

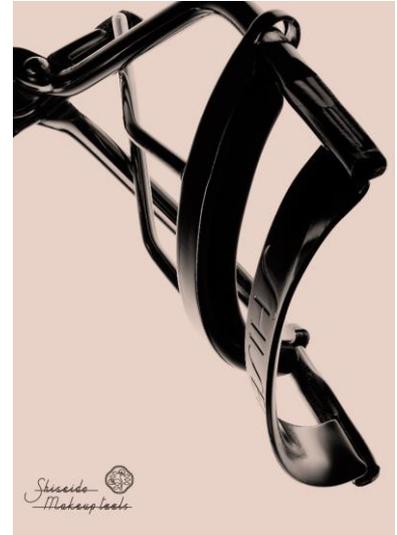
Press Release

Shiseido's Poster "Makeup Tools" Wins Gold at New York ADC Awards

~ Awarded Gold in Brand/Communication Design and Silver in Advertising ~

A series of posters titled "Makeup Tools" from Shiseido Company, Limited won the Gold Cube in the Brand/Communication Design category and the Silver Cube in the Advertising category at the ADC Annual Awards held on Monday, May 7, 2018 in New York, United States.

The ADC Awards is the world's oldest advertising award initiated by the Art Directors Club (ADC), which was founded in 1920, to ensure that commercial advertising and design are judged by the same stringent standards as fine art. The ADC Awards have long attracted attention from designers and advertising professionals around the world, regarded as one of the leading awards in the advertising business worldwide and coveted by art directors.



"Makeup Tools" series by Art Director, Masaki Hanahara and Photographer, Shotaro Ito of Shiseido Creative Division, was also highly acclaimed at other world-renowned awards, winning the Wood Pencil (equivalent to bronze award) in the Crafts for Design category at the Design & Art Direction (D&AD) Awards, the most prestigious advertising award in the UK, on Thursday, April 26, and bronze in the Design category at The One Show, one of the three major advertising awards in the world on Wednesday, May 9, 2018.

Meanwhile, Mr. Hanahara has been selected for the JAGDA New Designer Award 2018, granted by the Japan Graphic Designers Association (JAGDA) to promising young graphic designers.

Concept

In the poster, we featured eyelash curler, a tool with a simple function—to curl eyelashes—but with a complex, elaborately designed structure. Focusing on its beautiful form and structure, we designed the images to look simple yet powerful.

Comments from Award Winners

Masaki Hanahara (Art Director):

"New York ADC Awards is the ultimate stage for art directors around the globe and I am very honored to be acknowledged and awarded there. From the very beginning, the inspiration phase, Shotaro Ito and I worked closely together, brushing up our ideas. I think that the final photographs, which powerfully conveyed the beauty of an eyelash curler's structure, turned out somehow original, even unprecedented."

Shotaro Ito (Photographer):

"I think Makeup Tools poster series is a pleasant piece of art, a nice collaboration of elaborate design and printing technique, superb descriptive power of photograph and expression of functional form through the camera lens. Encouraged by this award, I will devote myself to creating such kind of collaborations, going forward."