

Posters for “LINK OF LIFE Exhibition: Aging? Future!” Win Silver at THE ONE SHOW,

(New York - May 10, 12, 2017) The posters for the “LINK OF LIFE Exhibition: Aging? Future!” produced by Shiseido Company, Limited won the Silver award in the Design category at THE ONE SHOW.

THE ONE SHOW is an annual advertising contest held in New York by THE ONE CLUB, an American non-profit organization founded in 1975. Aimed at honoring outstanding creative ideas and techniques, it is considered to be one of the three most important awards in advertising along with the Cannes Lions International Festival of Creativity and the CLIO Awards. It was held for the 44th time this year with 21,844 entries from 73 countries.

▼THE ONE SHOW website

<http://www.oneshow.org/>



▼ Award comment by Masaki Hanahara, Advertising and Design Department, Shiseido:

“LINK OF LIFE was an exhibition that questioned new possibilities of aging. We interpreted it as “Aging = Passage of Time” and made the shadows of the figurines in the posters move like a sundial to express the passage of time. The figurines’ hair and makeup was elaborately done by Shiseido hair & makeup artists, who gave us their full support on this project.

Aging tends to be associated with anti-aging skin care products, but in this work we aimed to express aging in a new, different way. I am happy to see that our novel approach was recognized through this award.”

About the Award-winning Works



▼THE ONE SHOW award-winning works:

<http://www.oneclub.org/awards/theoneshow/-award/25590/agingpassage-of-time>

▼Behind the scenes:

<https://www.youtube.com/watch?v=p8TdvzXI7eo>

▼Credits:

Creative Director/Art Director:	Masaki Hanahara
Hair & Makeup Artists:	Kenji Toyota, Teruaki Shinjyo
Producer:	Katsumasa Arima
Communication Planner:	Tomoaki Yamura
Copywriter:	Ryohei Nagaiwa