



July 10, 2012

ASATSU-DK INC.

~ How does the World really see Japan? ~
**“Stand for Japan” Campaign Entries Exhibition at the
Underground Square of Tokyo Station**

Exhibition of Outstanding Entries from a Co-Creation Project developed by ADK and eYeka

ASATSU-DK INC. (ADK; head office Chuo Ward, Tokyo; Yoji Shimizu, President & Group CEO) will conduct an exhibition of outstanding creative work from “Stand for Japan”, a co-creation project developed in collaboration with eYeka S.A. (head office France; Francois Petavy, CEO), a French company who is the global market leader in online co-creation with consumers. The exhibition will take place at the site of underground square of Tokyo Station (in front of the entrance of JP Tower) starting from 25th July until 23rd October.

“Stand for Japan” is a project done with eYeka, a co-creation platform where a community of 200,000 creative individuals from 94 countries was invited to create imagery, pictures, or videos to communicate their personal interpretations of what is truly unique about Japan through a mosaic of topics ranging from art, cuisine, technology, people and history. It offers a unique reflection on Japanese culture and society, as seen from the rest of the World’s perspective.

We received 321 outstanding creative content (spanning videos, animations, photographs and illustrations) with participants stemming from 41 countries as far as, France, the UK, Indonesia, China, Spain, Singapore and many others. 54 visual artwork and 20 videos will be exhibited at the underground square of Tokyo Station just in front of the entrance of JP tower, opened in March this year. The exhibition area has a spacious space of around 3,300 square meters. The exhibition is planned to run for a 3 months period from 25th July until 23rd October.

【Example of artwork】

My window's view in a Japanese folding-screen

Creator: ruben (Male)

Country: France



Description:

"If we (occidental people) would be able to watch the world through Japanese eyes we'll find it much more attractive and wonderful. I tried to prove this by transforming the landscape I see from my bedroom's window in St.Denis (a notorious Parisian suburb) into an ancient style Japanese folding-screen. This landscape is not the most beautiful in the World but now that I can imagine it with Japanese taste, I can see the poetry and beauty in it and I'm happier to live where I live now. So, if Japan did not exist anymore, I can surely say that the thing I'll miss the most about Japan and Japanese people is their sense of aesthetic, their paintings' softness of colors and the perfection and balance of the lines".

【What is a co-creation project developed by ADK and eYeka?】

eYeka is the global market leader in online co-creation. Since 2006 the company enables marketers who have no time to fail to accelerate the creation and marketing of more relevant products by leveraging a wealth of creative ideas developed by a community of over 200,000 creative individuals, spanning 94 countries. eYeka members are invited to solve marketing challenges, in the form of creative competitions with prizes rewarding the best ideas. ADK announced the launch of a business alliance with eYeka in December and has ranked as the first official partner for eYeka worldwide, with the two companies having already initiated a number of co-creation projects across the world.

eYeka serves more than 100 global brands such as Coca-Cola, Unilever, Danone, Hyundai and Microsoft and is present in France, Singapore, the United Kingdom and China.

For more information: www.eyeka.com (available in 12 languages, including English and Japanese.)

【What is "Stand for Japan" Exhibition?】

"Stand for Japan" is a project designed to collect expressions of "The Japan they love" from 200,000 creative individuals from 94 countries, with topics ranging from art, cuisine, technology, people and history. It offers a unique reflection on Japanese culture and society, as seen from the rest of the World's perspective. The campaign generated submissions of 321 creative contents and 74 outstanding entries will be exhibited this time.

◆ Entries Exhibition Period:

25th July ~ 23rd October, 2012

◆ Exhibition Hour:

Open 7 days a week except between 0:30am-5:30am.

◆ Venue:

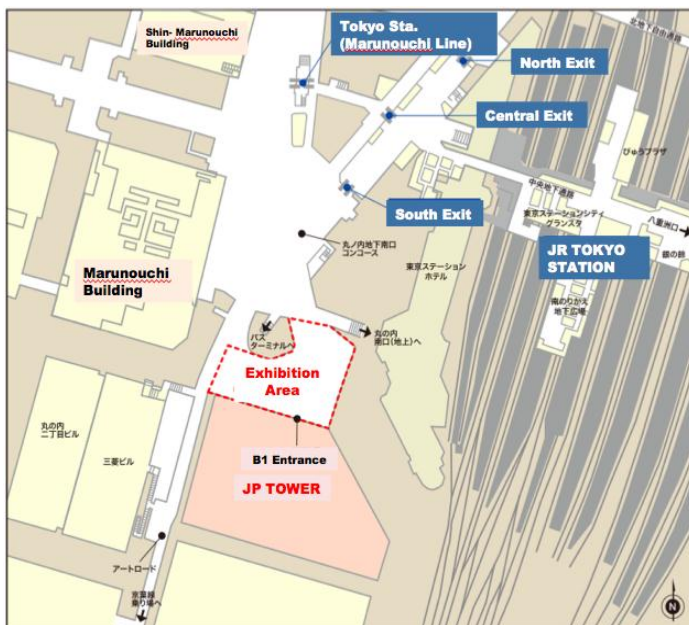
Underground Square of Tokyo Station (in front of the entrance of JP tower)

◆ Access:

JR Tokyo Station, Marunouchi at the center or south exit --- 1min. walk

Tokyo Station, Marunouchi line --- 0min. walk

Nijyubashi Station, Chiyoda line --- 5min. walk



Tokyo Station Underground Map

◆ **Number of Works:**

- 1. Graphic Category: 54 works**
- 2. Video: 20 works**

※Exhibition period and number of entries to be exhibited are subject to change in the future.

[Inquiries]

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