



For immediate release

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Pencil – 45 Years of Creativity from the D&AD Annuals

Since 1963 D&AD has celebrated the absolute best in design & advertising, culminating every year in a visual and permanent record that is the D&AD Annual. As part of the London Design Festival, D&AD is proud to be hosting the exhibition “Pencil – 45 Years of Creativity from the D&AD Annuals” and this year’s annual launch. Proudly sponsored by Chivas Regal 18 Year Old, the exhibition opens with a Private View on 18 September and runs until 23 September at the Royal College of Art.

This exhibition will for the first time showcase a complete set of Annuals – each of which has been created under the guidance of D&AD’s past Presidents. From Michael Wolff to Sir Alan Parker, Sir John Hegarty and Simon Waterfall, all Presidents have selected their favourite piece of work from ‘their’ Annual.

This exhibition celebrating D&AD’s creative heritage has been made possible by the sponsorship of Chivas Regal 18 Year Old.

“Chivas Regal 18 Year Old is a luxury Scotch whisky with a long and rich heritage dating back to 1801,” said Nikki Burgess, International Marketing Manager, Chivas Regal. “It has always had a strong association with design and a commitment to quality, craftsmanship and creativity so we are delighted to be supporting the very first exhibition of D&AD’s Annuals – a celebration of the best creativity since 1963.”

Also being celebrated is the launch of the D&AD Annual 2008, which has been designed by none other than Neville Brody, from Research Studios, exclusively for the D&AD Membership. This year’s theme is ‘Digital vs Anti Digital’ and for the first time ever the D&AD Annual will be published online.

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Notes to Editors:

1. Exhibition: Pencil – 45 Years of Creativity from the D&AD Annuals
18-23 September;
6pm-9pm – 18 Sept (by invitation only)
10am-6pm – 19-23 Sept
Royal College of Art, The Upper Gulbenkian Gallery, Kensington Gore, London SW7 2EU
Entrance is free
Nearest tube: South Kensington
www.dandad.org
2. The exhibition has been designed by Crystallise and curated by current D&AD President Simon Waterfall.
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.