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STARTS

D&AD kicks off Awards and Festival 2019 with exclusive event featuring Dazed Media's Jefferson Hack

- 57th annual D&AD Awards open for entries
- Eleven reshaped craft categories and Black Pencil Craft Jury introduced
 - Shortlists to be announced during live judging
 - D&AD Festival to take place May 2019
- Festival 2019 themed 'Shaping the Future' with content tracks Craft, Connect and Impact
 - Speakers confirmed so far include Jefferson Hack, Alice Tonge and Dan Goods

LONDON, U.K., 1 November 2018 - The 57th Annual D&AD Awards launch today and are now open for entry, with eleven categories reimagined to highlight the best of the modern creative industries. To mark the opening of the Awards and Festival, Dazed Media CEO and co-founder Jefferson Hack is speaking to Patrick Burgoyne of Creative Review about his career in creativity at an event hosted tonight in London at D&AD HQ.

D&AD's mission is to recognise creative excellence in design and advertising around the world, in the belief that creativity can contribute to a better future for business and society. At the heart of this belief is the pursuit of a fairer, more diverse and more inclusive industry, adapted to the rapidly evolving needs of our changing world.

This year sees eleven categories reimagined specifically to represent the craft disciplines Animation, Casting, Cinematography, Direction, Editing, Illustration, Photography, Production Design, Sound Design & Use of Music, Typography and Visual Effects. The Jury Presidents of the craft categories will then form the Black Pencil Craft Jury to better spotlight standalone crafts to be judged in context at the highest and most prestigious level.

Additional changes to this year's Awards include the opportunity for budding professionals to submit their work into newly formed 'Next' subcategories, a platform for emerging creatives, designers and crafts practitioners to showcase their individual talents.

The Collaborative category will move from fee-based to a "special" award to honour the design, advertising and production companies that maintain long-term successful relationships with their clients.

Shortlists will also be announced following the first round of live judging on 20 and 21 May 2019 in order to acknowledge the good work that nearly made it to a Pencil.

The deadline for entries is 20 February 2019, and entries received by 12 December 2018 will be eligible for a 10% discount on the entry fee.

D&AD Festival, where craft, creativity and culture collide, returns to The Old Truman Brewery, London, as the UK's largest event for global creative talent. It will be held 21 - 23 May 2019.

To coincide with D&AD's mission, the chosen theme for this year's Festival is Shaping the Future. This theme is reflected in the Festival's identity, designed by Village Green, and constructed around the dynamic interchange between 2-D and 3-D elements inspired by D&AD's iconic brand and speaking to the foundations of creative expression. The identity will be revealed in three stages using

experimental graphic forms and motifs that will evolve over the course of the campaign, with forms and objects ‘reshaping’ in a dynamic and unexpected way to highlight the inter-connection between the disciplines celebrated at the Festival.

Throughout the three-day event, leaders in creativity will share their thoughts and insights on the future, while attendees will enjoy a bigger series of talks, debates, briefs, workshops and parties all culminating in the 57th annual D&AD Awards Ceremony on 23 May 2019.

While the Festival has moved to May, the Awards entry deadline remains in February with final close in March.

Harriet Devoy, D&AD President, said “In line with this year’s Festival theme, we’ve reshaped our Awards and Festival to better represent our industry and the creative talent within it. We have reimagined the role of craft into specialised categories within the Awards, and as champions of emerging talent within our industry, we welcome the addition of the ‘Next’ category to recognise the creative stars of tomorrow. We can’t wait to see the range of high quality entries representing the full creative spectrum this year.”

Tim Lindsay, D&AD CEO, said “The belief that creativity is integral to building a better future is key to D&AD Awards and Festival. Each year we focus our efforts on stimulating those who are excelling in their creative fields and looking to shape the future of this industry. We’re glad to unveil this year’s identity created by design agency Village Green, which captures D&AD’s mission to become an organisation for the future. In the meantime, we wish all those applying to the Awards the best of luck.”

For more information on D&AD Awards, the categories and how to enter, visit dandad.org/awards

For D&AD Festival 2019 programme details and to purchase passes, visit dandad.org/festival

Jury Presidents for D&AD Awards 2019:

Jury	Judge Name	Title	Company
Animation	Heather Wright	Executive Producer / Head of Partner Content	Aardman Animations
Art Direction	Kalpesh Patankar	Executive Creative Director	VMLY&R
Book Design	Johanna Neurath	Design Director	Thames & Hudson
Branded Content & Entertainment	Alice Chou	Chief Creative Officer	Dentsu
Casting	Leanne Flinn	Casting Director	Leanne Flinn Casting
Creativity for Good	Nick Law	Chief Creative Officer & President Publicis Communications	Publicis Groupe
Digital Design	Joanna Peña-Bickley	Head Of Design and Internet of Things	Amazon
Digital Marketing	Adam Kerj	Chief Creative Officer	Accenture
Direct	Per Pedersen	Global Creative Chairman	Grey WW
Direction	Antoine Bardou	Director	Partizan

Editing	Eve Ashwell	Senior Editor & Partner	The Assembly Room
Experiential	Kate Dawkins	Founder & Creative Director	Kate Dawkins Studio
Film Advertising	Tony Davidson	Global Partner & ECD	Wieden + Kennedy
Graphic Design	Sagi Haviv	Partner & Designer	Chermayeff & Geismar & Haviv
Illustration	Hattie Stewart	Illustrator	
Integrated	John Mescall	Global Executive Creative Director & Global Creative Council President	McCann Worldgroup
Magazine & Newspaper Design	Graham Rounthwaite	Creative Director	i-D magazine
Media	Jacqui Lim	Chief Executive Officer	Havas Media
Music Videos	Semera Khan	Video Commissioner	Polydor
Packaging Design	Ashwini Deshpande	Co-founder & Director	<u>Elephant Design</u>
Photography	James Day	Photographer	James Day Photography
PR	Amanda Galmes	CEO	Hill+Knowlton Strategies and Colloquial
Press & Outdoor	Sergio Gordilho	Co-President and Chief Creative Officer	Africa
Radio & Audio	Denise Rossetto	Chief Creative Officer	BBDO Toronto
Sound Design & Use of Music	Markus Weber	Sound Designer & MD	Studio Funk
Typography	Marian Bantjes	Designer, Typographer and Illustrator	
Visual Effects	Mike McGee	Co-Founder & CCO	Framestore
Writing for Advertising	Javier Campopiano	Partner & CCO	FCB México
Writing for Design	Kate van der Borgh	Copywriter	

Key dates:

1 November 2018 - D&AD Awards open for entries
 12 December 2018 - D&AD Awards 10% discount deadline
 20 February 2019 - D&AD Awards entry deadline
 13 March 2019 - Final Deadline* (*late fees apply after 20 Feb)
 18 - 20 May 2019 - D&AD Awards Judging
 20 - 21 May 2019 - D&AD Awards Shortlists announced
 21 May 2019 - D&AD Awards Black Pencil Judging
 21 - 23 May 2019 - D&AD Festival, London
 23 May 2019 - D&AD Awards Ceremony, London

D&AD Festival speakers confirmed so far:

- Jefferson Hack (CEO and co-founder of Dazed)
- Alice Tonge (Head of 4creative)
- Dan Goods (Visual Strategist at NASA)
- Edel Rodriguez (Artist)
- Shantell Martin (Visual Artist)

ENDS

Ann Amarawansa | Common Industry | ann@commonindustry.co.uk | +44 (0)785 813 2658
Matt Gurr | Common Industry | matt@commonindustry.co.uk | +44 (0)773 446 5030

About D&AD

For 57 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.

www.dandad.org