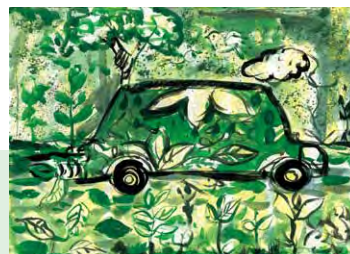
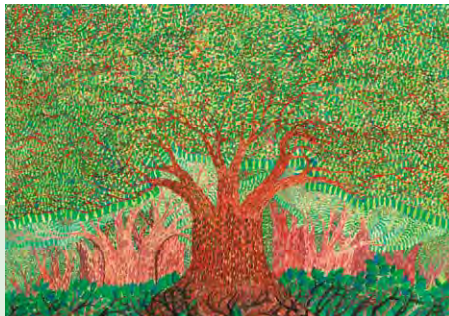
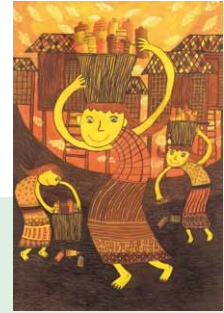




花王国際こども環境絵画コンテスト

KAO International Environment Painting Contest for Children



**7th Contest (2016):
Winning Works**

The Kao Group has held this contest annually since 2010, with the aim of encouraging children around the world to think seriously about conservation of the environment around them and of the earth, as well as about the earth's future, and express their thoughts in paintings, which will also hopefully encourage people around the world to take action in their daily life to preserve the environment. For this 7th contest, we received as many as 13,739 entries from 45 countries and regions. We will introduce 33 of these entries, which have been selected under strict criteria.

It would be wonderful if you could feel the children's messages through their paintings.

General remarks
by the judges



Mr. Fumikazu Masuda Chair of judges
Ecodesign Consultant
Former Professor, Tokyo Zokei University

This is the seventh time this contest has been held. Each time, the contest's character and direction becomes clearer. They felt clear especially this time. It was good to see many picturesque paintings that secretly harbored strong messages, as well as those that strongly appealed to protect the environment. It feels greatly rewarding to be a judge of paintings that exhibit these qualities, as the numbers of countries, regions and entries in this contest increase. Even though this is a contest for children, I hope it will gain recognition as an opportunity to observe each country's lives and attitudes toward the environment.



Ms. Sumiko Okubo
Artist

With the popularization of smartphones, I feel a sense of warning, as people seem to immerse themselves further and further in devices with the Internet and games. I do not intend to deny them all, but lately, it feels as if the importance of coexistence with nature is being taken ever more lightly. However, as I viewed the entries of this contest, these feelings gradually diminished and I felt more at ease. It is desirable for today's children to have opportunities to do something with their own hands, to see things with their own eyes, and face nature earnestly. Even for that purpose alone, I hope this contest prevails further.



Mr. Kei Matsushita
Professor, Tokyo University of the Arts

People talk about globalization lately but culture originally takes roots locally. When we focus too much on globalism, we could lose the sense of who we should really be. This time, there were many entries with a sense of and focus on reality and daily living, instead of detailed propositions about changing society. The world is made of images, more than logic. The images are created by each person visualizing realities in each region, seen at one's eye level. The children's paintings showed different forms of happiness from around the world.



Ms. Yoko Oyamada
Illustrator

I felt it a good sign that there were more entries appreciating native cultures and delving into daily living. The contest accepts entries from children up to the age of 15, but the 15-year olds who entered the first contest are now 22. They may be working already. They may have taken real action like engaging in environment-related work, motivated by their entry in this contest when they had to face environmental issues earnestly. When we consider the fact that we are entering this kind of age, I cannot help but think the value of this contest will only continue to rise.



Ms. Akemi Ishiwata
Executive Officer & Senior Vice President,
Corporate Communications, Kao Corporation

It is 7 years since Kao announced the company's Environmental Statement in 2009. The thinking about the environment and eco-friendliness is beginning to change in the world. Things that we used to do from a sense of duty, are now becoming somewhat second nature. This trend was clearly felt through the entries this time, and I marveled at the high level of children's awareness. What kind of world will these children live in when they grow up to be adults? This contest gave me a chance to think about the responsibility we adults have to children, as our attitudes and behavior affect their awareness of the environment, and about what we should do as a company to these children who will carry the load for the coming generations.



Mr. Naoto Katahira
Director, Creative,
Kao Corporation

Each time, I feel this contest has become a good opportunity for people to learn about others' perspectives, influenced by past paintings, and gathering clues on environmental issues. This time, we saw more entries that seemed to review their own cultures and initiatives with new perspectives. What is wonderful is that these paintings contain expressions unseen in these countries before, yet entail new perspectives and inspirations unique to those countries. I would be very glad if the awarded entries this time inspire the children who view them, and motivate them to enter the contest again to show the wonderful aspects of their countries and cultures.

"eco together"—Planet Earth Grand Prix



Pulse of the Forest

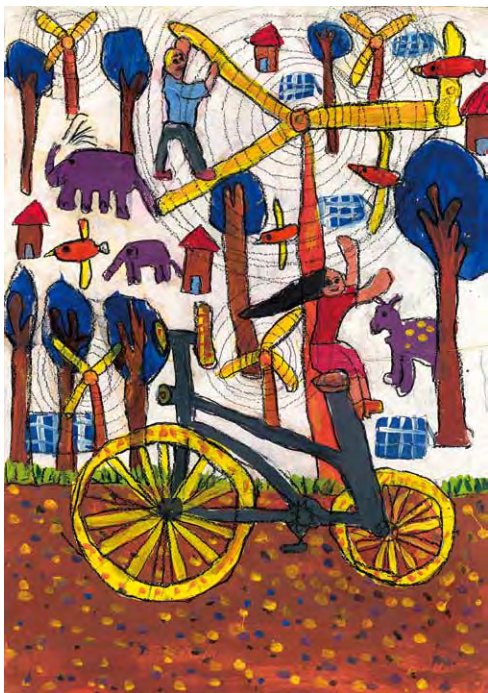
Thoughts and wishes regarding the painting

I feel like I can hear the heartbeat of the trees when I walk into the forest. It provides me with energy. My spirit is rejuvenated. For this work, I expressed the inaudible heartbeat of the trees. I represented the voices of the forest by incorporating a heartbeat and energy into each and every detail. Furthermore, I wanted to convey that humans and life exist thanks to forests. I wanted to portray the silent voices of the forest.

Comment by the Judges

The motif is simple, with only a single tree, but the expressions are extremely refined to the finest detail. Even though there are no humans, it causes viewers to think of many people taking care of the tree, nurturing the ground and trimming it. The painting is refined yet dynamic and is full of powerful energy. While many entries try too hard to explain themselves, this entry thoroughly communicates its message with just the life of the tree, without people or animals, fully deserving of the Planet Earth Grand Prix.

"eco together"—Kao Prize



We Love Nature Power

Thoughts and wishes regarding the painting

Wind power and solar power which are used for generating electricity for use in everyday life are clean and pure natural energy sources. I got this idea and drew this picture showing happy people who are having fun using energy from the nature. Natural energy brings people closer to the nature, giving them good life and good health without pollution.

Comment by the Judges

It successfully communicates the message that we should incorporate environment-friendly things in our daily lives. The combination of motifs is also unique, with a bicycle and a windmill, both of which commonly share the rotating motion. Its colors and composition are simple, like the blue leaves scattered across the screen and the brown tree trunk, the red roof of a house, and the yellow windmill blades, yet one cannot help but sense the painter's character in them. The casually painted purple elephant and birds are also sweet. As if moving along with the windmill blades, there is a fine and soft-lined circle, which is probably the wind. There is a high level of expression.

Mythical Moment

Thoughts and wishes regarding the painting

There was a time where everything was perfectly beautiful, no pollution, no worries. Now, we still can go back to that time whenever we do one simple movement. Recycling can get us back to that mythical moment.

Comment by the Judges

Frogs are a symbol of biodiversity and environmental quality. The painting is probably saying as long as this frog stays well, the environment remains healthy. The cheerful frog looking up, with its eggs and tadpoles, seems to express hope that leads to the future. The children may be happy to have found this cheery frog. Every leaf and petal carries different patterns but they are all in harmony, the composition is superb.





Essence the Beauty of Forest

Thoughts and wishes regarding the painting

Whatever happened to all the trees? The world used to be populated with trees. But now they are being replaced with office buildings. There used to be this tree by my house and I used to hide behind it during hide and seek. Later on it was cut down. Trees are beautiful and if we don't keep them then later generations will not see their beauty. Also, trees give us oxygen.

In conclusion, we should be saving trees and planting more instead of cutting them down. The forests would stay pretty. The trees will stay beautiful. We will be able to breathe well. What do we need more oxygen or office buildings?

Comment
by the
Judges

The painting depicts a scene where people are going to a forest together. There is no special message, yet it causes you to feel as if you are in the forest, and the liveliness of the trees filling the screen also fully expresses the love of nature to the viewers. There are many things we can notice and think about when we actually visit a forest and put ourselves in the middle of nature. The natural expressions, which form the very character of this painting, wake us up to this simple realization.

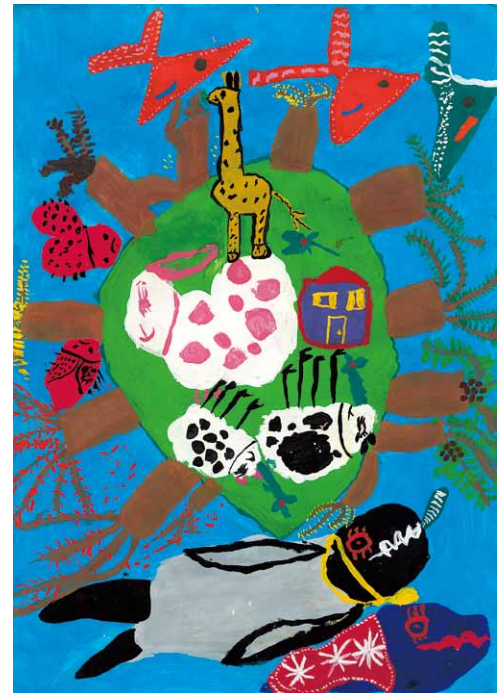
Land of Friendship

Thoughts and wishes regarding the painting

That was someday in the past. Except for God, nobody was there. Teeny whales were playing in the sea. Ships and a giraffe were also playing on the planet. Long neck giraffe looked into the water and said hello to the fishes and teeny whales. "Can you join us and play", the giraffe said. "I have to stay here to stay alive. I will die if I come out", the teeny whale said. "Stay in the water, and I stay in the land. We can still play together", the giraffe said.

Comment
by the
Judges

Inside the earth's greenery, there are a giraffe, a rabbit, a sheep, a cow, and in the blue part in the water, a penguin and fish. The painting communicates the wonders of nature and life in a simple manner. It is filled with brightness and vigor, probably showing the world where the painter feels most at peace. The sense of color is also excellent; the screen is accented in places with the white of the rabbit, sheep and the cow, the yellow of the giraffe, and the purple of the house and fish. The well-balanced use of color portrays the painter's natural gift of senses.





POWER OF SEEING

Thoughts and wishes regarding the painting

The composition suggests the harmony between humans and nature, how nature reflects in flowers, lips, eyes...

An old Romanian adage says "the eyes are the mirror of the soul". The aesthetic elements used were by no means accidental. The owl looking only ahead means an ancient symbol of the European culture representing wisdom and reason, and that has to follow each human's act.

The multitude of colours used means my inner joy, the purity and innocence of my age.

Comment
by the
Judges

In a straightforward manner, the painting communicates the desire to protect the environment where people can coexist with owls and horned owls. The ardently painted person has a dramatic facial expression, trying to appeal something. When we take a closer look, we see the eyes are a flower and the sun, trying to appeal his case regarding something. The depth of knowledge and observation is quite astounding, as represented by the clear differentiation between the owl and the horned owl. The painting has rich expressions and causes viewers to want to stop and have a closer look.

Our Concern Brings Joy of Nature

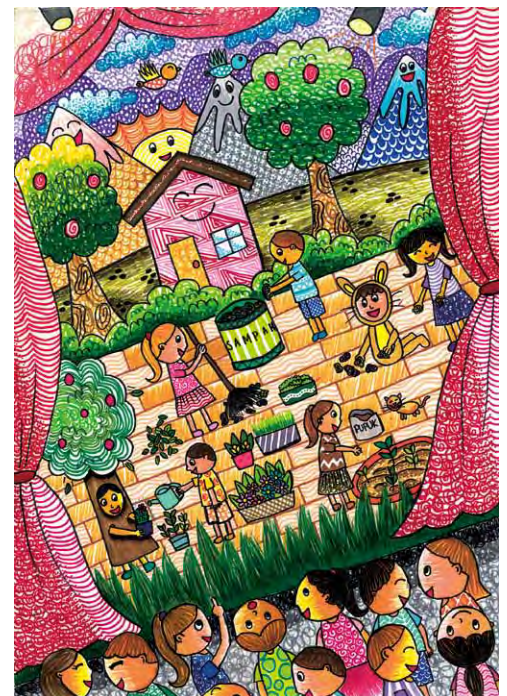
Thoughts and wishes regarding the painting

Learning about the environment can be done by any tools. This is the performance of the drama about the importance of protecting the environment and how to protect the nature.

Through this drama, the children will be taught that when we care and have the intention to protect the nature, the trees, mountain, birds, sun and all parts of the nature will smile happily.

Comment
by the
Judges

In recent years, environmental pollution is becoming a concern in Indonesia as the country's economy grows. However, Indonesians are acutely aware of that, and are wanting to have a correct understanding of the issue. The center stage vibrantly voices eco-friendliness and what must be done for a better future in the form of a play. Actions for tackling environmental problems can often be preachy but the painting shows them as a play that should be enjoyed and shared. These inspirations and focus are outstanding.





Think Green!

Every day we use natural resources in some ways. My drawing shows the need of changing human minds. We must turn our minds in nature' s advantage. Because if we don' t change ourselves, we will lose our treasure; fresh air, the colors of the nature, the diversity of the world. My appeal is: Think green! Follow the signs of the nature!

Comment by the Judges

There is something like a tree, seemingly paired with a child who is upside down. The road in the background probably leads to the future. The road sign carries messages about what we humans should be doing. For this child, the messages all show normal actions and the child is probably wondering why adults have not taken these actions so far. The painting shows the attitude of people facing today's issues, while sharply asking "Who made the world like this?"



Rabbits are my favorite animals. Like many animals, they have been hunted for their fur, tusks and meat. Some of them are even bordering on extinction. Likewise, I hope to be able to grow up in an environment filled with real animals and not just “stuffed toys” as in this picture where the children can only appreciate animals as toys in their living rooms and not be able to see them in their live forms. Though cute as toys, we must learn to take care and protect animals. When I chose toys, I make sure they are also not made up of real fur.

The painter thought “Everyone loves bunny dolls but what are the real bunnies doing?” It gently inspired the painter to let them play together outdoors, and the painting is a happy world view where bunny dolls and bunnies, and humans, all happily coexist. The facial expression of the bunny and the heart-shaped snout are cute, and the smudged red and green colors further enhance the pure and cute ambience of the painting.



Eco Friend Prize



Protecting Forests Protect Us

Comment on work

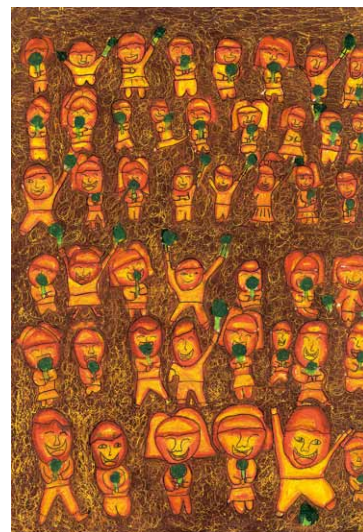
People are working together to support one big tree. If even one person lets go, things may never return to normal again. The painting communicates the desire to preserve nature with everyone, in a simple manner.



Color Lost

Comment on work

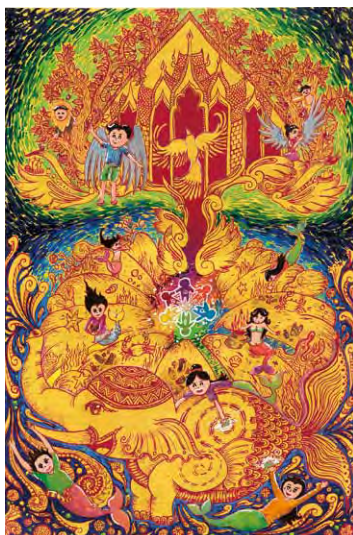
While many entries feature vivid colors, this entry is monochromatic, with patches of light colors, suggesting the breath of life and hope for the future. Assortments of refined expressions are also marvelous.



Plant Trees to Create the World

Comment on work

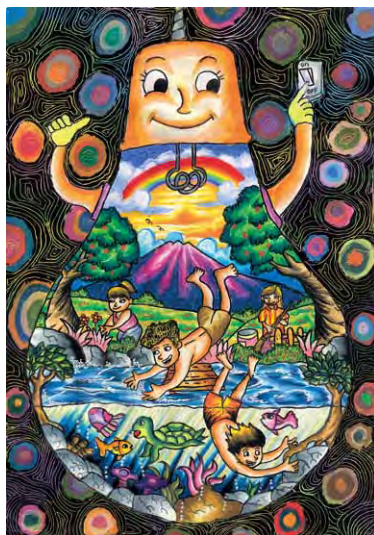
It paints a simple picture of people planting young rice plants, but the people look shiny and golden, as if gods are inside them. Each person is distinct and has a rich facial expression, conveying their characters and personalities.



Conservation

Comment on work

An entry full of emotions. A rich world view, beautifully summarized. The main motif, the elephant, is a symbol of happiness in Thailand. Its bold and euphoric expression is wonderful.



Save Electricity for the Conservation of Our Environment

Comment on work

The motif is a light bulb. Inside are vibrant images of beautiful mountains, the sea and people playing. As if to save power itself, the light bulb is pressing the light switch. A richly imaginative entry.



Protecting Our Home!

Comment on work

Opposing elements like happiness and unhappiness fill every corner of the screen, oozing a unique depth and density. The young leaves in the hands of the person in the center probably embrace hopes for the future.



Nature

Comment on work

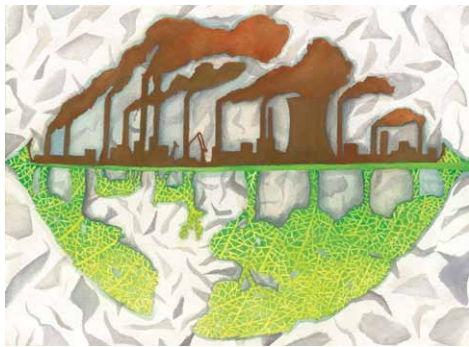
Sprawling, majestic nature is painted in rich colors, showing a determination to preserve this landscape forever. The river probably leads to the ideal future, as implied by the moving boat.



Beauty Our Rural Village

Comment on work

The size of motifs and perspectives are varied for the rich nature, clean air and lively animals, but they are put together well as an artwork. It also expresses a world full of happiness.



Turning Over a New Leaf

Comment on work

The motif is a tree leaf. The upper part is factory chimneys and smoke emitting from them and the lower part is animals and plants. Shows great imagination and skillful composition. The sense of colors and the technique with slight gradations are also excellent.



Oxygen Car

Comment on work

Lively expressions, with a physical technique in the background like the droppings. With only a few colors, it clearly expresses the ideal world where nature is one with civilization.



Cycling Together, Keep Our Earth Beautiful

Comment on work

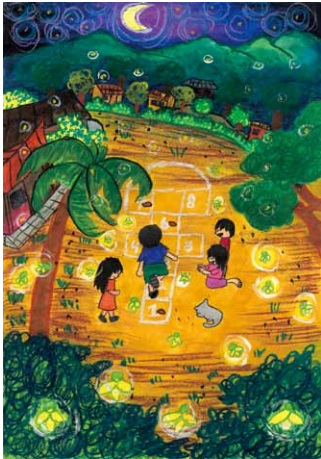
The entry shows a friendly family atmosphere. The warm atmosphere and facial expressions of each person are charming. The unique idea of the 4-people bicycle shows family love.



The Nature

Comment on work

Insects in the nocturnal forest and a beautiful moon come to life, around the owl. The whizzing fireflies are beautifully painted. The entry suggests there is a bright world even without electricity; an excellent sense of colors.



Comment on work

The painting is saying children can play at night as long as there are fireflies around. They probably want to preserve the firefly-friendly environment with their own hands. The dimly shining light shows hopes for the future.

Happiness doesn't Cost Much



Comment on work

With rapid motorization, Indonesia is suffering from many traffic accidents. The people filling the street show a strong will to restore a safe society and environment, but they also have heart-warming gentle faces.

Let's Go Cycling



Comment on work

The entry communicates the desire to preserve the country's traditional culture. With an excellent composition, the painter manages to put majestic motifs like the joy of life and change of seasons into one screen.

Calling the Rain



Comment on work

A very lively painting. Maybe the people are picking up recyclable objects. It is touching to see the way they pick them up or raise them above their heads with such care. It has the air of people taking action while enjoying themselves.

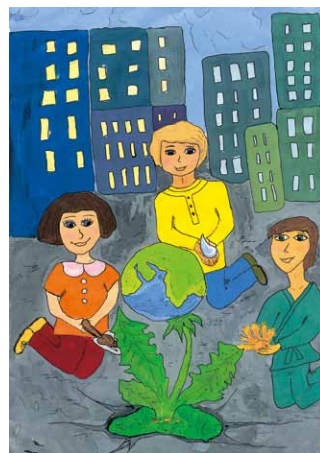
Keep Our House Clean



Comment on work

Through the pure expression, viewers can see the painter is probably trying hard to think about environmental issues in his own way. Each water drop carries a face. Unadulterated, pure inspiration fills the screen.

Let's Take Care of Water



Comment on work

The people look as if they are caring for the plant, but surrounded by concrete, they also look as if they are working hard to revive few surviving plants. Despite the simple composition, the entry offers many interpretations.

Flower of Life





Comment on work

The poetic yet personal expression is excellent. The entry entails a deep message that if each person is happy, it will eventually cause the entire world to be happy. Despite its incredibly solitary appearance, the entry is actually full of hope.

Merge with Nature



Comment on work

Humans, animals and plants are living happily together. The entry gives viewers a warm feeling. It is wrong to think all is well if only humans are happy—every creature should be happy. The poignant cry is very clear.

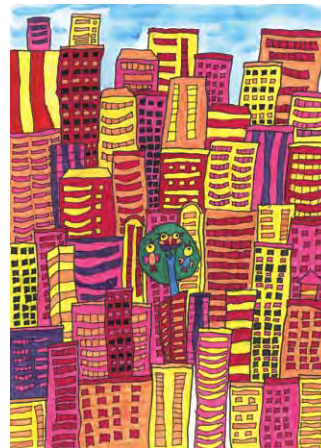
Together in Kindness with Nature



Comment on work

Maybe the people in pink are fairies of the forest. They take care of fish and frogs, and water the plants with a watering can. The entry suggests that each person's compassion and action leads to the preservation of environment.

Protect Our Trees



Comment on work

The colorful patches of red and yellow are eye-catching. A single tree emerges among skyscrapers that fill the town, and birds create a nest in the tree. Maybe this is the starting point of a new landscape? The painting suggests such hope.

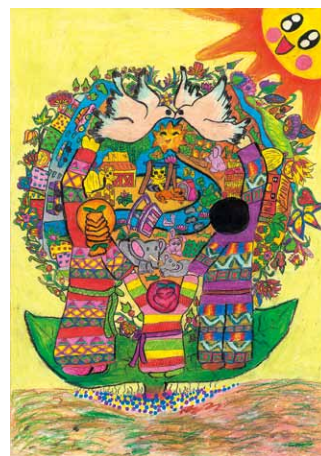
Imagine a City That Has Only One Tree Left



Comment on work

The watering can suggests the act of saving water. There are many other clues hidden in the ground where the plants take roots. The smiling flower looks as if it is saying small efforts in our daily lives will maintain the earth's environment.

My Eco-Friendly Message



Comment on work

Everything under the sun is on a large leaf, including a family. The entry acutely conveys the painter's desire to protect fertile nature and peaceful living. There are many motifs and colors but they are put together well as a work of art.

Let's Preserve Our Planet!



Awards Ceremony for 7th Painting Contest

Kao exhibited the award-winning entries at Kao's booth at EcoPro 2016 (Tokyo Big Sight) held between Thursday, Dec. 8 and Saturday, Dec. 10. The awards ceremony took place on Dec. 10, the final day of the event.

Of the 13,739 entries from 45 countries and regions (1,407 entries from Japan and 12,332 entries from overseas), the nine children who painted the entries that won the top prizes "eco together" - Planet Earth Grand Prix and "eco together" - Kao Prize received the awards. Fumikazu Masuda, Chair of Judges, commented he was impressed by many artful entries with implicit messages about the environment. After Kao Corporation President and CEO Michitaka Sawada awarded commemorative plaques and gifts to the winners, Akira Kobayashi, winner of the "eco together" - Planet Earth Grand Prix award, gave a speech. Speaking of his own entry, he said "The motif is the large tree that I always watched from the window of the art room of my school. It is no longer there, though, because it got chopped down. I wanted to paint the tree, which is still in my heart."

In the interviews following the awards ceremony, each winner spoke of the environment of their countries and regions, and of the messages they expressed in their paintings.



Grand Prix winner Akira Kobayashi
delivering his speech



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



Interview session with all the top award winners



"eco together" - Kao Prize winner
Ayda Afza receiving her award plaque

Information about
the 8th 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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