

-GATSBY CREATIVE AWARDS 13th FINAL-

Featuring 1,707 works from students in 12 countries & regions across Asia!
Asia's best student creators decided for five categories



Picture of *GATSBY CREATIVE AWARDS 13th FINAL* finalists & judges [taken at Shibuya Hikarie Hall on March 2, 2019 (Saturday)]

Mandom Corporation (Head Office: Osaka, President Executive Officer: Motonobu Nishimura, hereafter “Mandom”) held the final round of its *GATSBY CREATIVE AWARDS 13th* event at Shibuya Hikarie on March 2, 2019 (Saturday). Finalists who passed the preliminaries held in 12 Asian countries & regions all gathered on the day of the event. As the creators went beyond the boundaries of their home countries to inspire and exchange with other fellow creators from Asia, Mandom’s select judges, who are each experts in their own fields, chose Asia’s best creators in five designated categories. The winners of this year’s competition are listed below.

■ Top Prize Winners

[CM Category] Song Seungyeon [Korea]

[ART Category] Momona Hodojima [Japan]

[DANCE Category] qb [Indonesia]

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[MUSIC Category] Lin Yi-Chia [Taiwan]

[PHOTO Category] LAO SUNENG [Cambodia]

The best works from each category can all be viewed on the official website: <https://award.gatsby.jp/final/>

■ Overview of *GATSBY CREATIVE AWARDS 13th*

The *GATSBY CREATIVE AWARDS* is a creative festival held by GATSBY, a men's cosmetics brand developing its business all over Asia, with the hope of sharing the creative activities of Asian youth and providing them with an opportunity to express themselves. This idea led to the establishment of the *GATSBY Student CM Awards* in 2006, the predecessor of what the event is now today. This year was the 13th time the event was held. The *GATSBY CREATIVE AWARDS* is targeted towards students and has grown to be the largest international event in Asia. Five categories were established for students applying to enter the competition. Applications were of course open to those aspiring to become creators and performers in the future, but were also open to amateurs who were interested in creation and expression. The event received 1,707 works from 12 Asian countries and regions.

■ Overview of *GATSBY CREATIVE AWARDS 13th FINAL*

Date & Time: March 2, 2019 (Sat.) 14:50-18:00

Venue: Hikarie Hall, Shibuya Hikarie (9th floor, Shibuya Hikarie, Shibuya 2-21-1, Shibuya-ku, Tokyo)

Guest Judges:

Yusuke Sato (Dentsu Inc.), Kim Yong Su (HAL Tokyo College of Technology & Design), DRAGON76, Takatsugu Kuriyama (Nihon Kogakuin College), IBUKI, Akira Saito (TOHO GAKUEN chairman), Chihiro Ueno (EXPG dancer management), Toddy Loid, Maki Kimura (Tokyo Visual Arts College, chairman of Musician Dept.), Yoichi Shigami (Avex Inc.), Kohga Mori (WTNY), Ryo Owada (Go Educational Foundation Nippon Photography Institute)

*Honorific titles omitted

Host: Mandom Corporation Planning & Production: Anomaly Inc.

■ Comments Regarding Best Works In Each Category

CM Category

Prize: 300,000 yen

Title of Work: DJ turnon GATSBY

Prize Winner: Song Seung-Yeon [Korea]



Comment from Judge

I think good ideas are things that are simple but have potential for future development, and that idea existed in the planning of the grand prix. In a visceral sense, the performance of the boy playing the lead role was simply charming and captured the hearts of the judges. (Yusuke Sato)

ART Category

Prize: 200,000 yen

Prize Winner: Momona Hodojima [Japan]



Comment from Judge

The conclusive factor was when we asked you a question. The response you gave about your concept and the words you used were all straight and honest, and I really liked how the sincere love for your work came through. Live paintings usually tend to end up looking 2D, but your idea to take that content and present it in a three-dimensional manner was interesting. I think those points in your performance were really outstanding. (DRAGON76)

DANCE Category

Prize: 200,000 yen

Prize Winner: qb [Indonesia]



Comment from Judge

I thought your performance was the best out of today's finalists, and you really put a lot of effort into creating a solid routine with meaning for this contest. You created your routine with a proper theme and it looked like you were having fun even after your dance had finished, and I thought that was really nice. You received excellent scores for your meticulous attention to detail in techniques, attraction, and wardrobe. (IBUKI)

MUSIC Category

Prize: 200,000 yen

Prize Winner: Yicha Lin [Taiwan]



Comment from Judge

The guitar duo performance was fresh and fantastic, and I could almost feel the beautiful scenery and breeze of Taiwan. Your singing voice was also amazing. (TeddyLoid)

PHOTO Category

Prize: 200,000 yen

Prize Winner: LAO SUNENG [Cambodia]



Comment from Judge

I was impressed that you were able to use a completely ordinary theme to take a self-portrait with you as the main role. You did a great job of expressing an everyday scenario at school as if you were secretly playing in a library room where the photo was taken. A lot of attention was put into the angle of the shot, and I think it was brilliant how the photo didn't look like it was a self-portrait at all. (Kohga Mori)

If you would like to receive the image data for prizes/prize winners of each category, or comments from the judges/prize winners, please contact Mandom's Public Relations Division.

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