

June 27, 2018

ASATSU-DK INC.

## ADK wins Bronze in PR category at the Cannes Lions International Festival of Creativity 2018

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is pleased to announce that work created by ADK been awarded Bronze for “Future Cuisine restaurant “IBUKI” ”for JAXA in the PR category at the Cannes Lions International Festival of Creativity 2018. The festival was held in Cannes, France from June 18 to June 22, 2018. With this entry combined, two works were entered as shortlist.

Please see below for details of the awarded work.

<Bronze>

**PR Lion (Use of Events & Stunts)**

Brand/Client: JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)

Title: Future Cuisine Restaurant “IBUKI”

For more details, please see page 3

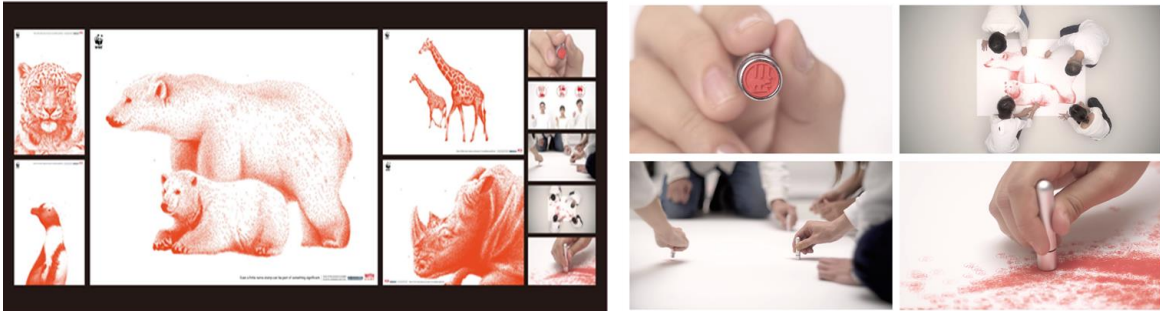


## <Shortlist>

### Design Lion <Poster>

Brand/Client: WWF JAPAN

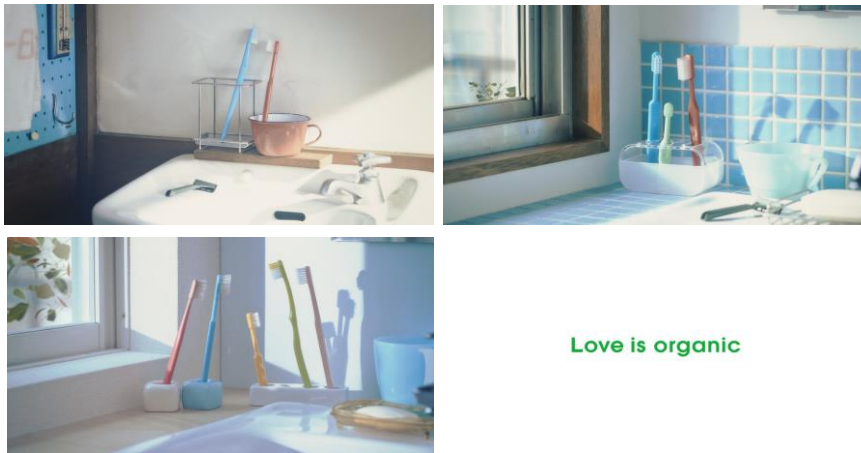
Title: WITH STAMP SMALL STAMPS FOR A BIGGER CAUSE



### Health Lion <Film craft Design/Art Direction> <Film craft /Cinematography>

Brand/Client: ORALPEACE / Trife Inc

Title: LOVE IS ORGANIC



Love is organic

Contact: Yuri Hirao

Office of Corporate Communications

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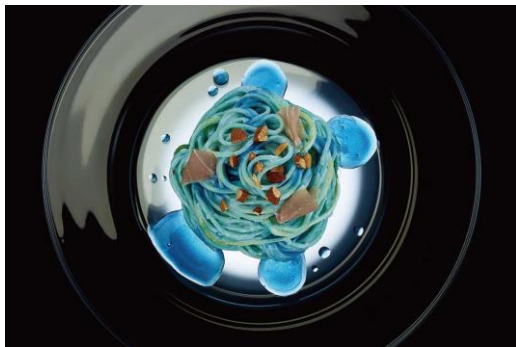
**Reference:**

## Future Cuisine restaurant “IBUKI”

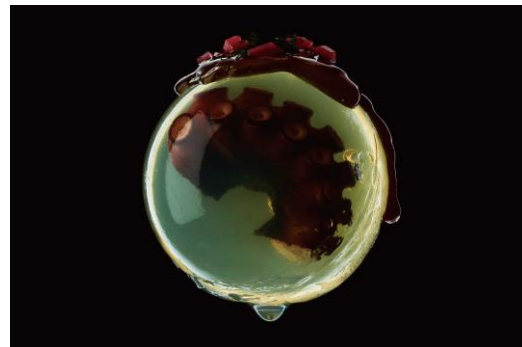
For young generations in Japan, global warming is not taken seriously because the issue has been around from the time they were born. Therefore, JAXA’s global warming observation satellite “IBUKI” was suffering its low awareness. As IBUKI is funded by government, more attention was needed to continue the mission

In order to appeal satellite’s initiative, we opened Future Cuisine Restaurant “IBUKI”: a pop-up restaurant that offered “future meals” created based on researches how global warming affects our food in the future. We created and offered five original dishes that “we may be eating in the future when global warming progresses at its current pace.” A 20-seat restaurant opened just for one day, was getting huge attention among mass and social media.

### Menu



BLUE PASTA



CRYSTAL TACOYAKI



STEAK ON THE SIDE



FUTURE SUSHI



UPSIDE-DOWN PUDDING

For more details : <http://care-for-earth.jp/future-restaurant/>