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Creative team from Singapore win D&AD Student Awards top prize

Reinald Chee Weng Pin and Jason Feng Jiesheng from Temasek School of Design in Singapore were awarded 'Student of the Year' at the D&AD Student Awards Ceremony tonight (26 June) in London. Pin & Jiesheng won the award for their boundary-pushing creative response to MTV's brief to promote the brand as if it were a virus. In their 30th year, the Student Awards exist to identify the best new talent in advertising and design and this is the first time a team studying outside of the UK has won the top creative prize. A total of 22 first prizes were also handed out to students from the UK, South Africa, Italy, Sweden and Finland.

Other winners include: Vanessa Norwood and Pat Butler from East Lancashire Institute of Higher Education, who won for their photographic depiction of the effects of dementia for The Alzheimer's Society; Chi Shing Lo from De Montfort University, who created a new handset design for Orange; Mattias Johansson & Johan Gramén from Berghs School Of Communication who won for their integrated campaign to promote 'Curiously Cinnamon' cereal; Monika Koziol from Central Saint Martins College of Art and Design who created a new range of sustainable packaging for Ted Baker; Charlotte Kingsnorth from Buckinghamshire New University for her innovative furniture design for Vitra.

"The quality of work across the board was the best I have ever seen. College standards have risen to such a height, that the judges agreed that much of the material exhibited by these students should have contended at a professional level," said D&AD Education Chairman, Al Young. "Despite some strongly held differences of opinion on the panel, Pin and Jeishing's MTV project ultimately triumphed. We were knocked for six by their energy, wit and resourcefulness."

Juries made up of 180 creative and business specialists selected the 388 entries that made it into the Student Annual. The D&AD Executive Committee – led by Education Chairman Al Young and President Simon Waterfall – selected the D&AD Student of the Year.

First prizewinners' work can be viewed online from 27 June at: www.dandad.org/education/student-awards/winners08. All of the work will be showcased in the D&AD Student Annual, which launches on 18 September at the London Design Festival.

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D&AD Student Awards Facts & Figures:

2008	2007
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<ul style="list-style-type: none"> ▪ 3,600 entries ▪ 25% from outside the UK ▪ 388 entries selected for Student Annual ▪ 62 Commendation ▪ 41 Second Prizes ▪ 22 First Prizes ▪ 1 Student of the Year 	<ul style="list-style-type: none"> ▪ Over 3,600 entries ▪ 25% of entries from outside of the UK ▪ 394 entries selected for Student Annual ▪ 72 Commendations ▪ 36 Second Prize winners ▪ 28 First Prize winners ▪ 1 Student of the Year
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Visit: <http://www.dandad.org/studentawards08/briefs/> to read the briefs in detail.

D&AD Student Awards 2008 Brief Summary:

Category	Brand	Sponsor
Advertising		Clear Channel
Ambient Media	Grazia	Grazia
Animation	Create a character	HSI London
Copywriting	If Only I'd Listened More Carefully	Ogilvy
Direct & Online Advertising	The Army	Tequila\
Furniture Design	Vitra Edition	Vitra
Graphic Design	Hamley's 250 th Anniversary	Hamley's
Graphic Design – Books	'Space Opera'	Gollancz/Orion Books
Graphic Design	FUSE Magazine	Research Studios
Graphic Design	Sanpros	burst*
Graphic Design – E-cards	Tigerprint	Tigerprint
Graphic Design – Web	PV Energy	Solarcentury
Graphic Design - Environmental	V&A Bridge	V&A
Illustration	Identity	Paul Davis
Integrated Communication	Curiously Cinnamon	Cereal Partners UK
Open Brief	Turn the world pink	Lastminute.com
Music Video	Bob Dylan, 'Like a Rolling Stone'	Academy
Open Brief	MTV Virus	MTV
Open Brief	Virgin Atlantic Airways Design	Virgin Atlantic
Packaging Design	Ted Baker	Ted Baker London
Photography	The Fight Against Dementia	Alzheimer's Society
Postcard Advertising	Best Beginnings	Best Beginnings
Poster Advertising	The Royal Opera House	This is Real Art
Press Advertising	Breakthrough Breast Cancer Awareness Month	Breakthrough Breast Cancer
Product Design	Solutions for the kitchen	Lakeland
Product Design	The Future of Mobile Phones	Orange
Product Design	Rexona	Unilever
Social Design	Designing Out Crime	Design Council
TV Advertising	Belu	Weilands
Viral Advertising	Nando's	Nando's
'What Else Do You Do'		D&AD

Notes to Editors:

1. D&AD Student Awards showcase the best emerging design and advertising talent from hundreds of colleges and universities around the globe, and promote it to the creative community worldwide. Every year, college and university students across the globe tackle live briefs from some of the world's biggest brands. The briefs are set by the world's foremost designers, advertising and business professionals and cover a wide spectrum of creative disciplines and industry sectors. For more information, visit www.dandad.org/education/student-awards/



2. D&AD Education: D&AD recognises the vital need to encourage the next generation of creative talent. Our 18 different education programmes provide support for universities and colleges and their students and graduates, as well as working on behalf of the international design and advertising communities to bridge the gap between education and industry. For further information, please visit www.dandad.org/education
3. D&AD is a not-for-profit organisation that represents the international design, advertising and creative communities. More than any other organisation, D&AD sets industry standards, educates and inspires the next generation and promotes the importance of creativity, innovation and ideas within the business community. Visit www.dandad.org for further information. Registered Charity Number: 305992.

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