

March 1st, 2015

5th DREAM GIRLS Design Contest

Award Celebration Ceremony Report

Organizer: Blooming Life Co., Ltd.
 Co-organizer: DREAM GIRLS Project, NPO Organization

Date	March 1 st , 2015	10AM~12:30PM
Venue	Apartment at HIMAWARI Hotel, Phnom Penh, Cambodia	

March the 1st, 2015, the 5th Design Contest Awards Ceremony was held at the “Apartment at HIMAWARI Hotel” , Phnom Penh.

【 1 】 Objective of the Contest

An important key to the problems in developing countries is the economic independence of women and their leadership. In Cambodia, there are still problems such as “the low positioning of women” , “few opportunities towards employment for women” and “there are almost no women professional designers” . The objectives of this contest are to provide a place and opportunity for women to be able to become a symbol for all other women through enriching their professional skills as a representative designer for the country, and to promote future leadership amongst other women through providing a professional career as a designer.

【 2 】 Award Ceremony Highlights

DREAM GIRLS and Japanese supporters, and media people gathered together!

Total entries this time have increased to 324 items. Amongst the 129 contest entrants, there are around 80 candidates qualified in the primary selection. In addition, around 220 Cambodian student supporters, both male and female, the sponsors and representatives of cooperative companies (to be described later) and local Japanese residents, all together around 400 people, joined the ceremony. It became the largest historical Award Ceremony.

In Cambodia, an event where women lead is so rare, we had coverage from 3 local

TV stations and 2 newspaper companies.

Various glorious guests also attended upon our invitation.

We had Ms. Asami Hohoko, Japanese best-seller writer, who joined as the special guest speaker and made a very warm and cheerful speech directed to young Cambodian men and women. Also in attendance were Mr. Yajima Makoto, the Managing Director of AEON MALL Phnom Penh, from the government, Mr. Director Ek Buntha of the Ministry of Culture and Fine Arts, just as in the previous year, and Ms. So Chenda, the Dean of Royal University of Fine Arts. Many other people attended on behalf of Cambodia and all witnessed the proud moment for Cambodian Women.

Glorious juries also attended

This year we invited those who have been active in various fields as judges to examine the designs. Moreover, on the day, 7 jurors were selected from 8 people who attended and were watching closely the proud moment for Cambodian Women.

<Art Design Division 4 Jurors>

AEON MALL (CAMBODIA) Co., Ltd

Managing Director Mr. Yajima Makoto

SabayDigital Corporation

CEO Mr. Chy Sila

WORLD (CAMBODIA) Co., Ltd

Managing Director Mr. Shiihara Tadahiko

Rabbit Radiance Co., Ltd

CEO Mr. Ogata Yoichi

<✕Business Design Division 4 Jurors>

YAMADA SCHOOL OF ART

Representative Mr. Yamada Takakazu

FASHION PORT TOKYO

Director Mr. Ishimoto Hideki

-Jury Agency Producer Mr. Okubo Yuya Kokochikyam

COCOCHI Cam Co., Ltd.

Director Mr. Kawauchi Toshinari

DREAM GIRLS Project Representative Director

Blooming Life International Co., Ltd. CEO

DREAM GIRLS Design Contest Organizer

Ms. Nukui Kazukana

※ Business Design Division…A division newly developed this year to examine the design from the Business perspective. The winning designer selected by each company is provided the chance to engage in the future development of the products until the design is adopted.

As the name is announced, cheerful voice went up!



At the Awards Ceremony cheers went up every time the name was announced. The theme for this year was the same as last year_Cambodia’s world heritage, “Angkor Wat”, Royal Dance, “Apsara Dance (Dance of the angel)”, and natural abstraction selected as a motif for Cambodian nature. It was arranged together in the design deployment.

The 1st winner in the art design division was Ms. Hen Somarika. This year there were many new award winners, and she was one of them. She applied for the Dream Girls Design Contest for the first time this year and, wonderfully, achieved 1st place. Her dream is to become a fashion designer. In university she is majoring in medicine to become a doctor; however, she likes design very much.

She couldn’t believe that it was her name when it was called. It seems that she had incredible emotion at that moment. Now, she told us that she is very grateful to the organizer, Ms. Nukui Kazukana, and the Dream Girls Design Contest for giving her such an opportunity.

The Road to study design opened! Scholarship to 7 Dream Girls!



The jury member, Mr. Yamada TakashiRyo, who has been actively presenting Cambodian Arts to the world, have accepted 7 people who got the scholarship as Dream Girls for this year. (Last year, 6 scholarships) we will continue the preparations for opening the Design School towards 2016.

Report on Income and Expenditure

For the expenditure on the contest and awards ceremony, we have used the funds from the charity party held in December last year, a part of the membership fees of the supporting group and the prize money. The expenses for entry into Cambodia many times for the preparation of the contest couldn't be paid by this account, so those expenses were the responsibility of the organizers themselves.

In addition, due to the voluntary work of the many supporters, we achieved a great reduction in expenditure, and finally, we have effectively used the expenditure at a good cost performance.

Thank you.

We were able to hold a successful awards ceremony.

Thanks so much everybody from the bottom of my heart for the good cooperation.

Dream Girls Design Contest Cooperative Organization

Due to the great support, we could hold the event again this year. We got financial assistance from the people of the organization. Representing the following organizations, I would like to express my gratitude to their volunteer activities that are very useful to the whole.

(1) Main Sponsor Company

- AEON MALL Cambodia
- YAMADA SCHOOL OF ART
- Sabay Digital corporation
- HIS (Cambodia) Travel
- MUSASHI Paint Company
- SORANO HIKARI CAMBODIA
- MATE(マテ) Global Communication
- Masaru Saeki Certified Tax Account Office

Organizer : Blooming Life, Co.,Ltd. to make the dreams of Asian women come true. Aiming at building a business that leads to independence through Design, and towards the realization of Asian women' s Dreams.

<http://www.bloominglife.biz/>

AMAZING CAMBODIA AEON MALL Phnom Penh (before: WakaNa) was opened on the 20th June, 2014. It is “DREAM GIRLS& Beauty” Shop, promoting DREAM GIRLS’ Designed products towards realizing the dreams of Cambodian Girls. Cambodian Girls take part in challenging the world, we will make their dreams come true one by one.

<http://www.amazing-cambodia.com>

Co-organizer: DREAM GIRLS Project, NPO Organization that aims at making Asian women' s dreams come true.

We aim to support education that leads to the self-reliance of Asian women through design.

<http://www.dreamgirlsproject.com/>

We plan to open a design class in September 2015. It is a place for absorbing the world-class design knowledge by learning firmly the basics.

【Dream Girl Shop】

<http://dreamgirlsshop.com/>