

Masashi Kawamura's judging pick of the day

"I really love the idea because it's utilising technology... repurposed in a really ingenious way to make everyday life easier." That's how Masashi Kawamura, ECD and founder at Party in Tokyo and One Mobile juror, introduced the entry that was a delight for him to watch.

The One Show and Art Directors' Club's judging took place on location on Bermuda. In order to keep the rest of the world intrigued and informed, they've shared selected judges' Picks of the Day throughout the judging process.

Kawamura explains more about why the work for Volvo's Roam Delivery speaks to him in the video embedded below:

You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 96th Annual ADC Awards on 8 May 2017 and the One Show Creative Week Festival from 8 to 12 May 2017 in New York – visit our [One Show special section](#) for all the latest updates.

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