIGN AWARD 2024”

—The world’s first non-ferrous metal material to receive the award—

Nippon Steel Corporation (hereinafter "Nippon Steel") has been awarded the international award “iF DESIGN AWARD 2024” (hereinafter iF DESIGN AWARD) for Designing Titanium TranTixxii™. The developed product, which combines titanium’s characteristics with beauty and exceptional environmental performance using unique technologies, received high evaluation and became the world’s first non-ferrous metal material to receive the award.

The iF DESIGN AWARD is an internationally prestigious product design award sponsored by iF International Forum Design in Germany. It is called one of the world’s three major design awards, along with the IDEA Award of America and the Red Dot Design Award of Germany. The Designing Titanium TranTixxii is now the recipient of an international design award following the Japanese Good Design Award and Red Dot Design Award.



Designing Titanium TranTixxii is a material that combines titanium’s characteristics of having an extended service life, being lightweight with high strength, and exceptional environmental performance with color and tonal beauty by controlling the material surface through our unique technologies. “Beauty transcending ages” that remains unchanged for many years is realized by the world’s only technology that minimizes aging changes. This time, in addition to its design, TranTixxii was also praised for being an environmentally advanced material that includes the world’s first pure titanium with high scrap content, TranTixxii-ECO, which uses unique technology to reduce environmental impact. TranTixxii is widely used for design applications, from the interior and exterior of large-scale buildings in Japan and overseas, to automobile, watches, tablewares, and works of art.

In addition to Designing Titanium TranTixxii, Nippon Steel group has various design products that will contribute to improvement in the design of products and buildings, such as designing steel sheets and designing stainless steel, which are referred to as “Designing Metals” and proposed to architects and designers.

By expanding the sales of “Designing Metals” such as Designing Titanium TranTixxii, we will enhance the design of buildings and products around the world and promote sustainability, contributing to city planning and enriching the living environment.

<Award details>

- (1) Award target: TranTixxii (Designing Titanium)
- (2) Award description: iF DESIGN AWARD 2024
- (3) Certification authority: iF International Forum Design (Industry Forum Design Hannover)
- (4) Brand design: Osamu Ieda
- (5) Other collaborators: OKAYA & CO., LTD., and OKAYA EUROPE GMBH

<Reference (award history of TranTixxii brand)>

	Award	Host country	Year	Design Award Logo
1	Good Design Award	Japan	2021	
2	Reddot Design Award	Germany	2022	
3	iF Design Award	Germany	2024	

▼ Designing metals of Nippon Steel: <https://www.nipponsteel.com/en/product/use/design/>



▼ Designing titanium TranTixxii of Nippon Steel: <https://www.nipponsteel.com/en/product/trantixxii/>



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