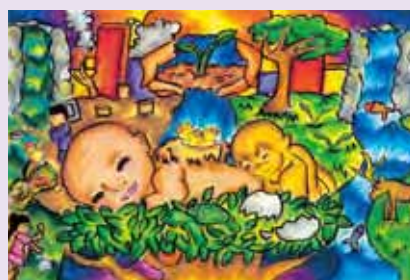




花王国際こども環境絵画コンテスト

KAO International Environment Painting Contest for Children

6th Contest (2015): Winning Works



The Kao Group has been running the Kao International Environment Painting Contest for Children since 2010. The contest encourages children to seriously consider eco behavior in everyday life, the global environment, and future of the Earth. At the same time, the viewpoints expressed in the paintings also help more people all around the world recognize the meaning of “eco together”. In 2015, the 6th Contest received 12,456 entries from 37 countries and regions. Here, we present the 32 winning entries, which were fairly selected after rigorous adjudication. We are confident that you will enjoy receiving the sincere message expressed by each child.

General remarks by the judges



Fumikazu Masuda Chair of judges

Ecodesign Consultant
Former Professor, Tokyo Zokei University

It is now six years since this annual contest started. This time, the entrants generally understood the underlying aims. Overall, the thematic content of the works and their expressive power reached even higher levels. Wherever I looked, the unique viewpoints of contestants caught my eye. In order to continue to encourage this fertile originality, I keenly felt how important it is to keep the contest going. Looking at the prizewinning works, there is real depth in the pictorial communications of these young people. A single word – environment – can be interpreted in diverse ways but, confidently resolving contradictions with their merciless clarity of vision, children intuitively arrive at the truth. This year, I again felt hopeful and look forward to spending time in the future world that these children help to build.



Sumiko Okubo

Artist

Color sense, compositional and expressive ability, and effective presentation of the message: these elements were present in all the entries. It was a surprise to the judges, mature and experienced though we are, to be so often taken unaware, and be so deeply affected, as we looked at the works of these children. All too often during the past few years, throughout the world, disasters have been occurring. If we are to improve the state of the global environment, it is clear that more effort must be made to steer a better course. Once again benefitting from the privilege of judging this contest, knowing that more children are submitting entries, I feel renewed hope that the coming generation will continue to find ways to make the environment better.



Kei Matsushita

Professor, Tokyo University of the Arts

Through these pictures, based on a common theme, and created by the world's children, we are able both to view ways of life rooted in the cultures of various countries, and to see common issues faced by the children of today. It is absolutely intriguing how, from this kind of painting contest, we can acquire broad and deep insight into the world of today. Meanwhile, we are also reminded that growing children have their own view of adults. In the pictures that children paint, we can see how adults appear in different countries. There simply is no substitute for the purity of children. It is something to be treasured. As this contest spreads across the globe, the paintings of children will play a role in uniting the world.



Yoko Oyamada

Illustrator

In a trend I warmly welcome, the final prizewinning decisions took into account how effectively the work expressed the locality of its creation. The questions are simple. Why can't we have clean air and water? What do we have to do to make them clean? The answers are probably quite simple, too. In their paintings, the children show us things that adults fail to see. It seems this blindness can only be remedied using the eyes of children. I got this sense not only from the winning works, but from all the paintings in general. The artists were concerned with how to protect and improve their comfort of life. Most of the artists used their hearts rather than their minds to answer the question, “What are the things we have to protect?”



Akemi Ishiwata

Executive Officer & Senior Vice President,
Corporate Communications, Kao Corporation

While viewing these works, I kept wondering, “What was the thought that compelled the creation of this picture? The selection of subjects, the mode of drawing, and the use of color all communicated the sincerity of children and, time and time again, before I knew what was happening, this sincerity captured my heart. We have to ensure that the Earth remains beautiful when the children of today become adults. That is the duty of responsible adults. With that in mind, taking part in manufacturing, at Kao, we deeply consider what we can do. When I see paintings by children, I again feel the responsibility that society and corporations have to forever keep the Earth as a place where people all over the world can enjoy their lives.



Naoto Katahira

Director, Creative,
Kao Corporation

Fearlessly facing some weighty and all-too-real issues, using their own eyes, these young artists displayed a firm grasp of concerns such as atmospheric pollution and population problems. While adults carefully weigh the issues and end up in a maze of anxiety, children approach the same problems as children, and I was impressed with their flexible thinking and positive responses. Consequently, my confidence is greatly renewed when I think about the future of the Earth. This year, because children from more countries and regions entered the contest, we were able to see pictures proposing more diverse ways to solve the Earth's problems. When children all over the world see the prizewinning works, they will see more than these environmental proposals: I think they will also be delighted to gain insight into life in other countries.

"eco together"—Planet Earth Grand Prix



Wealth of Nature

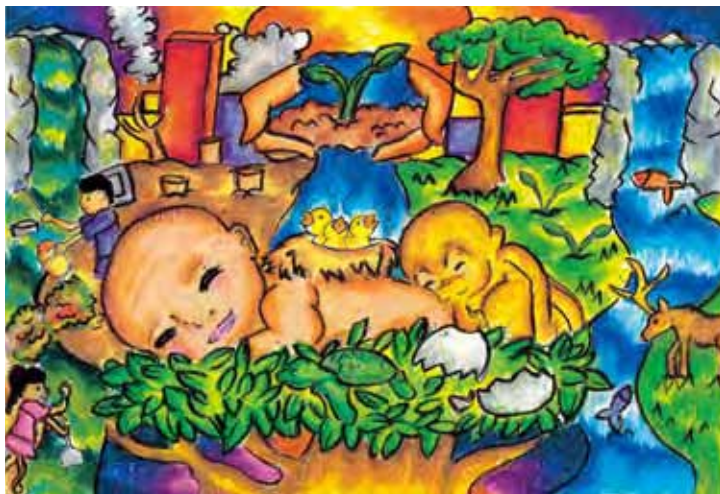
Thoughts and wishes regarding the painting

Tree is a natural heritage, which is magnificent and diverse in its own right. It is a natural representative of growth and prosperity. Tree is a tremendously valuable resource for all. It is a resource of abundant food, ecological system, medicinal herbs, and habitat for wildlife. Tree also purifies air and decreases the wash down of soil. With its verdant color, tree can be a place for recreation. When tree is destroyed, it is extremely difficult to restore. Therefore, we should take care of the tree and the forest as best as we can so that tree will be with us forever.

Comment by the Judges

The painting depicts the bountiful production of things from the Earth. Amply communicating well-being and euphoria, all around a tree bearing all kinds of fruit, thoroughly delighted people celebrate the harvest. Their hopefulness counteracts the news of disasters and other sad events that have colored the news in recent years. Even though plenty of fruit, animal, human, and other motifs appear, the arrangement and coloring are well balanced and combine into a wonderful composition. The light at the top of the tree seems to be the light of hope, and this imparts a narrative sense across the whole painting. Everything, from the great color sense and technique to the effective communication of a message, works to make this painting a worthy Grand Prix winner.

"eco together" – Kao Prize



Save Our Earth for Future Generations

Thoughts and wishes regarding the painting

Our Earth has been brought to the edge of destruction by water pollution, air pollution, and illegal forest clearance. I wanted to say that everyone should join together and act to save the Earth for future generations.

Comment
by the
Judges

A bird has nested on the back of an infant and in the nest some chicks are energetically chirping. There is also a golden monkey snuggling up against the child. Among the foliage, a new-born turtle is about to walk away. The dream this child is having is surely a happy one. Life force and compassion gush from every part of the painting. When you look at it, your spirit is soothed. The serene look on the faces of the baby and the monkey gives a further lift to the overall heartwarming impression and feeling of benevolence. It reminds us that human beings are part of nature and stimulates deep reflection about how we are shaping our destiny.

Thoughts and wishes regarding the painting

I went with my mother to plant cassava. I think cassava is a very useful resource. Besides being eatable, it can also be used to produce fuel as an alternative for petroleum. Energy from cassava fuel causes no air pollution, which is a very good thing.

Comment
by the
Judges

This painting radiates the energy of the land and is full of earthy scents. While depicting a highly typical scene from everyday life, it shows the joy of people living with the natural world. Attracting the eye, this bold composition stood out among numerous other densely detailed works. In this scene, the faces of the people planting out cuttings give the impression that they are enjoying the work. On land that spreads beyond our view, the coloring of the clothes worn by the three people tightens the whole picture into a powerful composition. The choice of materials, with watercolor used for the background and a change to crayons for the people, is also a distinctive touch.



Cropping Alternative Energy



My Dream Train

Thoughts and wishes regarding the painting

My Dream Train IS working on Solar energy, a Contemporary, Renewable, non-Conventional energy resource. The Sun IS the source of all energy on the Earth. It IS most endless, Inexhaustible and Universal source of energy. Also no carbon Will BE Produced, so it Will Keep Earth green. I also dream that people will maximize use of public transport and so directly minimize fuel consumption. By using public transport, we reduce the carbon footprint and conserve energy. Everyone can complete their journeys using fewer total vehicle miles, which cuts emissions.

Comment
by the
Judges

The scene shows the crush of people on the platforms of a railway station. You can almost hear the hubbub of the station and feel the constant throbbing pulse of people coming and going. The work has an uplifting effect. With solar panels on the roofs of the trains this entire painting, replete with the energy of urban India, effectively communicates a simple message: "Let's all use trains that run on solar power." Or, "For clean city air, use public transport." This powerful picture puts the viewer in mind of a possible better future. You feel a sense of hope that providence is leading us, beyond usual common sense and prevalent expectations, in a positive direction.

Thoughts and wishes regarding the painting

In the summer, most dangerous for farmers are hail and drought. In this regard, various conjurations and rituals were executed for provoking rainfall and preventing hail. Such rites are "butterfly", "German", rites and dances performed on Midsummer day, "Chasing the dragon", etc. I love to draw themes from Bulgarian folklore. We recreate moments from our past, history and traditions which we have not forgotten up to the present, and that is why, over the centuries, we have survived as a nation.

Comment
by the
Judges

Traditional rainmaking rites in Bulgaria. It seems the artist wanted to show how local culture and long-cherished customs and the eco concerns of today can go hand and hand into the future. Indeed, the very breath and atmosphere of rain-making rites in this country are conveyed. The viewer is reminded that people over the world, in their everyday lives, continue to perform traditional rites related to nature. This weighty painting shows us that such customs are very much alive in Bulgaria, and you can feel how big a role they play. Its sincerity firmly supports one side of the exchange between different cultures. The pink clouds, the dark green of the human shadows, and other touches demonstrate a superb sense of color.



Request for Rain





Revenge of the Small Birds

Thoughts and wishes regarding the painting

As more and more factories were built on the Earth, the environment became worse and worse. Finally, the small birds had enough. They decided to unite and take revenge on hateful human beings. Some of them took hoses for spraying water, others waved flags to encourage their partners. They hoped to stop pollution and smoke by dousing the chimneys. All the young birds truly hoped a day would come when they could once more grow up happily in clear skies without chimneys.

Comment
by the
Judges

Colors and shapes are excellently balanced in this wonderful work. The Chinese characters shown on painting mean "Go for it!" Rendered with interesting expressions and rich colors, the birds truly seem united and going all out to stop smoke pouring from chimneys and clean up the skies. This child understands what a thing it is to have the dirty air hanging over the land. The portrayal of each bird seems to express the energy and determination of the children of China. When you realize that there are children creating positive works like this, you feel there is hope for future of the Earth.



Enjoy Moonlit Nights

Thoughts and wishes regarding the painting

If you go into the center of Tokyo, even at night, there is always light from building windows and neon. My painting expresses the hope that people will turn off the lights they don't use. Then we may be able to again see the starry skies and experience moonlight.

Comment
by the
Judges

With all the lights of the city switched off, the beautiful night sky becomes visible. The unique composition plants the simple message in the viewer's heart. Among the buildings stretching up towards the night sky, defying perspective, some seem askew, and this adds interest. The overall color tone of the buildings is well done. In the corners, even though the buildings are done in darker shades, the effect is not murky: the feel of city buildings is properly evoked by the painting. The distinctive deep color of the night sky is also accurately conveyed. The calm tone is not somber or sad, and this instills hopefulness. Among the many other brightly colored paintings, this work was especially refreshing.





Eco Friend Prize



Earth Making Energy from the Sun

**Comment
on work**

Various messages are densely incorporated a composition featuring lots of people, a beautiful sea, and colorful fish. While the feeling is carefree and child-like, it is expressed with calm color tones and sophisticated sensibility.



Living with Nature

**Comment
on work**

Daringly, the artist has tightly packed major natural phenomena into a house. The disorderliness of nature is impressively contrasted with the settled look on the faces of the people. The walls of the house express more than a sense of containment: the image arouses a feeling of wanting to live in harmony with nature.



In Harmony with Nature

**Comment
on work**

Centered on a motif that suggests both flowers and a citrus fruit, this painting seems to express an image of nature. It helps us contemplate a positive future as our lives unfold before us.



Sunbeams

**Comment
on work**

White birds are flying near a tree penetrated by beautiful rays of sunlight. Growing from the comfortable central placement of the tree, a refreshing space that communicates the harmony of the natural world has been created. The fresh growth of green leaves transmits a feeling of hope for the future.



Stop Wasting Energy

**Comment
on work**

Changing a light bulb is usually an unremarkable event of daily life, but here it seems to be taking place at a family reunion. In this painting, colored by family relations in a specific country, we can see a universal act taking place. The vivid green background and other coloring are excellent.



I Vow to Save and Conserve Our Earth's Treasures: Our Responsibility

Comment on work

A lively looking child, eyes full of feeling for the natural world, holds a leafy cutting. Even though the coloring is somewhat subdued, the whole picture is marked by a child-like brightness and innocence.



Nature is Life

Comment on work

The sea is clean and clear, a fresh breeze is blowing. It is easy to understand the sentiment: "We want to go on living like this." There is a comfortable feeling evoked by the unrestrained use of paint and other art materials.



Eco-House Moving Forward

Comment on work

The rural scenes depicted on the snail's shell and the delicate rendering of the leaf are impressive. At the bottom, different time zones are shown on the line of clocks placed on flags of various countries: this also seems to show the solidarity of citizens of the world.



Comment on work

Showing colorful hope cancelling out black smoke, the picture gives the impression that ways will be found to solve the problem of air pollution. The artist displays superb ability, especially in the wonderful quality of the black smoke, which has the look of oil paint.

Kids' Hands Can Change the World



Protection of Forest Animals

Comment on work

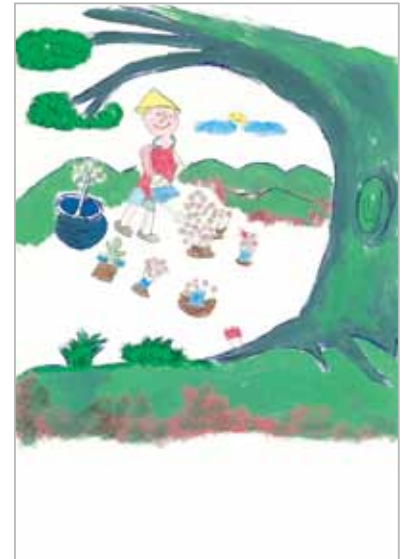
An encounter with plants and animals in grassland. The image makes a persuasive case for the sincere and uncomplicated desire to ensure that places like this will always exist. Even though many primary colors are used, overall, they are organized well by an artist who displays superb color sense.



Cool!

Comment on work

Electricity generated by a windmill supports the lives of people living in houses nearby. While the expression is bright and unrestrained, details such as the fine white lines representing the wind turning the rotors of the windmill are subtly executed.



Wrapped in Nature



Make Better Use of Energy

Comment on work

Conserve water, and use electricity generated by water, solar panels, or other natural sources. Rendered in pastel colors, the work has a gentle look, but from the details drawn inside the house, it expresses high eco awareness.

Comment on work

This distinctive painting of a person and potted plants brings to mind scenes from Japanese folk tales. The colors and the elements are handled very well, and it stands out because of the imposing tree, which does not blend into the background.



World of Happiness



Dreaming of a More Wonderful World

Comment on work

In bed at night, a young child dreams of a beautiful world. An ingenuous desire to protect the natural environment comes straight out of the picture. With painterly skill, this work expresses the innocence of childhood.

Comment on work

An orange glow surrounds a shape that may be a great Buddha. The eyes are flower-like renditions of the sun and the crescent smile of the mouth cradles some beautiful sea. The figure is strewn with varied elements in vivid colors that create a strong impression.





See the Light of Life



Energy Saving Light Bulb

Comment on work

A vacuum cleaner shaped like a fluorescent light is sucking up incandescent bulbs. This is a unique idea. The regal pose and the overall composition are also good. Deliberately using black paper, the artist has demonstrated painstaking care and uses color expressively.

Comment on work

People and other living things coexist against a backdrop of city buildings. Reaching out to the other creatures, the hands are full of love. The coloring, the way the subjects are drawn with a pen, and the delicacy of the contouring make this an eye-catching work.



Happy Heaven

Comment on work

At first, it looks as if people are lounging in a field under beautiful, blue sky. When you look more closely, you can see that garbage is being properly sorted into specific bins. The air of complete relaxation is intriguing.



**Reduce Energy Consumption,
Reduce Global Warming**

Comment on work

Kids are pulling together to wrench a plug from its socket. It seems that there has been some tree planting to protect the Earth. This excellent design is created by the disposition of the human motifs and other elements. The contrast of yellow and blue hues is also impressive.



Restoring Mother Nature

Comment on work

The painting shows three people who might be actors on a stage. Bearing water, creatures, and plants defiled by humans, they have solemn expressions of self-admonition, and you can tell that they have a love for nature. The work transmits a powerful message.



Candle Night

**Comment
on work**

Showing a tabletop gently lit by candles, the scene depicts the life of a family that, foregoing the use of electricity, glows in the company of other family members. The universal theme of family ties is represented with verve.



Get Well Soon, Dear Earth

**Comment
on work**

As well as recycling resources and generating electricity using wind power, this prescription for a sick Earth includes using bottles both for water conservation and for growing trees. The viewer sees in the stories, detailed one by one, effective means of environmental conservation.



Motor Fuel from Factory Waste

**Comment
on work**

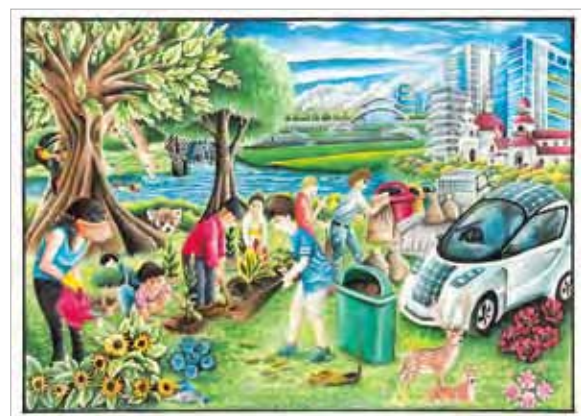
In a dense composition with colors typical of paintings from Indonesia, the interwoven daily lives of people and plants and animals in the natural world are depicted with dynamic balance. The work is a talented portrayal of the chain of life on Earth.



**My Favorite Flower
Meadow with Tears**

**Comment
on work**

Holding a single cherished flower, is that the sun in tears? The image has a strong narrative that tugs at the heart strings. Each of the structural elements is well formed and the composition has a wonderful dynamism. White is also used to very good effect.



How Beautiful Conserved Nature is

**Comment
on work**

On the edge of a city with some very modern buildings, in a scene that includes a highly advanced electric vehicle, animals and plants live in a natural setting. Various closely observed elements are successfully rendered by this highly skilled illustrator.

Awards Ceremony for 6th Painting Contest

On December 12, 2015, the final day of the Eco-Products 2015 show at Tokyo Big Sight, the awards ceremony was held at the Kao Booth. Selected from 12,456 entries from 37 countries and regions (2,450 from Japan and 10,006 from elsewhere), the top seven paintings were awarded either the "eco together - Planet Earth Grand Prix" or an "eco together - Kao Prize". After Professor Fumikazu Masuda, Chair of the judging committee, gave an appraisal of each work, Kao Corporation President and CEO Michitaka Sawada presented an award plaque and a souvenir gift to each winner. After this, representing the prizewinners, Thatchaphon Kaeokamkong gave a speech, *The value of the blessings and happiness that trees bring to people*. He spoke of the message in his painting and mentioned his impressions of visiting Japan for the first time.

Then, in an interview session, the prizewinning young artists spoke about their countries and what happens in their daily lives. They also mentioned environmental issues and what they wanted to express in their works.



Grand Prix winner Thatchaphon Kaeokamkong delivering his speech



Prizewinners group commemorative photo with Kao CEO Sawada (left) and judging committee Chair Masuda (right)



Interview session with all the top award winners



"eco together" - Kao Prize winner Chonthicha Pittathasa receiving her award plaque

Information about
the 7th Kao International
Environment Painting Contest
for Children



For more information please visit the
"Kao International Environment Painting Contest for Children" website

(English) http://www.kao.com/jp/en/corp_csr/eco_activities_04.html

Kao Painting Contest

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