

# EMBASSY OF JAPAN IN BELGIUM



**has the great pleasure to announce**

## **150 Years of Friendship between Japan and Belgium** **Results of the logo competition**



In 2016, Japan and Belgium will celebrate 150 years of diplomatic relations and friendship. In the run-up to this year of friendship, a public competition was held to select the official anniversary logo. The jury evaluated 187 entries. The winning design is the work of Ms. Ayaka YASHI, a 21 year-old student living in Osaka. The official logo of the anniversary will be used in communication regarding all the activities associated to the anniversary in the course of 2016.

Japan and Belgium established diplomatic relations in 1866, with the signature of their first Treaty of Amity, Commerce and Navigation. In 2016, the two countries will celebrate 150 years of diplomatic relations and friendship. In May 2014, Prime Minister Shinzo Abe of Japan and Prime Minister Elio di Rupo of Belgium agreed that both countries would take the opportunity presented by the 150th anniversary to underscore the many things that the two countries have in common, to strengthen the ties of friendship, and to encourage cultural exchange.

In the run-up to this year of friendship, a public competition was held to select the **official anniversary logo**. The competition was launched simultaneously in Japan and Belgium in October last year. Entries were received between November 1<sup>st</sup> and December 31<sup>st</sup>, 2014. In total 187 logo designs were submitted by 65 participants. The winner was announced on January 20, at the **bilateral meeting between Japanese Minister for Foreign Affairs Fumio Kishida and Belgian Minister for Foreign Affairs Didier Reynders in Brussels**.

The winning design is the work of Ms. Ayaka YASHI, a 21 year-old student living in Osaka. The logo stands for the **connection between Japan and Belgium**, which is represented by circles of colored shades, fusing together. The jury chose Ms. YASHI's design because it conveys very well the idea of connection and exchange, and it gives equal weight to Japan and Belgium.

The jury, composed of 12 members (6 based in Japan and 6 based in Belgium), consisted of representatives of the Belgian and Japanese Ministries of Foreign Affairs, the respective Ambassadors in Brussels and Tokyo, representatives of Japanese associations in Belgium and Belgian associations in Japan, business people and academics.

First prize:

**Ms. Ayaka YASHI**, 21, student, from Osaka (Japan)

Prize: 1000 euro

Second prize:

**Mr. Federico GILARDONI**, 34, graphic designer, from Brussels (Belgium)

Prize: 500 euro

Prizes of excellence:

**Ms. Emilie ANSEEUW**, 34, graphic designer, from Brussels (Belgium)

**Mr. Kazuyoshi OSHIMA**, 46, web designer, from Chiba (Japan)

**Mr. Milo DE LE COURT**, 7, primary school student, from Tokyo (Japan), obtains a special mention for his effort as the youngest participant in the competition.

The official logo of the anniversary will be used in all communication regarding the activities associated to the anniversary in the course of 2016. The logo will be made available upon request to organizers of events related to the anniversary for use in their communication regarding these events. The relevant documents and an application form will be published shortly.

More information about the results of the logo competition and about the 150<sup>th</sup> anniversary can be found on the following websites:

The Embassy of Japan in Belgium:

<http://www.be.emb-japan.go.jp/english/index.html>

The Embassy of Belgium in Japan:

[http://countries.diplomatie.belgium.be/en/japan/relationship\\_belgium\\_japan/150\\_years\\_belgium\\_japan/](http://countries.diplomatie.belgium.be/en/japan/relationship_belgium_japan/150_years_belgium_japan/)

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