

EMBARGOED UNTIL 6.45PM BST, 25 APRIL 2018

**Guardian Media Group and D&AD form partnership to create
“global festival of creativity” in London**

Guardian Media Group and D&AD today announce a partnership to establish a new [global festival](#) to celebrate the power of creativity and explore how it shapes culture, intersects with business and builds a positive future.

Hosted in London, the festival will bring together business leaders with the world’s foremost thinkers, practitioners and emerging talent from across the creative and cultural sectors – including design, film, advertising, gaming, music, fashion and architecture. The festival will launch in 2019 with the aim of becoming a destination for curious, creative minds.

With global debates increasingly dominated by the opportunities and risks created by automation and data, the festival will be an opportunity to recognise, celebrate and learn about how the uniquely human quality of creativity can help industries and businesses to innovate and grow in the face of disruption.

The new partnership is being announced at D&AD Festival 2018, on Wednesday 25 April at 6:30pm in the Truman Brewery, Shoreditch.

Chief executive of Guardian Media Group David Pemsel said:

“This partnership combines the expertise of two of the most respected, long-running and trusted organisations in the creative economy. At a time when digital disruption, automation and AI are impacting every industry, it is clear that creativity no longer simply powers the worlds of media, advertising and design - it is an essential component of any business’s long term strategy. We are thrilled to be working with D&AD, and together we plan to create an unrivalled festival of creativity, for the UK and the world.”

Tim Lindsay, CEO of D&AD, said:

“This new annual event will be a one stop shop for anyone interested in creativity, innovation and contemporary culture. The world does not operate in silos. Our aim is to be an umbrella for all creative thinking, a platform for talent, and a place for business leaders, practitioners and the general public to be energised, invigorated and inspired to integrate creative thinking to achieve business success.”

Justine Simons OBE, Deputy Mayor for Culture and the Creative Industries, said:

“There are few places on earth that can rival our city for its culture and creativity, so it makes perfect sense for London to host this new global festival.

“As one of the most diverse capitals in the world, London is an ideal place to unite different voices and ensure the best ideas to shape our changing world are given a global platform.”

Debbie Millman, Designer, Educator and Podcast Host:

"Design Matters! I have always been an advocate for the broader world of creative culture. This new partnership will not only benefit the design world, but the wider creative and business sectors as well. D&AD and The Guardian's collective reach and the respect they garner will allow this to become a highlight of the global cultural calendar and bring people together to showcase and inspire the creative community."

ENDS

For more information, please contact:

Anna Meyer | Account Director, Common Industry
anna@commonindustry.co.uk | +44 (0) 774 700 0898

Mel Tompkins, Senior Communications Manager, Guardian
mel.tompkins@theguardian.com or media.enquiries@theguardian.com

NOTES TO EDITORS

The 2019 event will replace the current D&AD Festival

Announcement film credits

Agency: Common Industry

Director: Alyssa Boni via RSA/Black Dog

Motion Graphics and Graphic Design: Studio Blackburn

Sound Design: GCRS

Colour: ENVY

About D&AD

For 56 years D&AD has stimulated, celebrated and enabled creative excellence in design and advertising, in the firm belief that great work always creates better outcomes.

But it's much more than just awards. Members join a vibrant global community, whilst creatives and clients are inspired by a world-renowned masterclass programme.



As a not-for-profit organisation we put all our surpluses back into the industry we serve, helping new talent prosper and campaigning for a fairer, more diverse, more sustainable industry.

About GMG

Guardian Media Group (GMG) is amongst the UK's leading media organisations. Its core business is Guardian News & Media (GNM), publisher of theguardian.com, one of the largest English-speaking quality newspaper websites in the world. In the UK, GNM publishes the Guardian newspaper six days a week and the world's oldest Sunday newspaper, The Observer.

GMG has also built an endowment fund, which includes the proceeds from the 2014 disposal of its 50.1% holding in Trader Media Group. The sole purpose of the fund is to secure the editorial independence and financial security of the Guardian in perpetuity. The business conduct of the Group is guided by The Scott Trust values.