

“Cool Japan Award 2019” announced 53 winners

Awarding ceremony will be held at Kyoto Gyoen (Royal Palace of Japan)

10th May 2019



COOL JAPAN AWARD

53 winners of “Cool Japan Award 2019” (Support by Cabinet office/Ministry of Foreign Affairs/Ministry of Economy, Trade and Industry/ Japan Tourism Agency/Ministry of the Environment/Kyoto Prefecture/ Kyoto City/ JNTO/ Official partner: JETRO) was announced on 10th May 2019. Cool Japan Award is organized by Cool Japan Association which is based on Kyoto and whose Representative Director is Kent Yamauchi.

Entry of Cool Japan Award 2019 opened on 1st March. On 10th May, 53 items was selected from 307 nominated items by our judges (special judges and 100 foreign judge members who are from different areas such as south America, Asia, north America, Europe and Oceania). They decided the 53 winners from an international point of view of “Cool”. The awarded items can use the Cool Japan certificated logo for free with no time limit. Through the Award the association aims to find the hidden good products with potentials, support inbound and outbound economies, expand external demands and contribute to regional economic revitalization.

The Cool Japan Award 2019 awarding ceremony will be held in Kyoto Gyoen (Royal Palace of Japan) in May 27. There will also be an exhibition of the winning products in the afternoon on May 26th and 27th .

Kent Yamauchi, Representative Director of Cool Japan Association has sent his comments for the ceremony of this year. “It is my pleasure to announce this year's winners of Cool Japan Award. Cool Japan Award has been organized by non-profit organization supported purely by private sectors and volunteer staff. Our only hope is to put spotlights on hidden gems -from products to destination- in local areas of Japan. Although the Government has its Cool Japan Strategy, we separately have run our own award from the perspective of non-Japanese people since 2015 and it gradually has grown and truly helped awardees promoting its products. Going forward, we plan to be connected with more and more global partners in different regions to help our awardees. Thank you.”

Examples of 53 winners



Okuoikojo Station



Satsuma Kiriko



Hachimantai Dragon Eye

Source: https://commons.wikimedia.org/wiki/File:Oku-oi_Rainbow_Bridge_on_Oigawa_railway.jpg

<http://www.satsumakiriko.co.jp/gallery/reproduction/?fbclid=IwAR2ZYMSxwT8mllriokBoeUOohb4-ZPqmViczzN94vFpFQMAPH7rogUzCOM>

<https://www.akitafan.com/archive/tourism/26743>

[The list of 53 winning items of Cool Japan Award 2019]

[General Category winner] 41 (Area/ Name)

- Yubari Melon (Hokkaido/ Yubari city & JA Yubari city)
- Sakura Yabusame (Aomori/ Towada Equestrianism Club)
- Cherry blossom festa of Hirosaki (Hirosaki City & Hirosaki Chamber Of Commerce And Industry & Hirosaki Tourism And Convention Bureau & Hirosaki City Bussan Association)
- Shonai Hotel Suiden Terrasse (Yamagata/ YAMAGATA DESIGN Co.,Ltd)
- Water Garden of Art Biotop Nasu (Tochigi/ Nikishimo Co.,Ltd)
- Ouchi-juku (Fukushima/ Ouchi-juku Tourism Bureau)
- Kumiko Tategu(Nigata/ Inomata Kumino Tagegu shop)
- Mizuhiki (Nagano/ Sekijima Mizihiki Co.Ltd)
- Express“Unexplored Station of Iidaline ”(Nagano/ Central Japan Railway Company)
- Kusatsu Onsen Yubatake (Gunma/ Kusatsu-cho)
- Shibuya scramble (Tokyo/ Shibuya District)
- Family robot (Tokyo/ GROOVE X Co.Ltd)
- Yamakawa Ruttan (Tokyo/ Yamakawa Co. Ltd)
- Edo Kara paper (Tokyo/ Tokyo Matsuya Co.Ltd)
- Nomizo no taki (Chiba/ Kimitsu city economic department tourism division)
- Enoura Observatory (Kanagawa/ Odawa Art Foundation)
- Okuoikojo Station (Shizuoka/ Oigawa Railway Co. Ltd)
- 「Hayabusa」 「Hayabusa 2」 (Kanagawa/ JAXA)
- KINOE・Tatamiza (Gifu/ Hida Sangyo Co.Ltd)
- Shike silk fusuma paper& products (Toyama/ Matsui Co.Ltd)
- Observatory of Mikatagoko Rainbow Line Summit park(Fukui/ Rainbow Line Co.Ltd& Mihama city& Wakasa city)
- Gyugin matusaka steak (Mie/ Gyugin main shop)
- Night view from Ikoma Sanjo Amusement Park (Nara/ Ikoma city)
- Hozugawa river boat raido (Kyoto/ Hozugawa Yusen Sightseeing Boat Association)

- Kwannon in a cave & Yuragawa Railway(Kyoto/ Maizuru city & WILLER TRAINS Co.Ltd)
- Karaori (Nishijin-ori Noh-Shozoku) (Kyoto/Yamakuchi woven fabric Co.Ltd)
- The town of herabuna fishing and traditional bamboo rods (Wakayama/ The Association of Koyasanroku Tourism Bureau)
- Lacquerware lightning MICHIKAKE • SHIZUKU • KOMOREBI (Wakayama/ KISHU+)
- Shopping street Hotel KOO Otsuhyakucho (Shiga/ KOO Otsuhyakucho(Jiyujin Co.Lte))
- Yamajiro and Mizujiro in West Omi(Shiga/ Tagashima city)
- Pearl arts from Freshwater Lake • Biwa Lake (Shiga/ Jinbo Pearls)
- Shinshoji Zen Museum and Gardens (Hiroshima/ Shinshoji Temple)
- Setouchi Cominca Stays (Hiroshima/ Setouchi Brand Corporation Inc.(Setouchi DMO)
- Cityscape and hot spring cure culture of Tawarayama hot spring(Yamakuchi/ Nagato city)
- WoodBoard KUKU (Tokushima/ NAKAWOOD Co.Ltd)
- Misto mirror MAGEKUMIKO 「tide」(Tokushima/ Tominaga Joiner Ltd.)
- Washlet®¹NEOREST Series (Fukuoka/ Toto Co.Ltd)
- Torikais Shochu (Kumamoto/ Torikais Co.Ltd)
- Nagasaki Hasami Porcelain (Nagasaki/ Tokyo Saikai Co.Ltd)
- Senganen & Satsuma Kiriko (Kagoshima/ Shimadzu Co.ltd)
- Oshima Tsumugi experience of Yumeorinosato (Kagoshima/ Yumeorinosato Co. Ltd)

[National Park Category winner] 12 (Area/ Name/ Park name)

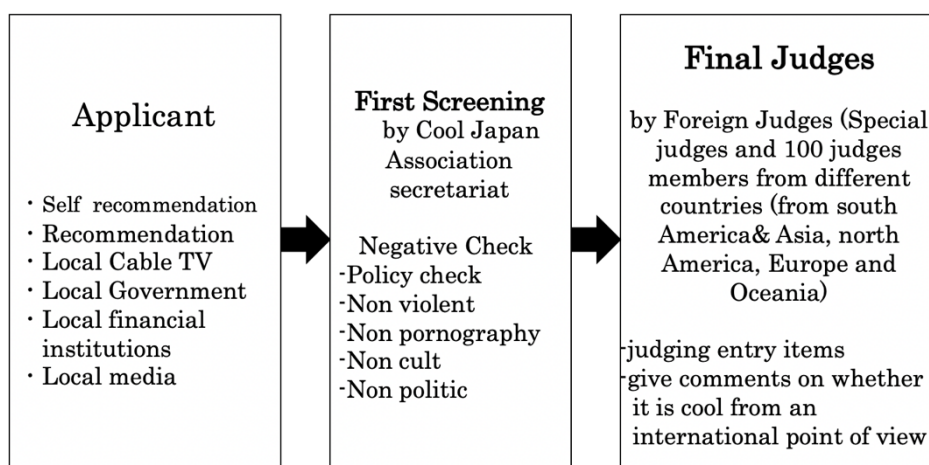
- Hot spring and camps by Kussharo-Lake(Hokkaido/ Teshikaga city/ Akan-Mashu National Park)
- Wander view from the entrance of Bifue river (Hokkaido/ Chitosai city/ Shikotsu-Toya National Park)
- Hachimantai Dragon Eye (Akita/ Senbai city • Hachimantai tourism association/ Towada-Hachimantai National Park)
- British embassy villa memorial park (Tochigi/ Nikko Natural Science Museum/ Niko National Park)
- Wander View from Kaba Bridge in Kamikochi (Nagano/ Matsumoto/ Chubusangaku National Park)
- Ozebahara (Gunma/ Oze Preservation Foundation/ Oze National Park)
- Ama Hut Satoumian (Mie/ Shima city/ Ise-Shima National Park)
- Night view from Maya mountain (Hyogo/ Kobe/ Satonaikai National Park)
- Matengai cliff and Candle island (Shimane/ Nishinoshima-cho&Okinoshima - cho&Daisan-Oki National Park)
- Yakusugi land (Kagoshima/ Yakusu-cho/ Yakushima(Island) National Park)
- Kurousagi house (Kagoshima/ Amagi-cho/Amamigundo National Park)
- Aharen beach of Tokashiki Island (Okinawa/ Tokashiki village/ Keramashoto National Park)

[About Cool Japan Award and Cool Japan certification system]

¹ Washlet® is a registered trademark of TOTO

Cool Japan Award aims at discovering and certificating the real cool Japanese products from foreigner judges' point of view. Not only products, culture and travel spots can also be its awardees. Comments from judges of Cool Japan Award can help the attendees build up their own outbound strategy and use the Cool Japan Certificated logo to help its overseas business and promotion. With this system, Cool Japan Award can help expand external demands and contribute to regional economic revitalization.

[Cool Japan Award Judge System]



[About Cool Japan Trademark and Cool Japan certificated logo]

Cool Japan Trademark belongs to Cool Japan Association (General Incorporated Association). Winners of Cool Japan Award are allowed to use the Cool Japan certificated logo as advertisement, promotion, communicating tools for free and with no time limit.



[About Cool Japan Award awarding ceremony & Exhibition]

Name	Cool Japan Award 2019
URL	http://cooljapan.info/
Organizer	Cool Japan Association (General Incorporated Association)
Date	2019.5.26(Sun)-5.27(Mon)
Awarding ceremony	2019.5.27 (Mon) 13:00-
Exhibition	2019.5.26(Sun),26(Mon) afternoon

Place	Awarding ceremony- Kyoto Gyoen (Address: Kyoto Gyoen, Kan'in-no-miya Residence, Lecture room. (Kyoto city, Kamigyo-ku, Kyoto Gyoen-3)
Other exhibitions	COOL JAPAN NY Brooklyn K's Gallery by TARGET (in New York, 2019.10), Paris(2020.1)
Managed by	Cool Japan Association (General Incorporated Association) secretariat
Supported by	Intellectual Property Strategy Headquarters, Cabinet Office Ministry of Foreign Affairs Ministry of Economy, Trade and Industry Japan Tourism Agency Ministry of the Environment Kyoto Prefecture Kyoto City JNTO
Official outbound partner	JETRO
Judge members	special judges and 100 foreign judges members
Guest	Yoshihiro Seki (Vice minister of Economy, Trade and Industry.) Jun Takashina(Vice Commissioner of Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism) Toshio Torii (Deputy Director-General, Nature Conservation Bureau, Ministry of the Environment) Jun Takamoto (Director for Cool Japan Initiative, Intellectual Property Strategy Headquarters, Cabinet Office) Naoyoshi Noguchi (Executive Vice President of JETRO)
Special speech	Alex Arthur Kerr (Expert on East-Asian culture and art, Special adviser to Cool Japan Association) Mike Harris (Representative director of Canyons Co.Ltd. Special adviser to Cool Japan Association)

[About Cool Japan Association]



COOL JAPAN AWARD

Name: Cool Japan Association (General Incorporated Association)

Address: Nishijin Business Incubation Center No.8, Kainokamicho 97, Kamigyo-district, Kyoto City, Kyoto Prefecture)

URL: www.cooljapan.info

Mail: Kyoto@cooljapan.info(Kyoto), tokyo@cooljapan.info(Tokyo)

Directors and Advisory Board:

Representative Director	Kent Yamauchi	Glocal innovator, Representative director of Farmstay & Countryside Tourism Co.Ltd
Chief director	Julien Giry	Photographer. Living in France. Owner of Nippon 100
Vice chief director	Christopher Pokaier	Professor of Waseda University Business School
Director	Julia Maeda	Founder of Tokyo Personalised
Director	Lauren Scharf	Consultant of inbound business
Director	Aurelie Roperch	Photographer. Living in France. Owner of Nippon 100
Director	David Antonio	Director of Target Co.Ltd
Director	Hitoshi Sagaseki	Living in New York. Representer of Cool Japan NY Brooklyn K's Gallery.
Director	Gorou Isohisa	First-class architect. Representative director of 56 Arch Co.,Ltd
Executive Director	Shinichi Tanaka	Representer of Nishijin Textile Industry Association
Managing director	Teruhiko Ueda	Director of WIP group, Representative director of WIP Japan
Chairman& Director	Masato Ohta	Representer of GETTI group. Representative director of GETTI INC.
Special Adviser	Alex Arthur Kerr	Expert on East-Asian culture and art
Special Adviser	Mike Harris	Representative director of Canyons Co.Ltd
Adviser	Shirley Kao	Film producer
Adviser	Ashley Harvey	Vice representative director of AVIAREPS Japan
Adviser	Yu Zhiming	Lawyer
Adviser	Quyem To Pham	Vietnam Journalist
Adviser	Cameron Stadin	Representative Director of Rido Activities Tourism Co.Ltd
Adviser	Osamitsu Yamada	President of Kawasaki Chamber of Commerce And Industry
Adviser	Hiroshi Fujiwara	Representative director& Chairman CEO of BroadBand Tower Co.Ltd, Chief Director of Internet Association Japan
Adviser	Shihiro Touji	Executive partner of Iwata Goto Law Firm
Adviser	Tetsuo Kitani	Professor of Kyoto University Endowed Research Chair Innovation Management Science
Adviser	Ken Shibusawa	Chairman of Commons asset management. Inc
Adviser	Hiroki Owada	Film producer
Adviser	Shobu Maeda	First-class architect/Curator/ Director of The Japan Project Co.Ltd
Adviser	Hirromichi Endo	Superintendent of Education of Kumamoto City
Adviser	Shoto Furuya	Representative Director of School to Work

Description of its business

-Concertation and certification of Cool Japan

- Cool Japan Award management
- Cool Japan trademark and certification mark management
- Cool Japan related activities (Building Cool Japan Showcase by organizing researcher/ businessman/ local government/ research associations/ companies, event planning, communicating party and tour)
- Analyzing Cool Japan Award data, consulting, supporting inbound& outbound business.
- Promoting Cool Japan to Japan and overseas through paper media, web site and videos.

[History of Cool Japan Award]

2011.6. China-Japan Animation Industrial Federation (which has become the Cool Japan Association today) was founded with the idea of “Bringing strength back to Japan by promoting Japanese culture and news to the world” after the 3.11 earthquake.

Cool Japan ×Cool China project (Introducing cool animation/ comic/ games to each other) started from Yubari Filmfestival and Changsha International ACG exhibition.

2013. 8. China-Japan Animation Industrial Federation changed name to Cool Japan Association with the idea of “promoting to the world”.

2015.6. First Cool Japan Award 2015 was held in Japan. This is the first step of promoting cool Japanese products and culture to the world.

2017.4. Cool Japan Award 2015 NY Exhibition was held in New York city.

2017.11. Cool Japan Award 2017 was held in Hanyu city, Saitama prefecture as a part of “World character summit in Hanyu”.

2018.2. Cool Japan Award 2017 NY Exhibition was held in New York city.

2018.8. Cool Japan Award 2017 Taiwan Exhibition was held during the Taiwan International Tourism Exhibition.

2019. 5. Cool Japan Award 2019 in Kyoto. As third time of the Cool Japan Award, a new department- National Park Department was set. It awards great place to visit in national parks in Japan, which represent the great nature and traditional culture of Japan.

For more information about the event:

Cool Japan Award official site: <http://cooljapan.info>

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Cool Japan Secretariat

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