

Report

The 7th DREAM GIRLS Design Contest





The Report of the 7th DREAM GIRLS Design Contest

Organizer

DREAM GRILS Project & Blooming Life Co., Ltd.

Thanks to all of your support, we held an award ceremony of the 7th DREAM GIRLS Design Contest.

Date : November 19th, 2017

Venue : Major Cineplex, AEON MALL Phnom Penh, Phnom Penh, Cambodia



【1】 Our Mission and Activity

Our mission is to accelerate the level of a women's position through Design.

1. To create the platform of Dreams between women in Cambodia and real business through Design.
2. By producing role models out of women who are economically independent through creative business.

As a result, it becomes empowerment to women, and that power will be transmitted from women to children and families to become a happier society. That is our wish.

Following this mission, we support Cambodian women through discovering a talented individual, education, business, finance and commercialization.

【2】 Object of the Contest

We hold a design contest annually aimed to discover a talented individual and give an opportunity to them to reach their DREAMS.

Since 2010, Totally 1,468 Candidates applied and 2,642 Artworks have been submitted for DREAM GIRLS Design Contest.

【3】 Details of the Contest

< Schedule >

1. Applicants submit their design for 1st round, and Judges screen.
2. DREAM GIRLS Project holds the Design workshop for applicants who pass 1st round.
3. Applicants submit their design for 2nd round, and Judges screen.
4. DREAM GIRLS Project holds an Award Ceremony and announces Award Winners.

We focused on promoting the design contest to provinces and boosting it on Facebook.

- We visited 8 areas and 154 schools or organizations.
- We passed an application requirement to 6,000 people.
- We boosted to all 25 provinces in Cambodia on Facebook.

The result is that we had applicants from 11 areas. (Banteay Meanchey, BattamBang, Koh Kong, Kompong Cham, Kompong Thom, Oudon, Phnom Penh, Pursat, Siem Reap, Svay Reang, Tboung Khmum)



【Judge】

The Judges are great designers and professionals from branding and designing companies, organizations, school's in Cambodia or a developer of a creative platform in ASIA. Fortunately we also had the honor of having a previous award winner who is a 2nd award winner of our 1st design contest as a judge.

Mr. Takakazu Yamada	Artist of Inyu of the Japan art institute YAMADA school of art (Director) Royal University of Fine Art (Guest Professor) Royal University of Phnom Penh (Guest Professor)
Mr. Tomohiro Okuda	Osfcp Co.,Ltd. (Designer, CEO)
Mr. Alexandre Burgeat	Melon Rouge Agency (Managing Director, CEO)
Mr. Hiroaki Shono	Vision track (CEO), ubies (Founder)
Mr. Hidetaka Nakamura	Social Compass (Representative)
Ms. Sophal Neak	Melon Rouge Agency (Art Director), Photographer, 2nd award winner of the 1st DREAM GIRLS Design Contest
Ms. Wakana Nukui	NPO DREAM GIRLS Project (Founder) Blooming Life International Co., Ltd. (CEO) AMAZING CAMBODIA (Owner)

Additionally, during the design workshop, which over 110 applicants participated, candidates got professional advice from professionals. We invited 10 designers or artists, Judges, Mr. Ringo Takahashi who is a famous designer in Japan, Ms. Lolli and Mr. Ajin from Nowhere art gallery in Phnom Penh, Ms. Sopheap Nhem who is a 1st award winner of the 3rd DREAM GIRLS Design Contest, and Ms. Sam ol Sovanlika who is a 3rd award winner of the 6th DREAM GIRLS Design Contest, as an advisor.



Applicants	187
Art Works	374
Award Winners	25
Total Prize	\$2,840

Prize	Number	Prize	Amount	Others
1st Prize	1	\$1,000	\$1,000	
2nd Prize	2	\$300	\$600	
3rd Prize	3	\$100	\$300	
Mitsubishi Corporation Award	1	\$300	\$300	
La Corbeille Award	1	\$100	\$100	
La Corbeille Award	3	\$0	\$0	Present
Twinkle Award	1	\$50	\$50	
Yamada School of Art Award	1	\$0	\$0	1year free tuition
Special Award	2	\$50	\$100	
Honorable Mention Award	13	\$30	\$390	

【4】 Program of an Award Ceremony

1. Opening Remarks by Wakana Nukui (Founder)
2. Speech by Ms.Sopha Neak (Judge, 2nd Award Winner of the 1st DREAM GIRLS Design Contest)
3. Introductions (Sponsors, Judges, Advisors)
4. Movie of all artworks which was submitted
5. Announcement of Awards (La Corbeille Award, Yamada School of Art Award, Twinkle Award, Honorable Mention Award, Special Award)
6. Fashion Show produced by Ms. Vathey (Award Winner of the 3rd DREAM GIRLS Design Contest)
7. Announcement of Mitsubishi Corporation Award
8. Announcement of the 3rd to 1st Awards After voting from audience

Thanks to Sabay Digital Plus Co., Ltd., we held an award ceremony at Major Cineplex in AEON MALL Phnom Penh, and the venue was suitably adequate, so that over 150 audience members could see our ceremony.

Participants chose and voted which designs they love the best from 6 finalists' design.

Every guest was so impressed by the 1st award winner's design and her history. She cried for happiness because she applied for DREAM GIRLS Design Contest for 6 years and finally got the 1st award.

【5】 Media

We really appreciate that numerous media entities covered our contest.

While we were looking for candidates, La Reine Magazine, Coupon King, Realestate.com.kh, and Poste Cambodia covered our design contest.

After the ceremony, Cambodia Business Partners, NyoNyum, Poste Cambodia, 3 famous TV stations, named CTN, Heang Meas, BTV, and the most well known news paper in Cambodia, which is named Koh Santhepheap.

【6】 Sponsors, Cooperative Companies

Due to the great support, we could hold the event again this year. We got financial assistance and cooperation from many companies in Cambodia and Japan. Representing the following companies, we would like to express our gratitude to all of their support that is very useful to the whole.

(1) Main Sponsor

Saqina Corporation

(2) Gold Sponsors

AEON MALL Phnom Penh

Sabay Digital Plus

La Corbeille (Iseki Sangyo Industry)

Shioewa

Your Happiness is my happiness

Yamada School of Art

(2) Silver Sponsors

Dental Clinic La SOURIRE, Asia Herb Association, Phnom Magazine, Natural Cambodia Cocoron,
DAISHIN TRADING (CAMBODIA)

(3) Cooperative Sponsors

Mitsubishi Corporation, Melon Rouge Agency, Major Cineplex, Serge Comtesse Salon, Sourire Pro and Arts, OS!, MI-A JAPAN, Hair Removal Salon MOTOKI, Hopewill(Cambodia), Japanese Embassy

(4) Media Sponsors

La Reine Magazine, Coupon King, CTN, Realestate.com.kh, Poste Cambodia, NyoNyum, CDL (Cambodia Business Partners)

Hosted by DREAM GIRLS Project

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

<https://www.facebook.com/dreamgirlsproject/>

<https://www.facebook.com/dreamgirlsprojectjp/>



【7】 Income and Expenditure

For the expenditure on the contest and award ceremony, we have used the funds from sponsorship fee from April to November.

The rest of funds will be used for our 2 activities below as listed.

- 1) “DREAM GIRLS Scholarship” which provides opportunities by creating a scholarship to send Cambodian women, who want to be designers, to art schools even if they didn’t get any award at our design contest.

They can choose a school from schools below.

- 1.Yamada School of Art (Specialized at practical art)
- 2.Royal University of Fine Arts (University)
- 3.STEP IT Academy (Specialized at design software)
- 4.DREAM MAKER Academy (Specialized at branding and opening small business)

- 2) An award ceremony for each orphanage, which joined our design contest this year.

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 our heart for the good cooperation.

Income	Title		\$
	Sponsor Fee		\$21,168.87
	Total		\$21,168.87
Expense	Conference expenses	Preparation	\$80.86
	Traveling and transportation expenses	Preparation	\$26.43
	Conference expenses	Distribution of Application requirements	\$229.55
	Traveling and transportation expenses	Distribution of Application requirements	\$71.86
	Conference expenses	Design Workshop	\$117.65
	Communication expenses	Design Workshop	\$33.00
	Supplies expenses	Design Workshop	\$85.93
	Traveling and transportation expenses	Design Workshop	\$587.00
	Facility Rental Fee	Design Workshop	\$195.36
	Welfare expenses	Design Contest	\$54.00
	Traveling and transportation expenses	Design Contest	\$2,360.60
	Conference expenses	Design Contest	\$330.25
	Supplies expenses	Design Contest	\$1,239.24
	Advertising expenses	Design Contest	\$967.92
	Donations expenses	Design Contest	\$390.00
	Communication expenses	Design Contest	\$3.75
	Business consignment expenses	Design Contest	\$1,753.00
	Stationery expenses	Design Contest	\$1,454.42
	Communication expenses	Award Ceremony	\$12.00
	Supplies expenses	Award Ceremony	\$306.06
	Advertising expenses	Award Ceremony	\$2,840.00
	Traveling and transportation expense	Award Ceremony	\$541.63
	Conference expenses	Award Ceremony	\$73.92
	Award Ceremony for orphanage	Award Ceremony	\$4,150.00
	Personal Expenses	Others	\$500.00
	Total		\$18,404.43
	Balance		\$2,764.44

【8】 Closing

First of All, I would like to say “Thank you very much for your support” to all DREAM GIRLS, Judges, Advisors, Guests, and Supporters.

We have held this design contest for 7 years. Looking back now, there are many memories and stories.

I would like to introduce the Amazing Stories of 2 DREAM GIRLS, Sopheap Nhem and Vattey Heang.

In 2011, both of them sat down in the chairs for candidates and Sopheap got the honorable mention award.

After an award ceremony, I visited her home and asked her “how did you study drawing?”. I still cannot forget her answer “I studied from someone who was drawing an amazing design on the street.”.

In 2013, she got the first award and got a chance to go to Yamada School of Art. In 2016, she was chosen as one of last 5 finalists out of 944 applicants from 40 countries. She was covered by a news paper in U.S. and she is one of the top artist in Cambodia now.

The Other story is about Vattey, she had many dreams. She tried to get awards from the DREAM GIRLS Design Contest from 2011 to 2013, then she got the 3rd award in 2013. After the contest, her design was adopted to some products according to one of her dreams. You can see it at AMAZING CAMBODIA in AEON MALL Phnom Penh. In 2016, she taught some people about sales and marketing as a teacher. It was also her dream. In the same year, she founded her own design company and was working so hard to present a fashion show during the award ceremony of the DREAM GIRLS Design Contest.

One day her parents got angry with her because they wanted their daughter to have a normal life, and don't want her to be a president of her own brand. They didn't talk for 1 month and I felt so sorry for Vattey's parents. However she never gave up and made it.

At the day of the ceremony, I found her parents there to see their daughter's work, then they said “ We are really proud of our daughter.”.

In 2017, Vattey applied for a business plan contest and passed the 1st round in Cambodia. While she was preparing for the final round, I also supported her. Although there are many competitors from Laos, Vietnam, and Cambodia, she got 2nd award.

Vattey and Sopheap participated in our design workshop as an advisor last year to support our activity. I'm really happy because I'm always with them while they're growing as a person and can show impressive this DREAM GIRLS Story to the world.

Do you know why they are amazing?

It's not because they are rich or poor or the rank of the contest's result.

Why do people want to support them?

It's because they are shining.

When you focus on making your dream come true purely, you will be brilliant and attract people like a magnet. This is what I learned from DREAM GIRLS.

“Stay pure, stay focus and keep shining”

With all my gratitude

DREAM GIRLS Project
Wakana Nukui(Founder)