

Green Curtain Photo Competition 2012

Among the many excellent works submitted, the best photos have been selected in the Creativity Category and Artistic Photo Category based on the judging criteria.

Creativity Category: Best Photo Award



Goya (bitter gourd) Curtain with Bamboo and Hemp –
Connecting People and the Community

PTA, Koyo Elementary School in Muko City (Kyoto
Prefecture)

Artistic Photo Category: Best Photo Award



Green Curtain and the Sun

CSR Office, General Affairs, Yamanashi Branch, NTT
East (Yamanashi Prefecture)

Overall comment

We received many applications for this year's photo competition, held for the second time this year. Entries in the Creativity Category revealed the efforts from applicants to generate communication among families and communities, and spread the initiative by creatively choosing locations for growing green curtains. In the Artistic Photo Category, we received many delightful photos of green curtains taken from unique angles. Many applicants experienced the tremendous joy of growing plants, and the pleasure of harvesting and eating what they grew. They also learned the significance of growing green curtains, which we hope will continue to provide a fun and rewarding way to prevent global warming.

Judges *in Alphabetical Order

Kikui, Junichi

Executive Director, Japan Network for Climate Change Action

Kozawa, Kimiko

Professor Emeritus, Tokyo Gakugei University; Professor, Tokai University

Kubono, Nagayasu

Chief of Program Production, J-WAVE 81.3FM

List of Exceptional Works

Creativity Category

Works were judged based on criteria that included creativity (whether a work was based on a unique idea, or demonstrated creativity, or an unpredictable quality in terms of the shape, size (cultivation scale), location, and the plants included in the curtain); the “ripple effect” (whether a work reflects the benefits of a green curtain and demonstrates the favorable response that they widely evoke); and other factors that merit recognition.

Best Photo Award



Title Goya Curtain with Bamboo and Hemp – Connecting People and the Community
Name PTA, Koyo Elementary School in Muko City (Kyoto Prefecture)

Applicant's comment

At Koyo Elementary School, there is no air conditioner, and children study in a very hot environment. The PTA and the school staff launched “Stay cool! Koyo Elementary School Cooling Project” as a creative initiative in order to keep the classrooms cool. A green curtain was instantly put forward as an idea. Without any previous experience, we sought the cooperation of many experts and businesses within the community for advice and information on how to carry out the project. In order to include residents in the community as well, we had a discussion with the children, and decided to use bamboo, for which Otokuni (the name of the region including Muko City) is known, in growing the green curtain. We used hachiku (henon bamboo) to create a frame to put up the net over, and covered hemp-cloth pots with a madake bamboo (Japanese timber bamboo) sheath to keep the pots moist during the summer. We especially focused on using natural materials such as bamboo in growing the curtain.

Green Curtain profile

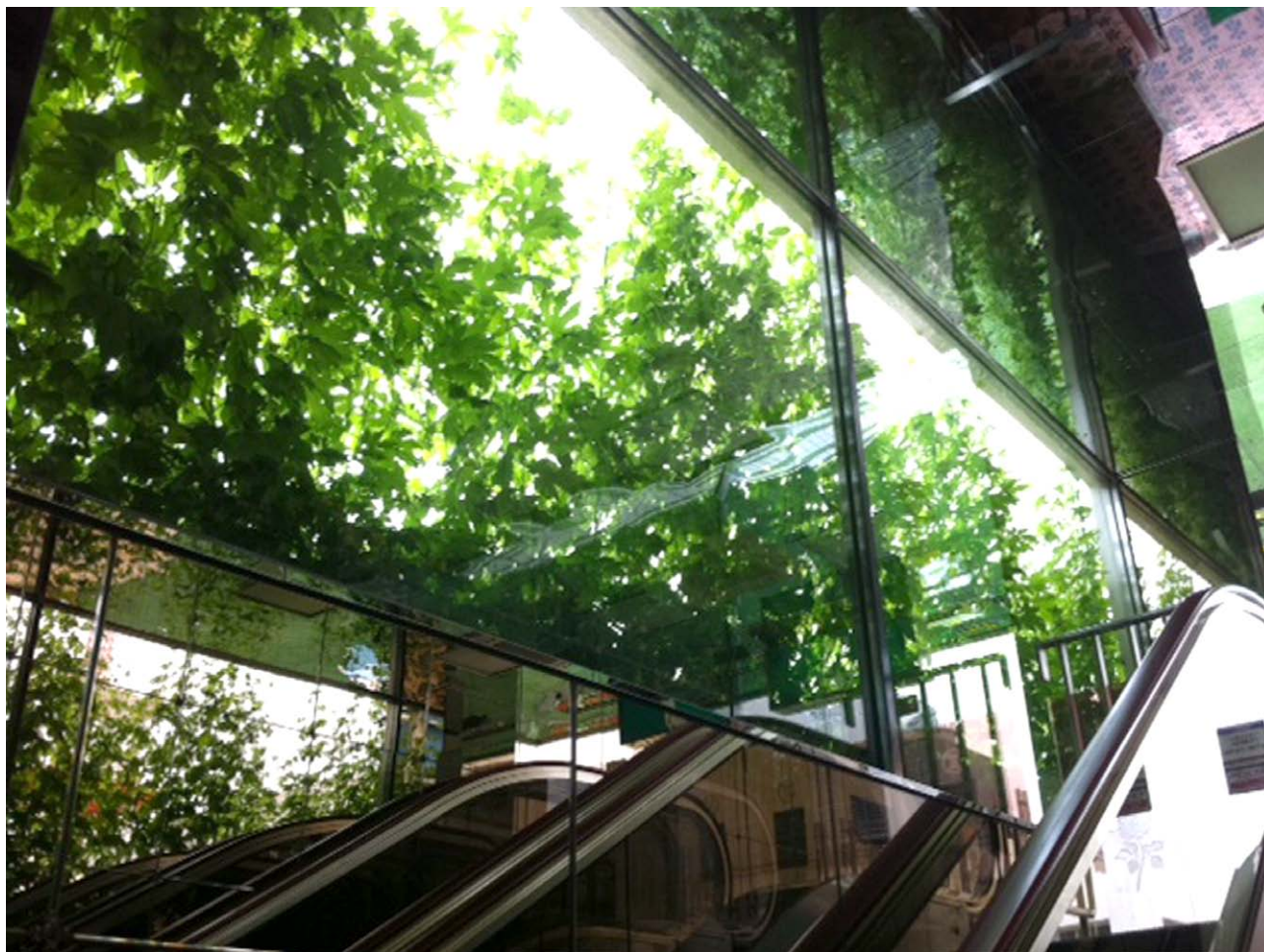
Plant Goya
Location In front of the lunch room in the middle building of the elementary school
Area $8 \times 4 = 32$ square meters
Period June 4 – September 30, 2012 (planned)

Brief review

The children all have bright smiles in front of the green curtain that they grew as a result of their ideas for making the school cooler. It is a wonderful project using local bamboo, and has provided the children with a broad and extensive learning opportunity through cooperative knowledge gained from various sectors in the community.

Outstanding Achievement Award

Company/Organization Section



Title Green Curtain in the Sky

Name Sogo Hiroshima, Sogo & Seibu Co., Ltd. (Hiroshima Prefecture)

Applicant's comment

This was our first attempt to grow a green curtain, and we chose as our location the glass wall by the escalator at our customer facility. It has been well received by customers, who can see the green curtain from the inside while they go up or down the escalator. They can also see the green curtain as soon as they enter the rooftop terrace. We put up illustrated information panels to encourage children to become interested in green curtains. Customers enjoy the fresh scent of the herbs that have been planted along with the goya (bitter gourd).

Green Curtain profile

Plant	Goya
Location	Glass wall by the escalator to rooftop terrace
Area	10 x 2 = 20 square meters
Period	May 18 – October 31, 2012 (planned)

Brief review

The green growing against the glass wall is a fabulous effect. The judges highly valued the idea of growing a curtain by an escalator used by many people as it promotes the benefits of green curtains. The photo just missed out on the Best Photo Award because the picture is slightly out of focus. It is a wonderful work that makes viewers feel cool and refreshed.

Outstanding Achievement Award

Local Government/Public Facility Section



Title Joy of Achievement

Name Midori-en, Ryokuyukai (Social Welfare Corporation) (Kanagawa Prefecture)

Applicant's comment

Midori-en is a designated support facility for mentally challenged people. In the spring, we put up a large net, planted goya (bitter melon) seedlings, and sowed morning glory seeds. We grew it through the combined efforts of mentally challenged people and supporters, who watered the green curtain every day. The photo was taken in early August, when the plants seemed at their most vigorous, filled with green leaves. A user of the facility, who is a representative for everyone involved in the project, expresses her joy by raising her hands. We had several challenges while growing the green curtain, such as a typhoon in June. But ultimately, it brought us all joy and smiles. This summer, we came to realize how wonderful green curtains are, and how they can be a communication tool to convey the importance of achievement.

Green Curtain profile

Plant	Goya, morning glory
Location	Flowerbeds
Area	37.8 x 5 = 189 square meters
Period	May 10 – August 31, 2012

Brief review

It's worth recognizing that the green curtain at a designated support facility was grown through the steady efforts of mentally challenged people and survived the typhoon in June. The impressive height and width of the curtain reveals the great joy of achievement.

Outstanding Achievement Award

Individual Section



Title Green Curtain with Archway

Name Kazuhiko Nogami (Oita Prefecture)

Applicant's comment

It is now our fifth year of growing green curtains. Our home, built eight years ago, is environmentally friendly, people friendly, and energy saving. For the house framework, we used local wood and we also employed a diatomaceous earth, barrier-free design, with double glazing, photovoltaic units, and an all-electronic heat control system. We made the eaves 1.7 meters long so that we are able to let sunlight into entire rooms during the winter, and block the hot sun during the summer. Also, by making a porch 1.2 meters wide, we created a space where we can enjoy the outdoors. Because all the rooms in our house face south, we grew green curtains covering the entire south-facing wall. We drove nine steel vertical tubes into the ground 60 centimeters from the eaves, where we placed planting poles. We then constructed three horizontal poles, and put a net with 10 centimeter openings towards the eaves to cover the top. We let vines grow at the entrance to create an archway. We grew goya (bitter melon) on the west side and Japanese morning glory on the east side. To water the curtain, we use an 840-liter rainwater tank that we made using old bathtubs, to completely avoid using tap water.

Green Curtain profile

Plant	Morning glory (Japanese), goya
Location	Entire south-facing walls of the house
Area	10 x 3 = 30 square meters
Period	May 19 – September 23, 2012

Brief review

The green curtain covering the south-facing walls of this energy-saving house makes it look like a green castle. The prominent hole in the entrance seems as if it should lead to a fantasy world. The photo clearly reflects how conscious the applicant is of environmental issues.

Outstanding Achievement Award

School Section



Title Let's make a Green School Building!

Name Green curtain project, Osaki Junior High School PTCSA (Niigata Prefecture)

Applicant's comment

This green curtain project was launched last year as a part of the PTCA volunteer programs led by the PTA president from 2004 at Osaki Junior High School. Last year, we used a net that was 20m in width and 16m in height, whereas this year, we have put up a much larger net that is triple the width (60m), to try and cover all of the main classrooms. We employed an automatic watering system, and we planted the loofah, goya (bitter gourd), and morning glory seeds that we collected last year (loofah: 296 roots; goya: 222 roots). We distributed a total of about 900 seedlings of loofah, goya, morning glory, marigold, torenia, and other plants throughout the local community in order to promote green curtains and gardening in the area. We would like to continue to do this in future years to contribute to the community and to repay local residents for the work they have put into the project. Like last year, we used the fruit of goya and loofah, the by-products of the green curtain, as food, and also used the loofah for brushes and loofah water.

Green Curtain profile

Plant	Loofah, goya, Heavenly Blue (morning glory), Japanese morning glory
Location	Walls on school building
Area	60 x 16 = 960 square meters
Period	May 13 – November 10, 2012 (planned)

Brief review

This project reflects a successful cooperative venture between students and people in the local community. The unique ideas of the junior high school students have been incorporated into the project. The applicant has also focused on promoting green curtains and gardening in the local community, in using the fruit as food, and has even paid attention to the “urban heat island” phenomenon. The applicant knows the importance of having soil and greenery in our living environment, and identified some challenges to be addressed in future learning.

Artistic Photo Category

Works were judged based on criteria that include the “ripple effect” (whether a work reflects the benefits of a green curtain and demonstrates the favorable response that they widely evoke); the artistic quality (whether a work has an emotional impact or is taken from a unique viewpoint in terms of the shape of the curtain, or shows a contrast with buildings, people, and the surrounding landscape); and any other factors that call for recognition.

Best Photo Award



Title Green Curtain and the Sun

Name CSR Office, General Affairs, Yamanashi Branch, NTT East (Yamanashi Prefecture)

Applicant's comment

NTT East Yamanashi branch began growing green curtains last year. This year, we again grew a curtain completely on our own initiative and through the cooperation of employees. The green curtain is as large as 40m x 10m. We started by putting up nets, and we planned to grow the curtain until it covered the entire wall of the office building up to the third floor. This year, we are growing morning glory. As of the end of August, the vines had already started to reach the third floor, and the diameter of the base of the plants was 3 centimeters, which is almost unheard of for morning glory plants. The green curtain is taken care of by employees, who take turns watering the curtain in the morning and evening. It is not Japanese morning glory, which blooms early, so we do not expect it to bloom until September. All the employees are looking forward to the day when the huge green curtain blooms and turns into a flower garden. We expect that the curtain will soothe and stimulate us as we enter the office.

Brief review

This photo received high artistic marks from the judges, and won the Best Photo Award. The huge green curtain is made of morning glory plants, growing vigorously towards the blue sky and combining with the summer sunshine to create a dynamic work. Congratulations on winning the Best Photo Award!



Title Green Corridor – Festive Contrast of Light and Shadow

Name Technical Research & Development Institute, Kumagai Gumi, Co., Ltd. (Ibaraki Prefecture)

Applicant's comment

While our outside corridor does have a roof, it is always very hot here during the summer because of the direct afternoon sunlight during the late afternoon, and also because the area is surrounded by concrete and asphalt. We grew a green curtain covering the west side of the corridor vertically from the ground to the roof. As a result, the curtain provides shade from the afternoon sunlight and creates patterns from the shadow of the leaves on the wall and floor of the corridor. Instead of shielding the sun entirely from the wall and floor, the light reflected on the wall creates a fantastic atmosphere, like stars projected in a planetarium. The light and shadow created by the green curtain flickers as the curtain rustles in the wind. It seems as if it dances while the rustling and the wind plays harmonious music. We hope that viewers can see and imagine some of this effect through the photo. The word 饗宴 (pronounced as kyoen; meaning “festive”) in the title can also be interpreted as 共演 (also pronounced as kyoen; meaning “playing together”).

Brief review

The photo captures the impressive image of sunlight falling through the green curtain. It makes viewers want to walk along the corridor, and demonstrate how effective a green curtain can be in attracting people. The light and shadow creates a cool sensation for viewers.



Title Cool Corridor

Name Asaka Ishihara, Gifu Sogo Gakuen High School (Gifu Prefecture)

Applicant's comment

This green curtain is placed against a corridor connecting the school buildings. The sun shines in this area at the time when many students pass through here to go home from school. The green curtain has made this place much more pleasant. Now, many students use this corridor to wait and meet up with friends to go home with.

Brief review

The green curtain placed against the connecting corridor at the school has turned this place into a favorite meeting spot for students. The cool and pleasant environment encourages lively conversation, and through the photo, we can almost hear the happy chattering of the students.



Title Taiyo ga Eiyo (The Sun is Nutritious)

Name Sakura Eco Project, Shiga Plant, Daikin Industries, Ltd. (Shiga Prefecture)

Applicant's comment

The most attractive aspect of this photo is the sun glittering through the goya. Looking at the plant, which grows quickly under the scorching sun, we are enlivened and feel that we should be as strong and vigorous as the goya. We are in the third year of growing a green curtain outside the windows on the south-facing wall of the cafeteria, where all of our employees have their meals. In front of the curtain, we have put up plaques created by each department. All of the employees participated in watering and taking care of the plants, and by mid-July, it had grown into a large curtain. We held milestone events such as a mass planting, an assessment session, and a mass harvesting, and thoroughly enjoyed all aspects of growing the curtain. The harvested goya fruit was used in special limited edition dishes at the cafeteria, so that all the employees could share the rewards that the harvest brings. By growing the green curtain, we have also seen a temperature difference of 2–6 degrees Celsius within the building, creating a more comfortable eating environment.

Brief review

With the summer sun shining over the shoulder of the goya fruit, this photo dexterously expresses the contrast between the hot summer and the green curtain. Ripe and succulent goya fruit makes us feel hungry. The photo also conveys the applicant's commitment to staying vigorous and energetic, even during the hot summer season.



Title Swaying Morning Glory with Skyscrapers
Name Mieko Matsubara (Tokyo Prefecture)

Applicant's comment

The view from my apartment, in the heart of the big city, was impersonal and frankly dreary. Therefore, I started growing some small morning glory plants. From my window, I can now see the metropolitan government office and Park Tower through the heart-shaped leaves and the pretty flowers that appear to float in the air. This allows me to enjoy the greenery, and enjoy the city from a unique perspective. The green curtain not only blocks the sunlight, but it brings me pleasant feelings when I look at the green leaves swaying in the wind. The curtain also provides privacy from my neighbors, which is a concern to people living in urban areas, and is another of the plentiful benefits offered by a green curtain.

Brief review

This photo adeptly captures the contrasting motifs of the impersonal city and the gentle green curtain. We hope the green curtain serves as a starting point for enriching urban life.



Title My First Home Garden
Name Fumie Mizawa (Osaka Prefecture)

Applicant's comment

This is our first home garden, and completely changed the attitude of our oldest son, who used to have difficulty in eating vegetables. After starting the home garden, it seems that the vegetables he harvests himself are delicious.

Brief review

The child's bright smile shows how delicious the vegetables are, which have been grown in a home garden under plentiful sunshine. The photo demonstrates that both children and parents can learn about the source of life, and about happiness through growing their first vegetable garden.

Photo Competition Rules

Theme

Creativity Category

- We ask for photos of unique green curtains grown by applicants with a special emphasis on the shape, size (cultivation scale), location, and types of plants included in the curtain. Entries will be accepted in each of the following five sections:
* Winners will be selected and awarded for each section.

- Sections: [1] Individual, [2] Company/Organization, [3] Local Government/Public Facility, [4] School, [5] Other (Both professional and amateur photographers are eligible to enter the competition.)

- Section definitions

[1] Individual: An individual, small gathering (a hobby group, etc.), neighborhood group, neighborhood group of children, neighborhood group of the elderly, etc.

[2] Company/Organization: An office, company group, manufacturing plant, department store, grocery store, leisure facility, hotel, tourist facility, union, commercial facility/shopping street, NPO, industrial group, news media (TV, radio, magazine), etc.

[3] Local Government/Public Facility: A prefectural government office, municipal government office, park, library, community center, art gallery, museum, etc.

[4] School: A nursery school, kindergarten, elementary school, junior high school, high school, college, university, vocational school, cultural school, etc.

[5] Other: Any person or group that does not fall under any of the above definitions

Artistic Photo Category

- We ask for artistic photos or those that make people feel relaxed or happy, such as a photo of a green curtain in combination with flowers and harvested fruit and captured from a unique perspective, or a photo showing an artistic contrast between a green curtain and a building, landscape, or a group of people.

- Eligibility: Anyone (*individual, group, professional, or amateur photographer) who is interested in green curtains can enter the competition in this category.

How to apply

To apply, go to the application form by clicking the “agree and apply” button below.

The picture should be submitted in JPEG format (less than 2MB in size).

* Applicants can enter only one photo with one application. If you wish to enter more than one photo, a separate application must be submitted for each photo.

Please be advised that, if multiple works are entered with one application, contest entry for all the works may be deemed invalid.

Application period

July 2 (Mon) – September 7 (Fri), 2012

Judging criteria

Creativity Category

- Creativity:

Refers to a work that is based on a unique idea, or demonstrating creativity, or an unpredictable quality in terms of the shape, size (cultivation scale), location, and the plants included in the curtain

- Ripple effect:

Whether a work reflects the benefits of a green curtain and demonstrates the favorable response that they widely evoke

- Other factors:

Any factors in the applicant’s comments and circumstances that merit recognition

Artistic Photo Category

- Ripple effect:

Whether a work reflects the benefits of a green curtain and demonstrates the favorable response that they widely evoke

- Artistic quality:

Refers to whether a work has an emotional impact, or is taken from a unique viewpoint in terms of the shape of the curtain, or shows a contrast with buildings, people, and the surrounding landscape

- Other factors:

Any factors in the applicant’s comments and circumstances that merit recognition