

LOGO DESIGN CONTEST: Arts Japan 2020

\$3,000 PRIZE

What is Arts Japan 2020?

As we approach the 2020 Olympics and Paralympics, the **CULCON Arts Dialogue Committee (ADC)** is launching a new campaign: **Arts Japan 2020**.

Arts Japan 2020 will be a recognizable, developed and strategic effort to highlight Japanese arts and culture in the United States. **Arts Japan 2020** will encompass four functions:

- ⇒ Collect information on Japan-related cultural programming across the United States;
- ⇒ Brand programming with the campaign name and logo;
- ⇒ Disseminate information about the branded Japan-related cultural programming via social and traditional media, including a dedicated website; and
- ⇒ Encourage organizations across the United States to develop Japan-related programming to include in the campaign.

Prize:

In addition to providing **Arts Japan 2020** with a new visual calling card, the winner will receive recognition on the campaign website and a cash award in the amount of **\$3,000**.

How to Enter:

Please send your design/s to Pamela Fields at pfields@jusfc.gov by COB (ET) **Wednesday, March 29**. You may enter as many designs as you would like. Submit your design in a high-resolution graphic, preferably in .ai/.eps/.png/.gif/.jpg form.

Judging:

The winning design will be selected by members of the CULCON ADC. The ADC may request edits before finalizing the design of the winning entry; the winner will be expected to comply in a timely manner. The winning entry will become the property of CULCON ADC.



The ADC is a program of the U.S.-Japan Conference on Cultural and Educational Interchange (CULCON), a binational advisory panel that serves to elevate and strengthen the vital cultural and educational foundations of the U.S.-Japan relationship, and to strengthen connections between U.S. and Japan leadership in those fields.

The **Arts Japan 2020** campaign is funded by the Japan-U.S. Friendship Commission, an independent federal government agency that strengthens the U.S.-Japan relationship through educational, cultural, and intellectual exchange.

Questions? Please contact Pamela Fields at pfields@jusfc.gov