

Application to APU Alumni Association Achievement Award

1. Name: Nguyen Hoang Phuong
2. Year of graduation: 2012
3. College: APS – International Cooperation Policy.



Reason for applying

To make better images of the world via my photography. The notion of our world heavily depends on how we perceive it, nice images make people in love with life and enhance their hopefulness and productivity. Bearing in mind this idea, my photography philosophy is to capture and create the happy moments and beautiful landscapes of the world, as well as show the spirit of people even during tough times. I have been starting photography since 2006 and my recent achievements strongly prove the impacts of my images to my world by promoting gorgeous images of Japan into the world and presenting my emotion about the campus where I learnt for 2 years.

An introduction to my achievements

Being motivated by the miracle spirit of the Great Earth Quake' victims during my week of volunteer in Ishinomaki, I came up with an idea to use images and social media to foster the tourism in Japan and encourage travelers to re-visit Japan. This effort was recognized by number of achievements

- The Winner in "Share you Wow! Japan photo contest" (2). The campaign, which is organized by Tourism Agency of Japan, attracts 17,070 competitors with 38,817 photos. The goal is to promote beautiful images of Japan to attract more visitors after the Great Earth Quake. The evaluation of the winning photo mainly based on the inspiration that will inspire people to travel to Japan and showing the charm of Japan.
- Two of my images will be on exhibition in Tokyo (3), all the profit from selling the images will go directly to JEN (Japanese Emergency NGOs). My Japan, which is "*crowdsourced photographic initiative, spreading the love of Japan*", is the organizer of this event. The exhibition will be on 11 March this year in Subject Matter Gallery in Tokyo. Moreover, one of my pictures was included in the photo book to raise fund for Tohoku area under the same project.

Besides, the my passionate about APU drove me to create a number of works that promote the image of our campus

- I was the photographer for official cover page of prospectus and official poster of APU in Vietnam for 2013.

- I created a time-lapse movie to illustrate the perfect environment and enthusiastic student's activities of APU. The clip could be seen [here](#)

Why I should be the chosen

Photography is my long-life project. I always find the new angle; explore the new perspective of life in order to create the masterpiece that changes the world for the better place. I am still on my way to conquer this goal; the given achievement promises that I am on the right track to get my target to make a better world with my photography, nevertheless, the process is very challenge and risky. Thus, the supports and recognition from APU alumni could be the important encouragement to me. In addition, as an APU's alumnus, my success is part of APU's success. For example, one of my photos was on the Beppu's local newspaper with a title Nguyen Hoang Phuong/ APU Student.

別府タイムズ

平成24年度、第98回「別府八湯温泉まつり」は各会場ともに盛況裡に5日間の幕を閉じた。

3月14日、F自9寺井ト

「別府八湯温泉まつり」幕を

撮影 by Mr.Nguyen Hoang Phuong APU student

り八幡浅見神社で開会奉告祭及び御神火採火式が執り行われ、浜田博市長、三ヶ尻裕三実行委員長、加藤信義市長、副議長、千野建夫

20

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場(大谷
神社総代
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丁とき、
タンブラ
鉄輪散策
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でまた2
扇山火ま
た。地元の
関係者な
の警戒に
時の山頂
神火が放
つくりと
そに向か

梅野朋子別府八湯温泉去る3日府市出身の美さん(29)生・北九加里さん(29)本年のミ

All the information is provided with appropriate hyperlinks

Appendix – Proofs of my achievement.

(2) Winner in the “Share your Wow! Japan photo contest”

From: [Mayumi Watanabe](#) Hide
To: hoangphuong259@gmail.com

Notice! Share Your WOW! Contest Result

17:12 Ngày 20 tháng 2 năm 2013 Mark

Notice of Share Your WOW! Japan Photo Contest Result [Beautiful! Prize]

Dear Mr. Phuong Nguyen

Thank you for contributing your photos to “Share Your WOW! Japan Photo Contest”. This contest came to its closure on Feb. 15th.

We have already contacted you in the past and announced that you were chosen as a nominee for Beautiful! Prize. As a result of our final selection of the winner of this prize, we would like to inform you that you have successfully passed the final stage of selection and that you are officially chosen as the winner!

The winning photo can be found [here](#)

We invite you to the awarding ceremony and the incentive experience tour held from March 14th through 17th, 2013. We ask you for your attendance. As for our arranging your trip, we kindly ask you to submit documents and information to us when necessary.

We look forward to welcoming you in Japan!

Mayumi Watanabe
Share Your WOW!
Japan Photo Contest Office
shareyourwow@gmail.com

(3) Photos going on exhibition of My Japan

From: [Jocelyn Brown](#) Details

Re: Hi "My Japan"

20:47 Ngày 19 tháng 2 năm 2013

Hi Phuong,

Thanks so much for your submission and your involvement with our project, we really appreciate the support.

We're pleased to inform you that your photograph has been selected for the next exhibition: *My Japan Then & Now Retrospective*, taking place on March 11. It is the photo from the Week 1 Top Ten list FB album.

<https://www.facebook.com/photo.php?fbid=516848628338250&set=a.516848525004927.112231.201660989857117&type=3&theater>

Congrats!

Thank you for your support and involvement with our project. We look forward to seeing you in Japan!

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Thanks a lot,

Jocelyn
MY JAPAN PROJECT

From: [Jocelyn Brown](#) C

Re: Hi "My Japan"

19:23 Ngày 25 tháng 2 năm 2013

Hi again Phuong,
Thank you so much for your high res file.

More good news, we have also selected another one of your photos to be showcased during t exhibition. It is this photo:

<https://www.facebook.com/photo.php?fbid=10150670485002791&set=c.201660989857117&type=3&theater>

Thank you for your support and involvement with our project. We look forward to seeing you in Japan!

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Jocelyn Brown
My Japan Volunteer
www.thisismyJapan.com

Check us out on:
[Facebook](#)

Buy Prints:
[Subject Matter Art Gallery](#)

These photos can be found [here](#) and [here](#)