

## AUTO COLOR AWARDS 2017 : Summary

### Overview:

AUTO COLOR AWARDS 2017 is an award program organized by the Japan Fashion Color Association that identifies excellence in automotive color design and recognizes beauty in both interior and exterior color design, including color design planning and harmony with car shape. Established in FY1998, the program is now in its 20th year.

### Dates:

December 15(Friday), 2017                      13:00 ~ 18:00

Open presentations

December 16(Saturday), 2017                9:00 ~ 19:00

Actual model inspection; screening; Grand Prix announcement

December 15(Friday),16(Saturday) 10:00 ~ The nominated vehicles are displayed

### Venue:

Yokohama Museum of Art (4-1, Minatomirai 3-chome, Nishi-ku, Yokohama City, Kanagawa Prefecture  
220-0012 / Tel: 045-221-0300      <http://yokohama.art.museum/eng/index.html>



### Objective:

Awards are given to the most attractive automotive color designs of the year, to create opportunities for sharing their design policies and achievements with other industries and society at large and ultimately for the advancement of Japanese color design in general. Presentation of awards to automotive color design that influences design in the social environment, economy and other industries is expected to supply new topics of interest in the automobile market and at the same time to the introduction of beautiful color design in consumer living and to aesthetic enrichment of everyday living.

### Organizer(s):

Japan Fashion Color Association

Public Yokohama Arts Foundation

**Supported by (tentative):**

Ministry of Economy, Trade and Industry / Land, Infrastructure and Transportation Ministry / City of Yokohama / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Japan Industrial Designers' Association / Nippon Interior Fabrics Association / Japan Institute of Design Promotion / Japan Automobile Manufacturers Association, Inc. / Japan Automobile Importers' Association / The Textile Design Association of Japan / The Japan Paint Manufacturers Association / Japan Automobile Dealers Association

**Cooperation received from:**

Kawasaki Heavy Industries, Ltd. / Suzuki Motor Corporation / Sage Automotive Interiors, Ltd. / Daihatsu Motor Co., Ltd. / TOYOTA MOTOR CORPORATION / NISSAN MOTOR CO., LTD. / Fuji Heavy Industries Ltd. / Honda R&D Co.,Ltd. / Mazda Motor Corporation / Mitsubishi Motors Corporation / Yamaha Motor Co., Ltd.

**Executive Committee:**

City of Yokohama Culture tourism Bureau / Asahi Kasei Corporation / Dainichiseika Color & Chemicals Mfg.Co., Ltd. / DIC Corporation / TOYOCOLOR CO., LTD. / NAGASE & CO., LTD. / NISSAN MOTOR CO.,LTD. / Honda R&D Co.,Ltd. / WORLD HOLDINGS CO.,LTD.

**Judges:**

Mr. Takumi Shimamura: Qurz Inc. Industrial designer  
 Mr. Tomoharu Matsuda: Wacoal Art Center Chief Planner  
 Ms. Kahoru Ohsawa: Japan Fashion Color Association Creative Director

**Type of award: Grand Prix**

Presented to the most attractive automotive color design of the year.  
 \*Special awards may be presented, when applicable.

**Scenes from last year's event:**



Presentation scenery



Actual model inspection



Screening by representatives of various companies

Grand Prix announcement

Goodwill reception

**Number of visitors:** Approx. 2,135 in total for 2 days;

**Number of nominees:** 14 color designs

**Grand Prix winner for 2016 :** <http://www.jafca.org/seminarandevent/20161208.html>

**Nominees for 2016:** <http://www.jafca.org/seminarandevent/20161110.html>

**Example of media coverage:**

アフターマーケット・K CAR SPECIAL・塗料報知・ホリデーオート・化学工業日報・整備戦略  
 CAR トップ・月刊自家用車・交通毎日新聞・週刊 Car&レジャー・中日新聞（中・東遠版）  
 中日新聞（浜松・遠州版）・日刊自動車新聞  
 えんうち・ビズハック！・J-sta.com・BlogPeople・rentaloffice.bz※・NEWSLIFE  
 N+NewsRelease・クイックオーダー※・ぼたるニュース・とれまがニュース・リセマム  
 Bizloop サーチ・bizocan※・徳島新聞 Web・財経新聞・SEOTOOLS・INTERNATIONAL BUSINESS TIMES  
 StartHome・ジヨルダンニュース！・カーズニュース・goo ビジネス EX・MarkeZine・zakzak  
 Push on! Mycar-life・伝説の営業マン・インテリアビジネスニュース・Auto Prove  
 Automotive Engineers' Guide・Mapion ニュース  
 Crooover・@nifty ビジネス・Infoseek ニュース・Response・SankeiBiz・SANSPO.COM  
 excite.ニュース・livedoor・e 燃費・朝日新聞デジタル&m・ロイター.co.jp・毎日新聞  
 goo 自動車&バイク・読めるモ・コネタ by au ニュース・T-SITE・GREE・MdN Design INTERACTIVE  
 cliccar・車選び.com・GAZOO.com・carview・OKGuide・Mapion ニュース  
 Car Watch・@nifty ニュース・オートックワン・Goo-net・excite.ニュース・livedoor  
 BIGLOBE ニュース・ニコニコニュース・MSN ニュース・アメーバニュース・Yahoo! ニュースなど

**Inquiries:**

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