

Beauty contest of Cosme boys: 12 constellations vie on the day of Star Festival!

Notice of prior coverage on Tokyo Cosme Boy Contest! 2010 Grand Prix

BBI Co., Ltd. (Main office: Chiyoda-ku, Tokyo; Chief executive: Toshiyuki Murotani) will hold "Tokyo Cosme Boy Contest! 2010 Grand Prix" —a beauty contest for boys to decide on the best 'Cosme Boy'—at Bunkyo Civic Center, Bunkyo-ku, Tokyo on Saturday, July 10, 2010.

"Tokyo Cosme Boy Contest!" is an annual beauty pageant where female stylists put makeup on male models and compete on their beauty. The first contest, held at Machiya, Tokyo on November 26, 2009, gathered much attention among the media. In this year's second contest, beautiful boys represent 12 constellations under the theme of "Star Festival," pursuing their own concept of beauty. The models are divided into two sections: the CUTE section expressing the sense of "Kawaii" (Japanese word meaning cute) and the COOL section expressing the sense of "Kakkoi" (Japanese word meaning cool).

12 male models and 6 female stylists selected from 108 applicants gathered on May 2 and formed model-stylist pairs (Each stylist is paired with one CUTE model and one COOL model). Now the contestants have been split up into teams, preparing for the contest by discussing their concepts, themes, costumes and makeup.

On June 13 (Sun), there will be an interim report from all the teams. Stylists and models will receive advice from professional supervisors in various fields.

We would like to invite the press on June 13 to introduce this year's contest. Organizers, judges and contestants will share their views about the contest to the press. Those who wish to attend are asked to fill in the attached "Application form for the coverage of Tokyo Cosme Boy Contest! 2010" and fax it to us by June 9 (Wed).

You can also apply for the coverage of the Grand Prix Contest on July 10 (Sat) and the coverage of the Prize Winners on July 17 (Sat) using the same form.

Tokyo Cosme Boy Contest! 2010 ~ Interim Report

- Date and time Sunday, June 13, 2010, from 10:00 to 15:00
- Place Crescent Akasaka (Fukuzumi Bldg. B1F, 2-17-58, Akasaka, Minato-ku, Tokyo)
- Object of coverage
Organizers : Murotani (Chief executive of BBI Co. Ltd.), MIYA (Producer)
Judges : Hikaru Honda (Makeup), Ryota Nakanishi (Stylist), Miyako Miyazaki (Walking)
Contestants : Male models (12 persons), Female stylists (6 persons)
- Time table 10:00 – 12:00 Individual coverage (Organizers and contestants)
 13:00 – 13:30 Press conference
 13:30 – 15:00 Individual coverage (Organizers, judges and contestants)

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Background Information

Tokyo Cosme Boy Contest! 2010 Grand Prix

■ What is “Tokyo Cosme Boy Contest!” ?

“Boys want to be beautiful, too!” Tokyo Cosme Boy Contest! is an event where boys wear makeup and compete with one another for beauty.

Nowadays we naturally see the unisex fashion transcending the difference between man and woman. But while women take in men’s clothing and increase their freedom of fashion, men’s fashion is still far from free. The big walls for this difference are makeup and skirt. Men can widen the range of their fashion if they wear skirts and do makeup. If a man wears a skirt and makes up now, he will be called as “female disguise” or “costume play”. But the time is just around the corner when nobody says anything to him if he make up and wear a skirt as everyday fashion.

“Tokyo Cosme Boy Contest!” gets ahead of the times. We find “universal beauty” in ordinary boys wearing makeup and enjoying their fashion and propose a new form of "masculinity" to our society.

■ About Tokyo Cosme Boy Contest! 2010 Grand Prix

In the second event of “Tokyo Cosme Boy Contest!”, the contestants compete on their beauty under the theme of “the Star Festival”, in the setting that a boy who wishes upon a star on the day of Star Festival becomes beautiful. 12 handsome boys allocated to 12 constellations are divided into two sections of CUTE section expressing the sense of “Kawaii” and COOL section expressing the sense of “Kakkoi” and pursue their own beauty.

In the contest, each of six female stylists forms a pair with one of six male models of CUTE section and another pair with one of six male models of COOL section and each pair shows a performance with the limit of three minutes to vie one another.



Three prizes are given— "Vega Award" for CUTE section, "Altair Award" for COOL section and “Grand Prix”. Not only the total fashion coordinates such as makeup and clothes but also performances on the stage are considered. The standard of judging is the “gap” with the state without makeup. The subject is “how much a boy can change by makeup and clothes.”







In addition, we hold a public vote on the internet for 25 days from June 14 (Mon) to July 8 (Thu) and give “Net Award” to the pair which won the most votes. Furthermore, 20 people selected by lot from the persons who voted for the Grand Prix winning pair are invited to the prize winner celebration party on July 17 (Sat) (pay, ¥10,000).

<Introduction of Judges>







- Makeup supervisor / Judge: Hikaru Honda (Makeup artist, Owner of "11 Salon")
- Dress supervisor / Judge: Ryota Nakanishi (Stylist, EVOM)
- Walking supervisor / Judge: Miyako Miyazaki (2003 Miss Universe Japan, 5th place in the world)
- Image illustration / Judge: Yumiko Igarashi (Comic artist, author of "Candy Candy")
- Judge: Junko Mitsuhashi (Sexual sociologist, cultural historian, Lecturer of Tama University, author of “Woman dressing and Japanese people”, Kodansha)







■ Participating models to CUTE Section

		
 Aries	 Taurus	 Gemini

		
 Cancer	 Leo	 Virgo

■ Participating models to COOL Section

		
 Libra	 Scorpius	 Sagittarius

		
 Capricorn	 Aquarius	 Pisces



What are lately proliferating “Cosme Boys”?

They are boys who pursue “beauty” through makeup and fashion that have been considered to be only for women until now. As a symbol of borderlessness of sex, they are rapidly increasing in the forefront of fashion trends like Shibuya, Harajuku etc.

(Left) Grand Prix of the 1st event of Tokyo Cosme Boy Contest!

(Media Exposure) “Information Live MIYANEYA!” and “Truth Report BANKISHA!” of NTV, “Evening Wide” of TBS TV, “Super News Anchor” of Kansai TV; Magazines “JOSEI Seven”, “SAIZO”, “anan”, “Niigata Komachi”, etc.

Makeup and Japanese People by Junko Mitsuhashi (Sexual sociologist, cultural historian)

YAMATO TAKERU, a Japanese mythical hero defeated his formidable adversary KUMASO brothers by disguising himself as a beautiful girl with clothes he got from his aunt and makeup (probably) taught by his aunt. Shamans of Yayoi period also worshiped Gods with special makeup and luxurious accessories on. Samurais of the war period in the Middle Ages went to battles with makeup on their faces and gorgeous armors on their bodies. In Genroku period of Edo era, beautifully dressed boys with long-sleeved kimono and dressed hair were loved from both women and men.

It seems that our ancestors, by making up and dressing up, not only became beautiful and neat but also thought that they are equipped with special power they do not have usually. In other words makeup was a magical item that enabled them to become a powerful being different from everyday self. Modern women today also know such power of makeup and use it effectively when it counts.

Then, at what point in the history did makeup, originally common to both sexes, become only for women? This is a public perception formed in modern times by the influence of European culture just one hundred and several tens of years ago. Is there any inconvenience if boys become beautiful and neat? Now is the time when we go back to 2000 year tradition of Japan and regain the magical item “makeup” to the hands of boys!

Overview of the Convention

Name : Tokyo Cosme Boy Contest! 2010 Grand Prix
 Site : Small hall of Bunkyo Civic Hall [Korakuen] (371 Seats)
 1-16-21Kasuga, Bunkyo-ku, Tokyo
 Date & Time : Saturday, July 10, 2010
 Doors open at 17:30 Contest starts at 18:00 (scheduled to end at 20:30)
 Admission : ¥2,500 Advance, ¥3,000 At door
 Tickets can be purchased from the official website.

◆ Profiles of Organizers

MIYA

Born in July 31, 1982 at Kobe-shi, Hyogo, he began theatrical activities while he was still in Waseda University where he spent all his time producing stages, editing papers of drama reviews and coordinating drama festivals. He also worked at theaters, TV stations and exhibition sites as a free-lance stage carpenter and learned "masculinity" from senior craftsmen.

While he worked as a technical staff of a public hall in Tokyo after graduation, he shifted into "Cosme boy" in June, 2008 and trained himself to brush up "girliness" at night clubs.

In 2009 he launched the event "Tokyo Cosme Boy Contest!" in pursuit of supreme beauty that transcends the limits of male and female.

Official blog : <http://ameblo.jp/miya-nhgirl/>



Toshiyuki Murotani

Born in September 8, 1966 at Matsudo-shi, Chiba, he graduated from the Faculty of Law of Tokyo University. He majored in intellectual property law, international private law and marketing. After graduation he joined Fujitsu Ltd. and engaged in marketing of IT industry exposed to the wave of downsizing. He left Fujitsu at the end of 1995 and set up BBI Co., Ltd. whose main service is marketing consulting by utilizing the internet. BBI also deals with webpage design, database system development and call center operation.

While he engaged in PR support as a supervisor of the company operating Miss Universe Japan from 2009, he met "Tokyo Cosme Boy Contest" and hit it off with its promoter MIYA. The second event is developed with BBI Co., Ltd. as its organizer.

<Operating Company>

Name : BBI Co., Ltd.

Chief executive : Toshiyuki Murotani

Address : Akihabara-Makimachi Bldg. 9F, 3-3-3 Sotokanda, Chiyoda-ku, Tokyo

Phone : 03-5289-8889

FAX : 03-5289-8887

Application form for the coverage of Tokyo Cosme Boy Contest! 2010

■ Prior Coverage on June 13 (Sun) Place : Crescent Akasaka

(1) Check the space of desired time period and write the number of persons.

		Check	Number of Persons
10:00 – 13:00	Individual coverage		
13:00 – 13:30	Press conference		
13:30 – 15:00	Individual coverage		

(2) Inform us of any requests you may have about the coverage.

■ Coverage of Main Contest on July 10 (Sat) Place : Bunkyo Civic Hall

(1) Check the space of desired time period and write the number of persons.

		Check	Number of Persons
13:00 – 17:00	Coverage of rehearsal		
17:00 – 21:00	Coverage of contest		

(2) Any requests you may have (Especially if you carry any equipments like camera)

■ Coverage of Prize Winners on July 17 (Sat) Place : Crescent Akasaka

(1) Check the space of desired time period and write the number of persons.

		Check	Number of Persons
14:00 – 16:00	Coverage of prize winners		
16:00 – 18:00	Reception		

(2) Inform us of any requests you may have about the coverage.

Company		Media	
Name			
Phone No.		FAX No.	