



## D&AD NEW BLOOD AWARDS 2015



Brief set by:  
**i-D**

**CAPTURE THE ESSENCE OF A  
LIVING SUBCULTURE.**

**PHOTOGRAPHY / CRAFTS FOR DESIGN**

### BACKGROUND

i-D turns 35 in 2015 and in this time has defined and captured over three decades of the changing face of youth culture. It began as a fanzine dedicated to the street style of punk-era London in 1980, and quickly earned its position at the vanguard of fashion and style, abiding by the premise 'originate – don't imitate'.

But do the subcultures that i-D was built upon still exist? What defines a subculture in the digital age? Do subcultures still need to exist primarily in the physical world? How does the speed, accessibility, and global reach of today's media influence subcultures? Niche movements can go viral or be coopted by the mainstream. What does this mean for the original group?

### THE CHALLENGE

Capture the essence and energy of a subculture in a series of three images. They should work as standalone images **and** together as a group.

### WHO IT'S FOR

i-D reaches an ambitious and creative audience, offering access to the most inspiring names in fashion and exploring everything from high-end couture to underground style scenes. It's created by young people for young people who are leaders in fashion and style.

### WHAT TO CONSIDER

- Make sure you have a real point of view that comes out in your images.
- Avoid clichés.
- Think about individual identity as well as the identity that comes from being in a group.
- i-D is all about fashion culture. Consider and reflect your subjects' style.
- What are the other visual signifiers of a subculture? It's not just about the people and how they present themselves, it's what they surround themselves with, where and how they spend time, what they create...
- The subculture you depict doesn't have to be new. How have the youth tribes of the past grown up? Is the subculture still a part of their lives? Perhaps new members are joining – are they subverting or appropriating the original subculture?
- i-D began with London street style, but subcultures exist everywhere. Some originate from local scenes, some are

given a unique twist as they're imported into a new cultural context. You can look at a subculture anywhere in the world.

- Your images don't have to be literal; you can explore more abstract visual ideas.
- Consider i-D's tone, and their viewpoint: originate – don't imitate. Be brave.
- Photography is changing with technology, so if you want to you can extend your response with up to three additional digital executions, eg interactive, cinemagraphs, motion photography, 3D techniques... But only do this if it enhances and supports your series and concept. Don't make the technique the focus of the piece, and don't use it just because you can.

### WHAT'S ESSENTIAL

Three strong photographs that will work in print. These must be single images, not collages or composites.

### WHAT TO SUBMIT

Upload three **images** per entry (static JPEGs only).

If you've also explored non-static digital photos you can submit these too, either as **videos** (MPEG / MOV) or as **interactive** work. Eg an animated gif could be converted to a looping video, or you could host it online and give us the URL.

**Videos:** Submit maximum three videos, no more than 20 seconds each.

**Interactive work:** Submit maximum three executions. If you submit a link to the execution hosted online, make sure your link shows only the piece itself, and no other online content.

See 'Preparing Your Entries', included in your brief pack, for full format specs – work will only be accepted in the formats outlined.

### Please note

If your entry is successful in the first selection stage, we will contact you in April 2015 to request physical prints, mounted on thin A4 board, to be sent to us for further judging rounds.



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Deadline:  
**31 MARCH 2015  
5PM GMT**