

Aim to be best creator in Asia!
Upcoming student creative festival
GATSBY CREATIVE AWARDS 13th
Call for entries started August 1

Mandom Corporation (Head Office: Osaka, President Executive Officer: Motonobu Nishimura) will hold its *GATSBY CREATIVE AWARDS 13th* event across 12 countries and regions in Asia. This creative awards festival for Asian students is the largest of its kind in Asia, and aims to support the activities of creative students.

This award showcases the excitement of fashion and grooming, and the creativity of younger generations. Anyone can participate via YouTube, Twitter, or Instagram as long as they are a student within an eligible area.

Finalists from each category will gather during the *13th GATSBY CREATIVE AWARDS FINALS* event in Shibuya in March 2019 where the final selection and award ceremony will be held. Mandom aims to hold the student creative festival as a fun-filled day that everyone can enjoy, and as a place where students from all around Asia can express their free ideas in a manner distinctive to students such as through performances and exhibitions, as a place of international exchange, and as a place of stimulation through various works and performances.

(画像下)

These images are from the 12th FINAL GATSBY CREATIVE AWARDS held last fiscal year.

■ Overview of the *GATSBY CREATIVE AWARDS 13th*

The *GATSBY CREATIVE AWARDS* is the largest awards festival in Asia targeted towards students who release their creative works in Asia. Creative young talents from Asia receive attention from all around the world as the awards festival provides participants with the opportunity to showcase their youth-filled and energetic free expression and creativity. The event also serves as a place where participants can meet friends and share information.

Applications are of course open to those aspiring to become creators or performers in the future, but are also open to amateurs who are interested in creation and expression. The upcoming *13th GATSBY CREATIVE AWARDS* will have five categories.

Contact

mandomcorp.
PublicRelationsDiv.
mail:press@mandom.co.jp
Please contact us in Japanese or English.

URL:<https://www.mandom.co.jp/en/>



■ Categories Accepting Applications

(1) CM

In the CM category, applications are being accepted for freely produced 15- or 30-second CM videos themed around a GATSBY product.

(2) ART

In the ART category, applications are being accepted for witty art designs produced around the image of GATSBY.

(3) DANCE

In the DANCE category, applications are being accepted for videos of dance performances under 120 seconds conducted by 1 to 3 people. Please do not wear hats and perform your routine with a hairstyle characteristic of yourself and your dance.

(4) MUSIC

In the MUSIC category, applications are being accepted for videos of musical performances under 120 seconds.

(5) PHOTO

In the PHOTO category, applications are being accepted for photos taken using a camera of your choice.

■ Regarding Applications

[Eligibility]

(1) Those who are a student in high school, vocational school, junior college, university, or graduate school.

(2) Those whose nationality is of an eligible country and is currently residing in any of the eligible areas.

*For more details, please visit the official website.

[Periods When Works Will Be Accepted]

◆ CM / ART Category

August 1, 2018 (Wed.) - October 14, 2018 (Sun.)

◆ DANCE / MUSIC / PHOTO Category

October 15, 2018 (Mon.) – December 2, 2018 (Sun.)

[Eligible Areas]

Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mongolia, Singapore, Taiwan, Thailand

■Host

Host: Mandom Corporation Planning & Production: Anomaly Inc.

For more information about this event, such as how to apply and competition entries, please visit the official website and official SNS sites.

◆ GATSBY CREATIVE AWARDS 13th Official Website

<https://award.gatsby.jp/>

◆ Official SNS Sites

Twitter https://twitter.com/gatsby_creative/Instagram

https://www.instagram.com/gatsby_creative/Facebook

<https://ja-jp.facebook.com/award.gatsby.jp/>