

23rd Kyoto Intercollegiate Festa Main Visual Contest Guidelines

January 29, 2025

Kyoto Intercollegiate Festa Executive Committee

What is the Kyoto Intercollegiate Festa?

The **Kyoto Intercollegiate Festa** is a student-produced festival held annually in October in the area around Heian Shrine and Okazaki Promenade. Since its inception in 2003, the festival has grown into a major event featuring dance, music, and various other attractions that captivate audiences every year. With strong collaborations between companies, universities, local government, and the community, the festival aspires to become one of Kyoto's premier celebrations, on par with its three major festivals.

(For more details, please visit the Kyoto Intercollegiate Festa official website.)

Call for Entries: 23rd Kyoto Intercollegiate Festa Main Visual

As we celebrate the 23rd edition of the Kyoto Intercollegiate Festa, we are inviting students to submit designs for the festival's main visual. The selected artwork will be featured throughout our promotional campaigns over the course of a year, reaching a broad audience. We encourage students to submit original and creative works that embody the spirit of the festival.

Theme for the 23rd Kyoto Intercollegiate Festa

袖触れ合うも多生の縁

Meaning Behind the Theme

This phrase serves as the opening call of *Kyōen Sodefure!*, the festival's signature dance, which is celebrating its 20th anniversary this year. It conveys the idea that even the smallest interactions—such as brushing sleeves with a stranger on the street—are not mere coincidences but rather the result of deep, karmic connections.

Over its 23-year history, the Kyoto Intercollegiate Festa has fostered countless relationships among visitors, performers, corporate sponsors, and partner organizations. This year, we express our gratitude for those bonds and aim to strengthen the unity between organizers and participants as we create this festival together.

Furthermore, we hope that the new connections made at this year's event will help sustain the festival for decades to come. This theme represents our commitment to cherishing every encounter and nurturing the future of the festival.

Previous Promotional Materials (22nd Festival)

- Festival Poster (A2 size) – 1,000 copies
- Festival Flyer (A4 size) – 20,000 copies
- Festival Uchiwa Fans – 10,000 fans
- Festival Booklet (B7 size) – 4,500 copies
- Festival Day Flyer – 2,000 copies
- Festival Pamphlet (B5 size) – 13,000 copies
- Post-Festival Report (B5 size) – 1,500 copies
- Kyoto City Bulletin Board Notices – 10,885 copies
- Kotocika Vision Kyoto Digital Signage Advertisements
- Festival Day Signage
- Kyoto City Bus Large Side Advertisements
- Kyoto City Subway Hanging Advertisements (Karasuma Line & Tozai Line)
- Kyoto Shimbun Newspaper Advertisements
- Executive Committee Staff T-Shirts – 290 shirts
- Social Media Ads (Instagram videos & images, X, Google, etc.)

(The above list reflects materials from the 22nd festival and does not guarantee the same materials for the 23rd festival.)

Awards

- **Grand Prize (1 Winner):** ¥100,000
 - The winning artwork will be used as the main visual for the 23rd Kyoto Intercollegiate Festa.
- **Honorable Mention (1 Winner):** ¥20,000

(Prize money will be transferred via bank deposit. Applicants must have a Japanese bank account to receive the prize.)

Submission Period & Deadline

Submission Period: January 29, 2025 (Wed) – April 21, 2025 (Mon) (*must be received by the deadline*)

Eligibility

Applicants must be enrolled in one of the following educational institutions as of April 1, 2025:

- Universities
 - Junior Colleges
 - Graduate Schools
 - Vocational Schools
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Submission Guidelines

1. Originality & Required Elements

- Entries must be original, unpublished works.
- The following elements must be included in the design:
 - The festival's theme color, red, should be prominent throughout the design.
 - The phrase "第 23 回京都学生祭典" must be included.
※Please describe in Japanese.
 - The event date: "2025 年 10 月 12 日(日)11:00～19:00" (*subject to slight changes*). ※Please describe in Japanese.
 - The event location: "平安神宮前・岡崎プロムナード一帯にて開催".
※Please describe in Japanese.
 - The Great Torii Gate of Heian Shrine must be depicted.
 - The theme phrase: "袖触れ合うも多生の縁"
※Please describe in Japanese.
 - An artistic representation of what the theme means to you.

2. Technical Requirements

- Designs must fit within A4 size (210mm x 297mm).
- Orientation: Portrait only.
- Submit as an Illustrator (.ai) file via Google Forms.
- File Requirements:
 - Keep design elements as separate, editable layers.
 - Convert text to outlined fonts to avoid font compatibility issues.

- Keep an unconverted backup file.
- Do not submit files with unmovable objects or missing elements.
- Include a 150-character (or more) description of your concept in the Google Form.

3. Other Notes

- No submission fees. However, applicants must cover any related costs (e.g., storage media).
- No limit on the number of submissions per individual or student group.
- Communication for design adjustments will be done via email or phone.
- Winning designs will be posted on the festival's official social media accounts.

Submission Method

Submit your entry via Google Forms:

[Submission Link](#)

Email: 23rd.mainvisual@gmail.com

(Applicants will receive a confirmation email once their submission is processed.)

For inquiries, contact the official LINE account of the contest.



Important Notes

- Submitted data **will not be returned**.
- Email confirmation will be sent upon receipt.
- **Copyright & Usage Rights:**
 1. Applicants retain copyright of their work.
 2. However, the winning design grants the festival committee the right to use it freely for promotional purposes (posters, website, media, etc.).
 3. Minor modifications may be requested for usage adjustments.
 4. All entries (not just the winning ones) may be showcased on festival social media.
 5. If copyrighted elements (e.g., existing artwork, portraits) are used, applicants must submit permission documents.

6. If a copyright issue is discovered after selection, the committee reserves the right to cancel the selection.

Selection & Announcement

1. Judging Process:

- A panel of judges will shortlist entries.
- The final selection will be made by the festival's executive committee.
- Comments from the judges will be provided to selected works.
- Winners will be notified via email and announced on the festival's official website, X (formerly Twitter), and Instagram.

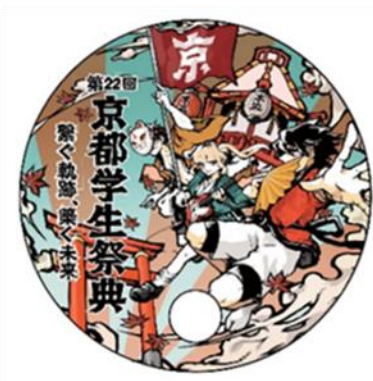
2. Announcement Date:

- Expected May 2025.

3. Post-Selection Process:

- The winning designer will be asked to create an **English version** of the design.
- Adjustments may be needed based on final print material sizes.
- Further discussions will be conducted via meetings at Campus Plaza Kyoto or Zoom.

Examples of Past Main Visual Usage



Past main visuals



Photos of past Kyoto Intercollegiate Festa



Contact Information

Kyoto Intercollegiate Festa Executive Committee – Main Visual Contest (Contact: Ishii)

Address: Campus Plaza Kyoto, Nishinotoin-dori, Shimogyo-ku, Kyoto (Closed on Mondays)

Phone: 075-353-9432

Email: 23rd.mainvisual@gmail.com

Website: [Kyoto Intercollegiate Festa Official Site](https://www.kyoto-intercollegiate-festa.com/)

YouTube: @user-vy7lq9mx9v

X (Twitter): @KIF_saiten

Instagram: @kif_saiten

Organizers: Kyoto Intercollegiate Festa Executive Committee

Co-organizers: Kyoto Prefecture, Kyoto City, Kyoto Chamber of Commerce, Kyoto Economic Association, Kyoto Consortium of Universities.