

# Posters by Children of Japan and the World on “SDGs & Expo” Now on Display!

**Period** **August 11 (Mon) – August 17 (Sun)**

**Time** **10:00AM – 9:00PM** ※On the final day: 10:00–20:00

**Venue** **TEAM EXPO Pavilion TE2, Future Life Village,  
Expo 2025 Osaka-Kansai**

Come see posters created by elementary and junior high school students expressing their hopes for achieving the SDGs and their visions for the Expo! The works were submitted to the *National SDGs Children's Poster Contest*, which includes entries from students across Japan and Japanese schools overseas.

We believe that “drawing a poster leads children to better understand the SDGs and the global issues they address—and to take their first steps toward action.” With that belief, we launched this contest in 2020. This year marks its 6th edition, and entries for 2025 are now open!

The SDGs are global goals set to be achieved by 2030. From 2026 onward, we plan to evolve this contest into a Global Poster Contest, expanding its reach from Japan to the world. Through posters, we aim to spread ideas for SDG achievement—from children to adults, from communities to the world.

Here, we show you approximately 10,000 pieces of work submitted to these competitions on two huge panels. We invite you to explore the “wisdom” and “hopes” of children conveyed through their artwork.

Now accepting poster entries  
for 2025! Submit via QR code  
or visit our official website.



## **Panel①** **Award-Winning Works from the “Expo & SDGs” Category**

A large panel showcasing 20 prize-winning posters. Each piece includes a special audio feature: messages spoken by the young artists themselves!



## **Panel②** **“SDG Goals” Category – Mosaic Art**

All 10,000 submitted posters from the 2023–2024 fiscal year come together to form a giant mosaic artwork. The image? A globally renowned female fashion designer who also serves as a judge for this contest. Step back to see her face emerge!

The panel II was made using approximately 10,000 works submitted to the “SDGs National Children’s Poster Competition”!

## Who is the motif of this mosaic art ?

At the Osaka Kansai Expo site, if you go to the stand back a little and look at the panel, you can see the face of the answer - XXX!

**XXX is a world-famous female fashion designer!  
She also serves as a judge for the “SDGs National Children’s Poster Competition”.**

**Here is the message XXX sent to children  
at last year’s judging session and award ceremony.**

### Why I Chose This Poster

The theme of the poster I selected (see right) is based on the two concepts: “Decent Work” and “Economic Growth.”

To me, these two concepts represent vastly different worlds—and that’s exactly what this artwork captures.

For example, what if someone works hard, but their labor supports war?

What if they have no real sense of purpose or fulfillment, but are forced to work anyway?

The red in the background of this drawing looks like something burned in war.

Since I experienced war, this imagery struck me deeply.

I was moved by how this child artist highlighted the dangers of pursuing economic growth at the expense of peace and humanity.

From a poster design perspective, this piece is also extremely impactful.

A great poster should instantly convey its message—even without words—and this one does exactly that.

Technically, the piece is powerful, the use of color is skillful, and the overall balance is excellent.

This poster has a strong communicative force, which is the very essence of effective poster design.



### To the Children Who Will Shape Our Future

When I was invited to be a judge for this contest, I was genuinely excited.

I thought, “I absolutely want to do this—I want to see the children’s art!”

Children have a unique ability to express things that adults cannot.

The lines and expressions in their drawings are something we lose as we grow older.

Even if we try to draw like them, we can’t—not anymore.

As adults, our minds become rigid and bound by logic.

In my work in fashion and art—whether I’m creating, designing, or just thinking—I always try to keep the perspective of an 18-year-old.

But after this judging experience, I’ve realized: even 18 is too old.

Now, I want to work with the gaze of a 12-year-old—pure, honest, and free.

That’s how deeply this experience has inspired me.

The concept of SDGs is also incredibly important.

It’s vital that children learn about these goals from a young age and reflect on them through their creative expression.

This understanding will help shape the next generation.

Please continue to create amazing posters.

I look forward to seeing your next challenge!

#### Quiz

**Can you guess the name of this world-famous female fashion designer?**

Hint : Her two sisters are also world famous fashion designer.

Find the answer by scanning the QR code!

