

Shiseido Wins Two Awards, Including Grand Prix, at Spikes Asia 2026

Two Projects Highlighting Food Culture Preservation and Japanese Aesthetics Earn International Recognition



Grand Prix-winning project “BEST AFTER 2055”

Shiseido Company, Limited (“Shiseido”) has won two awards, including a Grand Prix, at Spikes Asia 2026, APAC’s most prestigious and sought-after Award for creativity and marketing effectiveness, held in Singapore.

At the festival, “BEST AFTER 2055,” a project that preserves the endangered food culture of Ogi Miso by canning it for years to come, received the Grand Prix in the Design category. In addition, “MAKEUP CALLIGRAPHY,” a New Year’s greeting card project that expresses a uniquely Japanese aesthetic sensibility by combining the tradition of *kakizome* (first calligraphy of the year) with the sounds of makeup application, received a Bronze award in the Print & Publishing category.

Established in 1986 as the regional edition of the Cannes Lions International Festival of Creativity, Spikes Asia is a leading international award program that recognizes outstanding creative excellence across the Asia-Pacific region.

“BEST AFTER 2055” was selected from 109 entries submitted in the Design category and received the Grand Prix, the highest honor among 10 winning entries. The project was also shortlisted in the Brand Experience & Activation category and in Product Design under the Design category.

Guided by its 2030 Vision, “By connecting with people, we pursue, create, and share new beauty, enriching everyone’s lives,” and its corporate slogan, “In every moment, in every life: Beauty,” Shiseido will continue to strengthen its unique capabilities in value creation and communication while pursuing new forms of beauty.

About the Award-Winning Project “BEST AFTER 2055”

Ogi Miso is a locally produced variety of miso with a familiar homemade flavor that has long been enjoyed on Ogi Island, a small island in western Japan. However, as the island’s population continues to age and decline, this local food tradition is now at risk of disappearing.

Through its involvement with the Setouchi Triennale, an international art festival held on islands in Japan's Seto Inland Sea, Shiseido visited Ogi Island and became aware of this issue. As an initial step toward preserving this heritage, the company developed the "Ogi Miso Can." This project preserves Ogi Miso in canned form, carrying the message that "this may be the last Ogi Miso." It is designed to help pass this tradition on to future generations.

"BEST AFTER 2055," engraved on the top of the can, indicates the projected year in which Ogi Miso could cease to exist, representing a critical turning point that will determine whether this tradition can continue. Created in collaboration with island residents, the project introduces a new approach to cultural preservation through experience-based design, aimed at sustaining Ogi Island's unique identity and carrying this legacy forward.



"BEST AFTER 2055" project visual

Credits

- **Creative Director / Copywriter:** Yukino Miyazawa
- **Art Director:** Takaki Ikeda
- **Product Art Director:** Takuho Sasaki, Minhu Park
- **Account Director:** Rey Nakayama
- **Ideator:** So George Sugitomo (Freelance)
- **Production:** BBmedia Inc.
- **Partner:** Yamato Fukui, Kaori Ishibe (Ogi Island residents)
- **Client:** Takamatsu City, Kagawa Prefecture

About the Award-Winning Project "MAKEUP CALLIGRAPHY"

Japan's tradition of *kakizome* is a New Year practice in which people express their aspirations for the year ahead through calligraphy. Shiseido reinterpreted this culture—passed down for more than a thousand years—from a contemporary perspective. The result is a distinctive artistic expression that combines the sensory appeal of cosmetics with the fluid brushstrokes of calligraphy.

The project features jet-black visuals, alongside Japanese onomatopoeias that evoke the sensations of applying makeup, rendered in Shiseido's proprietary typeface. By intentionally eliminating color, the piece highlights refined form and texture, resulting in a bold and striking visual presence. Blending traditional Japanese aesthetics with modern beauty concepts, this work was created as Shiseido Creative's New Year's greeting card. To mark the beginning of 2025, approximately 900 cards were sent to partner companies and stakeholders.



"MAKEUP CALLIGRAPHY"

Credits

- **Art Director & Designer:** Sayoko Kangawa
- **Copywriter:** Yukino Miyazawa
- **Account Executive:** Saki Hashimoto
- **Ideator:** So George Sugitomo (Freelance)
- **Photographer:** Shotaro Ito (Freelance)
- **Stylist:** Aude Angot (Freelance)

Related Links

- Introduction to "BEST AFTER 2055" (Japanese):
<https://www.shiseidocreative.com/bestafter2055>
- Introduction to "MAKEUP CALLIGRAPHY" (Japanese):
<https://www.shiseidocreative.com/makeupcalligraphy>