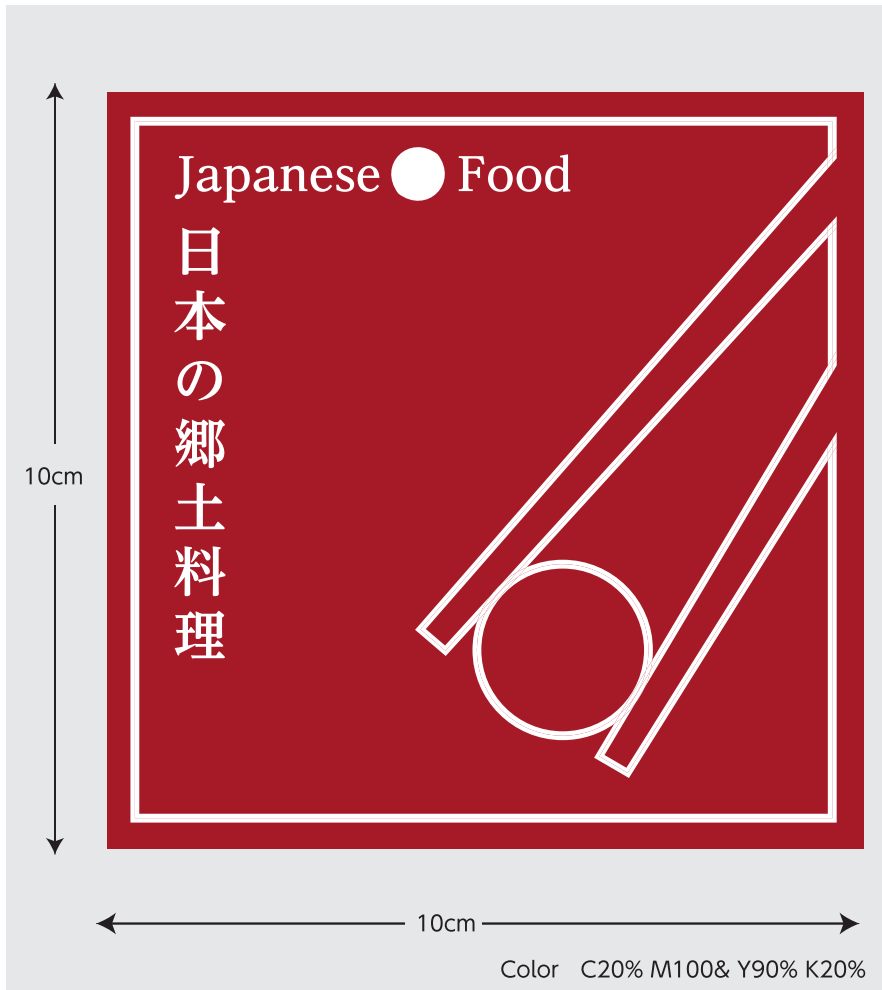


Division B

(Special Theme – Poster)

A poster designed with the theme Japanese Regional Cuisine – Preserving Precious Flavors for the Next Generation



Japanese Regional Cuisine

Treasured Flavors to Pass on to the Next Generation

In December 2013 (Heisei 25), “Washoku: Traditional Dietary Cultures of the Japanese” was inscribed on UNESCO’s Intangible Cultural Heritage list.

Today, with growing interest from around the world—including high expectations from international tourists visiting Japan to experience Japanese cuisine—Washoku continues to attract global attention.

However, within Japan, the transmission of Washoku and local culinary traditions faces challenges due to changing food preferences and modern lifestyles.

*Supported by: Ministry of Agriculture, Forestry and Fisheries (Japan)

 https://www.maff.go.jp/j/keikaku/syokubunka/k_ryouri/index.html

Logo Design Manual

Applicants for the Special Theme (Category B) of the 109th Nika Exhibition Design Division must include the logo mark shown on the left in their poster design.

Important Notes for Creating Works in Category B (Special Theme – Poster)

① You must include the designated logo mark in your work. You may not alter or break apart any elements of the logo, including its specified colors or typeface. Do not insert any additional elements—such as text, shapes, or colors—within the logo mark.

② You are free to include a catchy phrase or text that aligns with the theme in your work. The text should be formatted as shown below, and the font is at your discretion.

Japanese Regional Cuisine

③ Please do not include the following names or details in the poster: names of sponsoring ministries, talent listed on the website (including names), specific company names, group names, product names, logos, or marks.