

5 June 2025

The Local Organising Committee of the World Athletics Championships Tokyo 25

WCH Tokyo 25 unveils official medal design to commemorate 100 days to go

The countdown is on! In just 100 days, the world's greatest athletes will gather in Tokyo for the 20th edition of the World Athletics Championships. To mark this exciting milestone, the Local Organising Committee, WCH Tokyo 25, is delighted to reveal the design of the official gold, silver and bronze medals that will be waiting for the athletes on the podium this September.

Crafted with passion and purpose, these stunning medals were designed with a single goal in mind: to be the medal every athlete dreams of winning. Drawing on ideas from Japan's junior and high school athletics stars, and shaped through spirited discussion with a panel of young athletes and design experts, the result is a medal that doesn't just represent victory, but the remarkable journey it takes to get there.

Even the medal case tells a story. In a nod to Tokyo's natural heritage and our sustainability promise, each one is made from locally sourced Tama wood - a warm, tactile reminder of the host city.

WCH Tokyo 25 Medal Design



WORLD ATHLETICS PARTNERS



The medals and medal case will be on public display from Friday 6 June at the Central Exhibition Area on the second floor of the Tokyo Metropolitan Government No. 1 Building

Medal Design Concept

Front: The design extends beyond the original boundaries of the logo, with dynamic stripes sweeping across the front and Tokyo's city code "TYO" stylised as an athletics track reaching outward, symbolising ambition, momentum, and growth. The outer arc brings the design together, expressing connection and unity across the world through sport.

Back: The reverse side has a polished finish, acting as a mirror for each medalist – their first look at themselves as medal winners. There is also a plate where their name will be engraved into the design. It's a subtle but powerful message: *"Your effort, your journey has all led to this moment"*. This medal design puts the athlete at the heart of the medal, celebrating their achievement and dedication to athletics.



Personalised for every champion

Each medal will be custom-engraved on the back with the medalist's name, their country's three-letter code, and the event in which they triumphed. This engraving will take place inside the stadium, ensuring that the medal handed over during the ceremony is not just a symbol of victory but *their* victory, made personal from the very moment it's awarded.

WORLD ATHLETICS PARTNERS



Comment from WCH Tokyo 25 President

The President of The Local Organising Committee of the World Athletics Championships Tokyo 25, **Mitsugi Ogata**, said:

“I am delighted to unveil the official medal design and medal case on this symbolic day, 100 days before the World Athletics Championships return to Tokyo.

This design is the result of a truly collaborative effort. Design experts and youth athletes all contributed their voices to help shape something meaningful for athletes around the world. The medal case, crafted from locally sourced Tama wood, reflects our commitment to sustainability. With the distinctive track stripe from our official logo incorporated into the medal design, I hope it becomes a powerful source of motivation for the athletes who strive to hold it in their hands, and a lasting memory for fans both in Japan and around the world”.

Inspiring the next generation to participate in the championships

As part of the medal design process, WCH Tokyo 25 representatives spoke directly with junior athletes who are the future stars of the sport, to hear their hopes, dreams, and ideas for what the medal should represent.

Here's what they had to say:

What message or meaning do you want a medal to carry?

- A wish for world peace
- Hope that can be passed on to the next generation
- The growth and evolution of athletics
- The rich and inspiring history of the sport
- Gratitude, respect, and celebration for all athletes
- Glory, victory, and admiration
- Recognition of the medalist's hard work and dedication
- A medal that inspires athletes to keep pursuing their sport
- A celebration of sportsmanship



What kind of medal would make you happy to receive?

- A one-of-a-kind medal that's unforgettable and truly special
- Sparkling like a rainbow, beautifully polished like a mirror
- Bold and cool, with a sense of being a true champion
- A design featuring the logo, front and centre
- A medal that blends tradition and innovation like nothing from the past or future
- One that symbolises Japan and Tokyo, the host city
- A medal that feels good to hold, something you'd want to display forever
- A medal engraved with victory and effort
- A medal that features Japanese patterns, symbols like the *maneki-neko* (lucky cat), and captures the spirit of Tokyo



These voices helped shape a medal that goes beyond metal — one that reflects the dreams of tomorrow's athletes and the spirit of Tokyo 2025.

WORLD ATHLETICS PARTNERS



Comment from the Medal Design Selection Committee

Chairperson

Gen Matsuzaki Professor, Department of Design Science, Faculty of Creative Engineering, Chiba Institute of Technology/Product Designer



“As I approached the selection venue, walking alongside the iconic Japan National Stadium, a surge of excitement welled up within me – I felt the same anticipation as an athlete preparing to compete.

The three medal design proposals presented were each remarkable, reflecting the designers’ exceptional craftsmanship, heartfelt passion and a profound connection to Tokyo and Japan. Each design was highly refined and rich with symbolic meaning.

Every committee member contributed their unique perspective and enthusiasm for the event and the sport. Through thoughtful discussion and close examination of the medals, we reached a unanimous and well considered decision. This process was not only inspiring but deeply meaningful, leaving us filled with eager anticipation for WCH Tokyo 25”.

Committee Member

Shin Azumi, Professor, Department of Systems Design, Faculty of Design and Engineering, Hosei University / Product Designer



“We wanted the medal to be a noble and unique symbol of the reward that athletes earn through relentless effort, embodying the true value of victory. At the same time, as the host city, we hoped it would reflect the culture, sensibility and intellect of Tokyo, the capital of Japan.

The selected design stood out for its symbolic imagery and strong visual impact. Its clarity and elegance make it easily recognisable even from a distance, making it ideal for media coverage.

Working alongside current athletes during the selection process, we were able to confirm that this design truly carries the significance and dignity befitting a world class championship”.

Miyuki Tamai President & CEO, FEEL GOOD CREATION Inc. / CMF Designer & Creative Director



“As the world’s premier athletics events arrives in Tokyo, we wanted the medals to become a truly unforgettable symbol for the athletes who earn them. The selection process brought together design professionals and athletes alike, enabling us to evaluate each proposal with a shared appreciation of the athletes’ passion and dedication to the sport which gave great depth and significance to the process. The chosen design draws on the visual language of Japan using the simplest elements: straight lines and circles as reflected in the official logo. The medal unites these motifs in a three-dimensional form that feels both refined and powerful.

Even the fine grooves and subtle reliefs which could present challenges in production have been exquisitely portrayed thanks to Japan’s advanced level of craftsmanship”.

WORLD ATHLETICS PARTNERS



Yukiko Umeno Race Walker/member of LOCOK Inc, Juntendo University (at the time of the committee)



“Being part of the selection process for the WCH Tokyo 25 medal design was an incredible experience. From the three proposals, I believe we chose the design that best captures the spirit and significance of the event. Participating in the selection has strengthened my determination to work even harder toward these championships and to earn the very medal design I helped select. Engaging in discussions with athletes from other universities and professional designers provided me with valuable new perspectives. It was truly a once-in-a-lifetime opportunity”.

Lui Oscar Seiji Kitada Pole Vaulter/Nippon Sport Science University



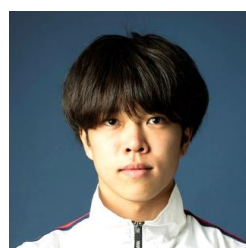
“It was truly an honour to be part of the medal design selection committee. Each proposal was filled with thoughtful ideas and creative expression, which made the decision incredibly difficult. Nonetheless, I chose the design with the hope that it will resonate deeply with many people and beautifully convey the spirit of WCH Tokyo 25 to the world”.

Maki Saito Discus Thrower/member of Taihei Dengyo Co., Ltd, Tokai University Graduate School (at the time of the committee)



“I am honoured to have been selected as a member of the medal design selection committee. It has been a privilege to contribute to the selection of the medal design for this year’s WCH Tokyo 25. As an athlete aiming to compete in the championships myself, this experience has made my goal feel even more personal and meaningful. I am now more motivated than ever to work hard and earn the very medal we helped choose. Thank you sincerely for this incredible opportunity”.

Sota Miwa Sprinter, Keio University (at the time of the committee)



“I am truly honoured to have served on the medal design selection committee for WCH Tokyo 25, contributing an athlete’s perspective to the process. Throughout the selection, my priority was to choose a design that athletes would be proud to receive, one that also embodies the unique spirit of Tokyo. Drawing on my experience creating social media content for my university’s club, I aimed to help select a medal design that athletes and fans alike would aspire to hold. I sincerely hope this medal will come to represent the dedication, hard work, and passion of every athlete who earns it”.

WORLD ATHLETICS PARTNERS





Comment from the Medal Design Team

Ryo Nakagawa Brand Director, WCH Tokyo 25

“For this selection process, we presented three medal designs, carefully chosen from an initial pool of ten after thorough discussion and reflection. After first being appointed to design the WCH Tokyo logo, I envisioned this championship as a truly exceptional event, and one that captures the spirit and essence of Tokyo through thoughtful and elegant design.

The final medal selected unquestionably unites all these hopes and aspirations. It stands as a powerful symbol of WCH Tokyo 25 and everything it represents. I would like to extend my deepest gratitude to the dedicated athletes and design experts whose passion and thoughtful engagement made this selection possible”.

Medal Case

The medal case is meticulously crafted from sustainably sourced timber native to Tokyo's Tama region, featuring a harmonious blend of Japanese cedar (sugi), cypress (hinoki), zelkova (keyaki), and cherry (sakura) woods.

Its striking design showcases eight elegant stripes, inspired by the curves of an athletics track, an iconic motif that seamlessly ties into the roots of athletics as a sport. Embossed on the case's surface with traditional woodburning artistry is the WCH Tokyo 25 logo, symbolising the fusion of culture and sport.

Opening the case reveals a heartfelt message celebrating the medalist's incredible journey, transforming the case into a cherished keepsake that honours the passion, dedication, and triumph of every athlete.



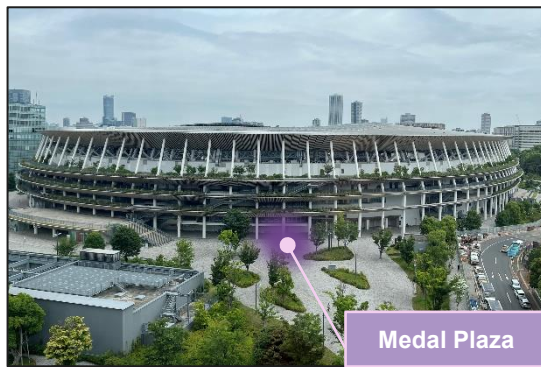
WORLD ATHLETICS PARTNERS



Medal Plaza

The medal ceremonies at WCH Tokyo 25 will be held at the Medal Plaza, an open-air plaza situated just outside the southern area of Japan National Stadium. Designed with a warm, wood-themed aesthetic that complements the architecture of the stadium, the Medal Plaza will offer a welcoming and distinctive atmosphere for athletes and fans alike.

Spectators will enjoy a rare opportunity to experience the emotion of the moment up close, celebrating alongside the newly crowned medalists in an intimate and inspiring setting. This unique space is set to become a focal point of the championships, fostering unforgettable memories for all in attendance. In principle, medal ceremonies will take place prior to the evening sessions on the day following each final, except for the last day of the championships. The full schedule will be announced in due course.



Behind-the-scenes of the medal

To commemorate the completion of the WCH Tokyo 25 medal and case, we are pleased to present an exclusive behind-the-scenes video that highlights the meticulous craftsmanship and manufacturing process that went into both designs.



WCH Tokyo 25 official medal `making-of` video
<https://youtu.be/9XCuBWzbP5c>

WCH Tokyo 25 official medal case `making-of` video
<https://youtu.be/kYpLumMOZSQ>



Asset download

Asset download

Medal data and related materials are available for download at the following URL until Thursday, 26 June 17:00 JST: <https://bit.ly/4dFkbOa>

WORLD ATHLETICS PARTNERS



Usage guidelines:

These assets are provided exclusively for use by media organisations for editorial and reporting purposes, including television broadcasts, newspapers, magazines, and online articles. Modification or alteration of the images is strictly prohibited. All uses must include the credit: ©WCH Tokyo 25. Please note that, even within editorial contexts, these materials may not be utilised for corporate promotion or any commercial activities.

Contact and Inquiries

Communications:

The Local Organising Committee of the World Athletics Championships Tokyo 25

E-mail: press@WATokyo25.com

■ TICKETS ON SALE NOW!

Your ticket to history awaits: https://tokyo25-lp.pia.jp/index_en.html

World Athletics Championships Tokyo 25

Organiser	World Athletics
Period	Nine days from Saturday 13 to Sunday 21 September 2025
Venue	Japan National Stadium and other venues (marathon and race walking will be held in Tokyo)
No. of athletes	approx. 2,000
No. of countries/regions	approx. 200
No. of events	49

WORLD ATHLETICS PARTNERS