



**PRESS RELEASE (2020/07/20)**

## Open Call for 2020 Asia Digital Art Award FUKUOKA

Asia Digital Art Award FUKUOKA, established in 2001 and led primarily by Kyushu University, encourages the creation of digital contents that combine top-notch technology with Asian sensibility.

The competition strives to spread the notion of “high-level artistic expression based on logical thinking” by recognizing digital contents creators who represent Asian culture.

This world-class Media Art competition serves to encourage the digital contents industry of Japan as well as realizing the potential of authentic digital media throughout Asia.

All of us at Asia Digital Art Award FUKUOKA are looking forward to meeting Asia’s next

### 【2020 Asia Digital Art Award Guidelines for Application】

#### ☐Categories

- General Category : For those who aim for being a professional creator with high artistic skill.  
Still Images/Moving Images/Interactive Art/Entertainment (Applied Industry)
- Student Category : For students who are interested in digital art and have just started their career.  
Entries by students (high school and under), pairs or groups are also accepted.  
Still Images/Moving Images/Interactive Art/Entertainment (Applied Industry)

#### ☐Application Period

Starts at noon on 20<sup>th</sup> of July and ends at 23:59 on 11<sup>th</sup> of October 2020 (Japan time).

#### ☐How to Apply

Apply from the official website. <https://adaa.jp/en/aboutApply/index.html>

#### ☐Awards

##### ○Asia Digital Art Award

- 1 from General Category    • Fukuoka Governor's Award Certificate
- Prize Money 500,000 yen granted from the KAKIHARA Science and Technology Research Foundation

##### ○Grand Award

- General Category: 1 from either Still or Moving Images Section...The Minister of Education, Culture, Sports, Science and Technology Award Certificate.
- General Category: Interactive Art Section...The Minister of Internal Affairs and Communications Award Certificate.
- General Category: Entertainment Section...The Minister of Economy, Trade and Industry Award Certificate.
- Student Category: Prize Money 50,000 yen granted from the KAKIHARA Science and Technology Research Foundation to each Grand Award winner as a support for the next generation.

##### ○Excellence Award    ○Finalists Award    ○Fukuoka Mayor's Award Certificate

#### ☐Award Ceremony

The award ceremony is planned to be held at Fukuoka Art Museum, Japan on 20<sup>th</sup> of February 2021.

#### ☐Asia Digital Art Award FUKUOKA Official Website : <https://adaa.jp/en/index.html>

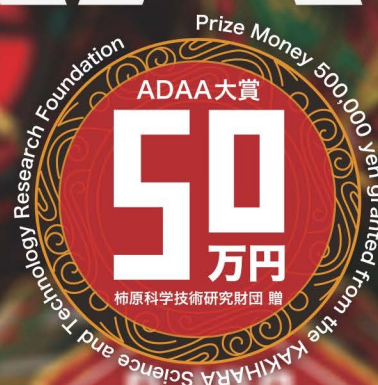
【Contact】 Asia Digital Art Awards Executive Committee Head Office  
Mail: [adaa@design.kyushu-u.ac.jp](mailto:adaa@design.kyushu-u.ac.jp)





# ADAA

## Asia Digital Art Award FUKUOKA



Check the Website!

<http://adaa.jp>


Period for Application

 2020 **7.20** MON – **10.11** SUN

**Presented by:** 2020 Asia Digital Art Awards Executive Committee Head Office [ Kyushu University / Fukuoka Prefecture / Fukuoka City / Kitakyushu City / Nishinippon Shimbun / LOVE FM International Broadcasting Co., Ltd ]

**Co-presented by:** NHK Fukuoka (Japan Broadcasting Corporation)

**Under the auspice of:** (includes in-process) Ministry of Internal Affairs and Communications / Agency for Cultural Affairs / Ministry of Economy, Trade and Industry / Consulate General of The Republic of Korea in Fukuoka / Computer Graphic Arts Society / Digital Content Association of Japan / Japan Graphic Designers Association Inc. / Kyushu Economic Federation / Fukuoka City Foundation for Arts and Cultural Promotion / Mitsubishi-Jisho Artium / NPO Visual Industry Promotion Organization / Wacom

**Supported by:** Fukuoka City Science Museum/Asia Digital Art and Design Association Japan/Center for Designed Futures of Kyushu University

**Sponsored by:** KAKIHARA Science and Technology Research Foundation, Inc. / LEVEL-5 Inc. / Cygames, Inc. / Neuromagic Co., Ltd. / SCSK Corporation / anima inc. / teamLab Inc. / anno lab / Jollystics Inc. / invisi Inc. / MIDORI Printing Co., Ltd.

LEVELS

佐賀デバッグセンター

Cygames  
Saga Studio

neuromagic

SCSK

ANIMA

teamLab

anno lab

Jollystics

invisi

株式会社ミドリ印刷

beyond  
2020



Asia Digital Art Award FUKUOKA is the public exhibition of world-class media art works deeply rooted in the Asian culture, advocating the fusion of logical thought and artistic sensibility against the background of advanced media technology. We look forward to participation of many creators.



## Guidelines for Application



### Categories

#### General

For those who aim for being a professional creator with high artistic skill.

#### Student

For the students who are interested in digital art and have just started their career. Entries by pairs or groups are also accepted.

### Sections

Applied in both general and student

#### Still Images

Works created by computer graphics or digital imaging.

#### Moving Images

Works created by computer graphics, video editing, as well as other digital techniques such as animating.

#### Interactive Art

Performing art or installation works with applying media technology and adopting interactivity, focusing on mutual relationships such as "Human and Machine" or "Human and Human".

#### Entertainment (Applied Industry)

Works produced and prototyped for industrial applications such as video games, Smart-phone App, TV/Web Commercial or promotional images.

### Judges

**KAWAGUCHI, Yoichiro** (Emeritus Professor, University of Tokyo / Digital Content Association of Japan Chairman / Kirishima Open -Air Museum Director)

**NAKAYA, Hide** (Professor, International Professional University of Technology in Tokyo / Specially Appointed Professor, Graduate School of Advanced Integrated Studies in Human Survivability, Kyoto University)

**NAKAO, Tomomichi** (Fukuoka Asian Art Museum Curator)

**NAKAJIMA, Shinya** (TOHOKUSHINSHA FILM CORPORATION Executive Vice President)

**JO, Kazuhiro** (Associate Professor, Faculty of Design, Kyushu University)

**NAKAMURA, Shunsuke** (SHIKUMI DESIGN Inc., Chief Executive Officer)

**MAKI, Nahomi** (Lecturer, Graduate School of Film and New Media, Tokyo University of the Arts,)

**TAKAYAMA, Joe** (Associate Professor, Musashino Art University)

The winners will be selected through two rounds of judging (Preliminary and Final).

The screening will be done only by the submitted data of the registration and the work itself.

### Awards

**Asia Digital Art Award** 1 from General Category

**Fukuoka Governor's Award** Certificate **Prize Money 500,000 yen**

from the KAKIHARA Science and Technology Research Foundation

**Grand Award** Each 1 from General and Student Category except the work which has won the Asia Digital Art Award

General Category : 1 from either Still or Moving Images Section

... **The Minister of Education, Culture, Sports, Science and Technology Award** Certificate

General Category : Interactive Art Section... **The Minister of Internal Affairs and Communications Award** Certificate

General Category : Entertainment Section ... **The Minister of Economy, Trade and Industry Award** Certificate

Student Category : **Prize Money 50,000 yen** granted from the KAKIHARA Science and Technology Research Foundation to each Grand Award winner

**Excellence Award** 2 from General and Student Categories respectively

**Finalists Award** Around 10 from all works

**Fukuoka Mayor's Award Certificate** 1 from all works



### Exhibition

@ **Fukuoka City Science Museum/ Fukuoka Art Museum/ NHK Fukuoka** Between Feb.16th and Feb.23rd,2021  
The Ceremony for the Award Winners' ll be held on Feb.20th,2021. It' ll be your great opportunity to disseminate your work to the world!



Photos from Exhibition, Ceremony, and Symposium



<http://adaa.jp>

**To Contact** Asia Digital Art Awards Executive Committee Head Office at Faculty of Design, Kyushu Univ.  
4-9-1 Shiobaru Minami-Ku Fukuoka City 8158540 Mail: [adaa@design.kyushu-u.ac.jp](mailto:adaa@design.kyushu-u.ac.jp)