

Campus watercolors “Nameless Paints” have won numerous international design awards

KOKUYO Co., Ltd., (headquarters: Osaka; president & CEO: Hidekuni Kuroda) would like to announce that the Grand-Prix winning artwork in the KOKUYO DESIGN AWARD 2012 that was commercialized as the product and plan “Campus Watercolors Nameless Paints” in 2015, has won numerous international awards, including “CANNES LIONS Product Design Lion, Gold Lion” and “ONE SHOW design section, Grand Prix”.



Photograph: “Nameless Paints”

- Award Results
 - CANNES LIONS: Product Design Lion, Design Silver Lion (Gold Lion, Silver Lion)
 - ONE SHOW: BEST OF DESIGN, GOLD (Grand Prix, Gold)
 - D&AD: Graphite Pencil (Silver)
 - ADC (New York) : Silver Cube (Silver)
 - IF DESIGN AWARD (Prizewinner)
 - ADFEST: FINALIST (Prizewinner)

Inquiries:

Link to “Contact us” (<https://www.kokuyo.com/en/contact/>)

■ Summary of each award

○ CANNES LIONS

Founded in 1954. Has gained a particularly high rating among the many international awards for the large scale of the awards, the composition of the selection panel and the high level of the winning works.

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



Photographs: Award ceremony (left)



Gold trophy (right)

○ ONE SHOW

Prestigious advertising award in the United States sponsored by One Club. One Club is a non-profit organization that was formed in 1975 with the aim of discovering and training talented young creators.

<https://www.oneclub.org/>

○ D&AD

D&AD (British Design and Art Direction) is a non-profit organization founded in 1962 with its headquarters in the UK.

Described as the most difficult design and advertising award to attain in the world due to its rigorous judging.

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

○ ADC (New York)

The oldest art advertising organization in the world, the Art Directors Club (ADC, headquarters: New York, U.S.A, founded in 1920), accepts entries every year from all over the world for advertising works and graphic design works, judges them and gives awards in each section.

<http://adcglobal.org/>

○ iF ESIGN AWARD

iF International Forum Design GmbH sponsors the world-prestigious Design Award that has a history of over half a century. Excellent industrial designs are selected for this award that is held for industrial products from all over the world.

<http://ifworlddesignguide.com/>

○ ADFEST

Founded in 1998 and the largest advertising festival in the Asia Pacific Ocean region, it is considered one of the highest authorities among advertising awards in the whole world. This year 1232 people from 60 cities participated.

<http://www.adfest.com/>

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■Summary of KOKUYO DESIGN AWARD

The competition held by Kokuyo Co., Ltd. attracts entries from a wide range of users in the general public for excellent product designs from the perspective of the people who use them. The aim of the competition is make the artwork into actual products.

Since its creation in 2002, the competition has been held a total of 14 times by 2016 (the competition was not held in 2010) and a number of products have been created from the award-winning works until now, including the kadokeshi (eraser), the Campus Notebook Paracuruno, the Beetle Tip (highlighter pen), and the Wagomu (rubber band).

“Nameless Paints” was the artwork selected for the “Grand-Prix” in the “KOKUYO DESIGN AWARD 2012” (artwork application period April 2 to June 29, 2012) from among a total of 1,170 works entries from home and abroad (1033 domestic entries and 137 entries from overseas).

- Kokuyo Design Award website:
<http://www.kokuyo.com/en/award/>

■ Product information

- Manufacturer's suggested retail price (price per basic unit before tax): 1,800 yen (before tax) 1,944 (including consumption tax)
- Release date: October 2015
- Yearly sales target: limited to 3,000 units
*Shipments from Kokuyo have now finished.
- Product summary

By eliminating the names of the colors and the stereotypes in respect to color, these paints give people the enjoyment of painting pictures with free inspiration. Many different colors can be made by combining and blending the three primary colors of cyan, magenta and yellow, enabling intuitive expression through color. In addition, a transparent paint has been included in the set which produces little cloudiness when mixed with the colors.



No names are given to the colors. Colors are represented by only 3 primary colors.

The color combination balance is represented by the size of the ●.

From the left:

Magenta + yellow + cyan 1:1:1

Cyan + yellow 1:4

Yellow + magenta 1:1

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Product number	Manufacturer's suggested retail price (without tax)	Product specifications	Contents	Outside dimensions of case (W · D · H)
PZ-SWC0910	1,800 yen	10 color set	8.8ml (each color)	376 · 117 · 22

- Materials/under box: paper, cap and exterior film: PP, tube: PE and aluminum, sleeve: PET, middle partition: PS-HI
- Product colors/magenta, yellow, cyan, magenta + cyan 1:1, yellow + magenta 1:1, cyan + yellow 1:1, magenta + cyan 1:4, yellow + magenta 4:1, cyan + yellow 1:4, magenta + yellow + cyan 1:1:1
 - * This product is available in a limited amount. When there is no more over-the-counter stock, the product will be considered discontinued.
- URL:<http://www.kokuyo.com/en/award/archive/goods/namae.html>

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