



Apr-May 2019

The Report of the 8th DREAM GIRLS Design Contest

Organizer

DREAM GIRLS Project & Blooming Life Co., Ltd.

Thanks to all of your support, we held an award ceremony of the 8th DREAM GIRLS Design Contest.

Date : February 17th, 2019

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 1,584 Candidates applied and 2,991 Artworks have been submitted for DREAM GIRLS Design Contest.

【3】 Details of the Contest

< Schedule >

1. 2018 September-October: Spreading the design contest.
2. 2018 October-November: Applicants submit their design for 1st round, and Judges screen.
3. 2018 December 16th: The Design workshop for applicants who pass 1st round.
4. 2019 January: Applicants submitting their design for 2nd round, and Judges screen.
5. 2019 February 16th: Holding the Pre-party
6. 2019 February 17th: An Award Ceremony and announcement of the Award Winners.

Since we would like to adopt more designs and produce the coloring book, the requirement of the contest was to submit the design with black-and-white and color with the same design. Therefore, we focused on explaining carefully about it.

- We visited 103 schools or organizations.
- We boosted to all 25 provinces in Cambodia on Facebook.

【Judge】

The Judges are great designers or artists or professionals in the branding, marketing, or other creative fields. In this year, one of the most famous café in Cambodia, “Brown”, was one of judge and the applicants was excited about that Brown team would see their designs.

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. Ringo Takahashi	Chant.LLC (Creative Director)
Mr. Hiroaki Shono	Vision track (CEO), ubies (Founder)
Brown Coffee	Marketing Team
Ms. Wakana Nukui	Non-Profit-Organization DREAM GIRLS Project (Founder) Blooming Life International Co., Ltd. (CEO) AMAZING CAMBODIA (Owner)

【Advisor】

While the design workshop, candidates got advice from professionals. We invited 7 designers or artists as an advisor for over 80 applicants.

Mr Bun Suypheng, Senior Graphic Design Executive and Ms Srey Oeun, Brand Manager from Brown Coffee and Bakery, Mr. Tomohiro Okuda, CEO and designer from OS!, Ms Maria Boklach, a volunteer of the DREAM GIRLS Project as a designer, and Ms. Sopheap Nhem who is a 1st award winner of the 3rd DREAM GIRLS Design Contest, and Ms. Vattey Heang, a 3rd award winner of the 3rd DREAM GIRLS Design Contest, as an advisor.



【Pre-Party】

The day before the ceremony, we had a Pre-Party. The contents were a panel discussion with previous winners and interacting applicants who have dream to become designers.

While discussions, one winner said “Thanks to sponsors living far from Cambodia to support us. Please continue supporting Cambodian women.

Another said “Thank you, Wakana to give us this opportunity. Because of this experience, I could challenge. As such challenging, I become confident. Thereby I could try anything for other occasion.”.

Applicants were listening to previous winners talking and shining with smiling.



【4】 Program of an Award Ceremony

1. Opening Remarks by Wakana Nukui (Founder)
2. Introductions (Sponsors, Judges, Advisors)
3. Movie of all artworks which was submitted
4. Announcement of Awards (Good Challenge Award, Yamada School of Art Award, Honorable Mention Award, Iseki-Sangyo Award, La Corbeille Award, Special Award)
5. Fashion Show produced by Ms. Vathey (Award Winner of the 3rd DREAM GIRLS Design Contest)
6. Announcement of Mitsubishi Corporation Award
7. Announcement of Brown Award and the 3rd to 1st Awards.
8. Important Information from DREAM GIRLS Project

Thanks to Major Cineplex, we held the award ceremony at the entrance of Major Cineplex in AEON MALL Phnom Penh, and the venue was suitably adequate, so that over 170 audience members could see our ceremony.

The person who got 1st award, Ms Chansalynn Nou applied a few times for the DREAM GIRLS Design Contest. She said “Standing on the stage of the DREAM GIRLS Design Contest was my DREAM, so I’m pleased that my DREAM comes true. I cannot thank you enough for sponsors, DREAM GIRLS Project and my family.”

Awards	Winners	Prize	Total Prize
1 st Award	1	\$1,000	\$1,000
2 nd Award	1	\$300	\$300
3 rd Award	1	\$100	\$100
Mitsubishi Corporation	1	\$300	\$300
La Corbeille	1	\$100	\$100
Iseki-Industry	1	\$100	\$100
Yamada School of Art	1	Free Tuition Fee for 1 year	
Brown	1	\$300	\$300
Special Award	2	\$100	\$200
Honorable Mention Award	11	\$30	\$330
Good Challenge Award	2	\$20	\$40
Totally			\$2770

Applicants	116
Art works	349
Winners	22
Total Prize	\$2,770

【5】 Important Information from DREAM GIRLS Project

DREAM GIRLS Design Contest, which has been held for 8 times will be taken over by Ms Vatthey, who got 3rd prize of the 3rd DREAM GIRLS Design Contest and is a CEO of Sourire Pro and Arts.



<Message from Ms. Vatthey>

I got many opportunities by DREAM GIRLS Project so that I started challenging myself, became confident, and established 3 companies.

Even after starting my business, I got a lot of advice from Wakana so

It made me challenging and also became confidence so I could establish 3 companies. Even after I started my own business, I got advice from Wakana. Because of that, I've come a long way.

When Wakana said that the contest this year would be the last contest, I thought that I would like to take it over for the future DREAM GIRLS.

I said that not irresponsibly but will host the contest with my heart and soul.

Please look over me with warm heart.

*Regarding Wakana's message, please kindly check the last page.

【6】 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.

【7】 Sponsors and 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.

Saqina Corporation

AEON MALL Phnom Penh

Sabay Digital Plus

La Corbeille (Iseki Sangyo Industry)

Yamada School of Art, Change, NDC Asia, Her Story, Samurai Noodle

Brown Coffee and Bakery

Mitsubishi Corporation, Sourire Pro and Arts, SALASUSU, Kirat Events, Major Cineplex Cambodia

Phnom, Poste Cambodia, CDL (Cambodia Business Partners), NyoNyum, Realestate.com.kh,

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

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

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



【8】 Income and Expenditure

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

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	ITEM		\$
ME	Sponsors FEE		\$19,192.96
E x p e n d i t u r e	ITEM		Price
	Visiting Sponsors	Conference Expenses	\$429.41
		Travelling and Transportation expenses	\$15.75
	Distribution of applcation requirements	Travelling and Transportation expenses	\$696.06
		Advertising expenses	\$629.90
		Printing expenses	\$446.82
	Design Workshop	Conference expenses	\$18.35
		Communication expense	\$24.00
		Supplies expenses	\$98.69
		Travelling and Transportation expenses	\$585.09
	Award Ceremony	Communication expense	\$5.00
		Supplies expenses	\$192.43
		Prize	\$2,770.00
		Travelling and Transportation expenses	\$1,266.53
		Conference expenses	\$985.34
		Outsorcing expenses	\$2,079.50
		Pre-Party-Conference expenses	\$1,010.00
	Others	Conference expenses	\$240.10
		Travelling and Transportation expenses (Representative, staff Cambodia-Japan)	\$1,913.00
		Salary for staff	\$5,350.00
		Subscription Fees	\$390.00
支出合計			\$19,145.97
収支			\$46.99

【9】 Opening Speech

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 newspaper 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)

【10】 Closing Speech

I had a conversation with Ms. Vathey at the end of last year.

Wakana “The DREAM GIRLS Design Contest this year will be the last contest.”

Vathey “Why?”

Wakana “We will go to the next stage, training up the entrepreneurs and women readers.”

Then Vathey said with nod that

Vathey “OK. Then I would like to take over the DREAM GIRLS Design Contest for the future DREAM GIRLS.”

I thought that it would be AMAZING if Cambodian woman became a reader and take over the contest.

For the next year, Ms. Vathey will host the DREAM GIRLS Design Contest.

I have something to tell you all applicants.

“Be Professional”

The theme of the contest in this year was “Design an image of AMAZING CAMBODIA”.

Condition was

- 1) Design with white and black and submit it.
- 2) Color it, 1) and submit it.

Only the people who follow these 2 rules were awarded.

Doing the work is to do everything that your bosses or your customers need then you can earn money from that.

Even though the design was excellent, the person who didn't follow the 2 rules couldn't get any awards.

Don't forget “To be Professional”

Finally, I always have the same DREAM that I see your designs in Singapore, New York, Paris or Tokyo one day.

This is my DREAM.

DREAM GIRLS Project
Wakana Nukui(Founder)