

2024 Young Lions/Young Spikes Competition in Japan

## **Challenge:**

**How can we use the power of creativity to increase the percentage of works by women artists in museums in Asia.**

**Client: Japan Committee of National Museum of Women in the Arts (NMWA)**

### **About NMWA:**

The National Museum of Women in the Arts (NMWA) is the first museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online content, the museum seeks to inspire dynamic exchanges about art and ideas. NMWA advocates for better representation of women artists and serves as a vital center for thought leadership, community engagement, and social change. The museum addresses the gender imbalance in the presentation of art by bringing to light important women artists of the past while promoting great women artists working today. In 2021, Japan committee was founded and NMWA is planning to found committees in South-Korea and India.

**Target Audience: People living in Asia**

**Key Message: Champion women through the arts**

### **Background:**

It has been said that 'art is a mirror of society'.

For 40 years the National Museum of Women in the Arts (NMWA) in Washington D.C., USA, has promoted gender equality and diversity through art, focusing on women, race and genres of art that have not previously been placed in the context of art history.

According to a 2019 survey conducted in the magazine "Bijutsu Techo," although a large proportion of art university students are women, the gender ratio of artists in the collections of four national and public museums in Japan was 78-88% male and 10-13% female. This is not only a problem in Japan, but also in the USA, where women account for 65-75% of all master's degree holders in art. It has been reported that only 11% of the permanent collections of 26 major art museums in the USA contain works by female artists.

Artists' careers are important for their work to be included in museum collections, as it has a bearing on their reputation and market value. The overwhelmingly low number of women among the exhibited artists can unintentionally create an unconscious bias against women artists among museum visitors.

Looking back in history, there was a time when women were not given the opportunity to become artists or were prohibited from entering art schools.

By re-examining the state of art, NMWA is disseminating the importance of society becoming 'aware' of this by questioning the established theories and common sense that have been shaped by history.

### **Reference:**

1. 「統計データから見る日本美術界のジェンダーアンバランス。シリーズ:ジェンダーフリーは可能か?(1)」 - <https://bijutsutecho.com/magazine/series/s21/19922>
2. National Museum of Women in the Art 'Get the Facts' - <https://nmwa.org/support/advocacy/get-facts/>
3. NMWA Japan Committee - <https://nmwa-japan.com>

## **Brief:**

**Print: Create a double-page spread print ad to increase the percentage of art works done by female artists featured and stored at Asian Art Museums.**

**Film: Create a film (60 seconds max) to raise awareness of gender inequality through art.**

We are looking forward to seeing films that will move the audience through the power of storytelling, and visual and musical expression, which is one of the strengths of film. It is important to have a clear idea and message, not just good atmospheric movies.

**Digital: Create a digital-driven answer to solve the small percentage of works by women artists in Asian museums.**

Deliverables: A3 size board which contains the visual idea and written explanation of your idea (such as: creative idea, strategy, execution etc).

**Design: Create a visual identity to find a solution to increase the percentage of works by women artists in museums in Asia.**

Deliverables:

The proposed design and written description (concept (max 150 words), idea (max 150 words), implementation (max 150 words) ) are to be submitted on one A3-size PDF sheet.

**Media: Create a media campaign to promote and ensure gender equality in the representation of artwork, with a specific focus on ensuring equal recognition and inclusion of female artists in the museum's collection.**

Deliverables:

A maximum of 10-slide PowerPoint presentation that includes a title slide. (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words) , strategy (max 150 words), execution (max 150 words) ).

**PR: Create a PR campaign to increase the percentage of works by women artists in museums in Asia.**

As a PR campaign, we need to take action with global partners, such as governments, civil society, international organizations, professionals, academic institutions, the media, and the private sectors such as global companies/brands.

Deliverables:

A maximum of 10 slides PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words) , strategy (max 150 words), execution (max 150 words) ).

**Integrated: Create an integrated campaign to find a solution to increase the percentage of works by women artists in museums in Asia.**

Deliverables:

A maximum of 10 slides PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides)