

Brand	Embassy of Japan 2520 Massachusetts Avenue NW Washington, DC 20008	Product	Mural
Agency	Ogilvy 1111 19 th Street NW Washington, DC 20036	Task	Design a portable mural celebrating the long friendship between Japan and the US to be displayed in public forums in Washington DC
Date	February 3, 2020	Success Criteria	Relevancy to the task of representing the long history of diplomacy and friendship

Why is this brief here?

Most Millennials know about the Cherry Blossom Festival. But few know they were a gift more than 100 years ago from Japan to celebrate friendship and diplomacy. The Embassy of Japan wants to get the word out and tell the story of this special relationship through the universal language of art. <https://medium.com/@JapanEmbDC/little-flower-big-story-celebrating-a-blooming-friendship-c4a6ab024863>

Who is our audience?

Instagram-crazed Millennials who aren't aware of the gift from Japan and the bonds of friendship between the U.S. and Japan. They do however crave social moments, experiential events and art.

Calendar

- Call for Submissions: February 3 - February 12, 2020 (Submissions close on Feb. 12, at 11:59PM EST)
- Optional Q & A Session at Ogilvy DC: February 13-17, 2020
- Submission Review: February 17-24, 2020
- Winner Notification: February 27, 2020
- Mural Creation: March 2-March 16, 2020
- Mural Pick-Up: March 18, 2020
- Mural Exhibition at multiple locations: March 19 - early April 2020

About the Embassy of Japan

When the Mayor of Tokyo gave the original 3,000 cherry trees to Washington DC in 1912, he may not have been able to imagine the century of history that was to come. Those initial trees provided the first lines of an extraordinary tale that has built an unshakable bond between the two capital cities. The annual National Cherry Blossom Festival is representative of the lasting friendship between the U.S. and Japan and the celebration of the continued relationship between our two cultures.

Japan and the United States share a significant partnership in trade as the U.S. serves as Japan's second largest trading partner. Under the concept of "The Japan-U.S. Alliance for Asia and the World," both countries share key responsibilities in the growth and stability of the global economy. Japan has also been a country rich in both history and culture, from the beauty of its gardens, architecture, and illustrations to its many unique customs and traditions.

Eligibility

Open to all students (18 years or older) currently enrolled in higher education in DC, Maryland, or Northern Virginia. Applicants/Teams (see below) can be from any academic discipline and must be enrolled at the time of submission.

Entry Fee

Free of charge.

Submission Requirements

Submission must include:

- Completed form (below)
- Sketch of your idea in any format (photograph, PDF, illustration, etc.)
- Brief artist statement about your proposed mural idea (not to exceed 100 words)
- Please submit the above to Natalie.Chevalier@ogilvy.com with subject line "Cherry Blossom Mural"

Important Information:

- Mural Specs: approximately 16ft wide by 8ft tall
- Mural Material: Canvas-like material (will be provided to you)
- Mural Supplies: will be provided/funded – more info to come

Details and Logistics

The mural will be created in your campus studio space. All materials will be provided by Ogilvy in consultation with applicants/teams. Teams can consist of 1 – 6 people. All applicants/teams must have a professor to serve as a sponsor.

Exhibition Space

After completion, the mural will be picked up and transported to the first display location for a week. This location will be a highly foot-trafficked space in the city of DC. Following this location, the mural will be transported to a second location to be part of the Cherry Blossom Festival festivities. There is potential for it to travel to additional locations as well.

Usage

The Embassy of Japan and Ogilvy reserve the right to photograph and reproduce, in color or black and white, all artwork accepted for this exhibition (regardless of copyright) across a media, including Social, Internet, Web, TV Broadcast and News coverage, in perpetuity. All credit will be given to the artists.

Final mural will remain the property of the Embassy of Japan.

Media Coverage

Ogilvy will lead media outreach on behalf of the Embassy of Japan, focused on DC based print, radio, and television. Access to the mural while in-progress will be granted on university property and can be coordinated with university communications director/office. Artist/s and sponsor may be requested to provide media interviews.

Embassy of Japan Call for Mural Submissions Application Form

University/College:		
University/College Sponsor:		
University/College Sponsor Contact:		
Team Members (up to 6 members)		
1. Name:	Major:	Email:
2. Name:	Major:	Email:
3. Name:	Major:	Email:
4. Name:	Major:	Email:
5. Name:	Major:	Email:
6. Name:	Major:	Email:
Artist Statement: Please write a brief artist statement about your proposed mural idea (not to exceed 100 words)		

Submission:

Please email completed submission to Natalie.Chevalier@ogilvy.com no later than February 12, 2020 at 11:59PM EST with subject line: "Cherry Blossom Mural"