

# Yukata Contest in Cambodia 2014

## Report



# Yukata Contest in Cambodia 2014

## Report

Date : 23 February 2014, from 2pm to 3pm

Venue : Angkor Kizuna Hall in CJCC, Phnom Penh, Cambodia

Contestants : 43 students of 5 universities / business schools in Phnom Penh

Chief Adjudicator : Katsuhiko Shinohara, Deputy Chairperson of CIESF  
& Representative of Cambodia Office, Former Ambassador to Cambodia

Adjudicators : Rithivit Tep, Secretary General of Tennis Cambodia  
Miwako Fujiwara, Classical Artist and Harpsichordist  
Remy Hou, Designer at Engineered by Remy  
Claude Garrigues, Designer at CGBCN  
Kiko Arai, Model and Miss Japan 2012

M C : Kaori Izuka

Organiser : Hisae Arai

Outline : The 10 teams consisted of between 2 and 5 Cambodian students who presented their research result of Japanese culture, tradition and manner etc. through wearing and presenting Yukata. Each team had 1 model and 1 presenter.

There were 4 main points for adjudication, 1. quality of model's demeanour; 2. quality of model's Yukata, hair and make-up; 3. how informative was the presentation; 4. did the presenter emphasise the tradition and manner. Each point was scored on a scale of 1 to 5, with 5 being the highest possible score for each point.

Three prizes went to the male model's teams: 'Mister Yukata', 'Mister Yukata runner up' and 'Adjudicators' special award'. Three prizes also went to the female model's teams: 'Miss Yukata', 'Miss Yukata runner up' and 'Adjudicators' special award'.

Hisae Arai hosted the event, which was supported by the Embassy of Japan, CJCC and Tennis Cambodia as a part of the KIZUNA Festival, a cultural event organised by the Japanese Embassy to Cambodia.

Why : To promote Japanese culture to Cambodian people through a cultural competition to spread knowledge of the Yukata. To cultivate cooperation among teams of university students. To promote traditional Japanese culture from a modern point of view.

On the day :

When doors opened at 1:50pm on 23rd February 2014 the Audience entered the Angkor Kizuna Hall at CJCC to watch the first Yukata Contest in Cambodia.

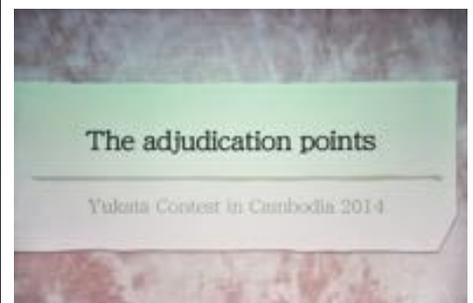


The 400 seats were fully filled by audience and it was estimated that more than 600 people attended, including standing people.

The Yukata Contest began at 2pm, and the six adjudicators were received with a warm welcome by the audience.



The host, Miss Hisae Arai greeted the event in her role as MC. She also introduced Yukata to the audience with a presentation and explanation of the points of adjudication for the contest.



At 2:30pm, the first presentations by the teams' contestants began.

The first team, CMU2 was from Cambodia Mekong University.

The model and team were given a lot of encouragement by the audience.



The next four teams to perform and show the results of their research on Yukata were Mekong Miyabi from Cambodia Mekong University, Hasu from Royal University of Phnom Penh, Tsubasa from Royal University of Phnom Penh, and Run-Run from Royal University of Law and Economics.



After the first five teams competed, the MC interviewed the adjudicators about the performances.



The adjudicators were Japanese, Cambodian and French, from fashion, sporting and economic fields. Their comments showed an interest in Japanese culture and expressed positive feedback on the performance. The remaining five teams' performances began after the interview.

The teams were Waku-Waku from Royal University of Law and Economics, Sakura Mankai from Cambodia-Japan Cooperation Center, Himawari from CJCC, Tayama Fashion Girl from Tayama Business School, and Tayama Fashion Boy.



All of the teams demonstrated attractive Yukata style. Some of them expressed traditional demeanour using the fan and some of them showed courageous style using the recorder. The hall was filled with the audience's cheers and laughter. It was very festive.

At 2:43pm, team presentations concluded and adjudicator voting began. While the scores were totaled, the Mekong Daiko, Japanese drumming group played two programs and fascinated the audience with their powerful performance.



And there was one more surprise performance; the catwalk by adjudicator Miss Kiko Arai, model and Miss Japan 2012.



At 3:05pm, after a performance by the Mekong Daiko drummers and Miss Kiko Arai, the program moved on with excitement to the announcement of prizes.



The adjudicators' special award went to....  
Team Waku-Waku



and  
CMU2.



Certificates and mementos were awarded to the winners of the adjudicators' special award. Certificates, mementos and sashes were then awarded to Mister Yukata runner up, Miss Yukata runner up, Mister Yukata winner and Miss Yukata winner.

Mister Yukata runner up :  
Team Tayama Fashion Boy



Miss Yukata runner up :  
Team Sakura Mankai



Mister Yukata :  
Team Himawari



Miss Yukata :  
Team Tayama Fashion Girl



The winners were very happy and their pleasure showed everyone how intently and enthusiastically the contestants had researched and prepared for the contest.

At 3:19pm, the chief adjudicator, His Excellency Katsuhiko Shinohara made a comment and closing remarks.



At 3:27pm, the first Yukata contest in Cambodia was closed after a group photograph with all contestants and adjudicators.

The outcomes of the contest :

A lot of Cambodian students thoroughly studied and researched Japanese culture, tradition and manner through the Yukata. More than 600 people attended the event and huge numbers of people were informed about Japanese culture through 12 Cambodian mass media outlets that covered the event.

The Yukata contest succeeded in promoting Japanese culture widely in Cambodia.

The impression of the contest by Hisae Arai :

The plan to hold the Yukata contest was formed when I was requested to organise an event using a Japanese traditional garment at the 3rd KIZUNA Festival hosted by the Japanese Embassy to Cambodia. It was designed not as a beauty competition but as a platform to encourage team work, research and sharing of Japanese culture.

I decided on this format as a result of experience gained through previous events I have organised and hosted in Cambodia.

Most contestants in the Yukata contest are studying either Japanese language or Japanese Law and Economics, so there were some who already had an understanding of Japanese culture, however most of the models had never worn a Yukata. I was worried about whether they would

be able to walk smoothly without losing their footing on stairs but all of the models showed great performances and beautiful demeanour. They truly enjoyed the stage. They showed the charms of the Yukata in their behavior and performance, having attended my lecture on Yukata the previous day.

The contestants showed brave hearts and pure minds through their positive attitude to a new challenge.

I have heard that Cambodian people have a 'conservative national character', but I have learned that Cambodians are enthusiastic, confident and keen to accept new challenges.

The contestants' energy made me feel positive about the country's future economic ties with Japan, particularly as the winners were very motivated to promote the charms of Japanese culture through Yukata. One contestant said 'I love Japan more than before I entered the Yukata Contest!' - their impression is a precious treasure to me.

I would like to express my warmest appreciation to all of the sponsors and people who cooperated on this contest. Thank you so much.

Hisae Arai, Chairperson of Yukata Contest in Cambodia 2014