



“I think talent resides everywhere. Historically our source has always been through the usual outlets like universities, but if you look outside of that, everybody is creative. I’m always looking for people who challenge the status quo, who point a compass to the future and bring new fresh innovative imaginative ideas to the table, which is why I’m proud to support D&AD New Blood Shift.”

— Mark Tutssel, Global Chief Creative Officer, Leo Burnett

“We have always embraced the creative misfits, the ones who appear from different places who share a common heart for the unexpected, the never been done before! If we’re in the business of story telling, than what better place to start, than with those who have a story to tell. It’s with great pleasure we’ve been invited to participate in the reinvention of where talent may be discovered. Love, Mother”

— Mother New York

Success shouldn’t be about who you are, where you’re from, or the job you do. Success should depend only on talent. D&AD New Blood Shift aims to make this a reality. It’s a wake-up call reminding us to search further for people that make our industry more robust, more creative, and more relevant.

D&AD set out to challenge the status quo by inviting 13 people with creative flair, but no formal arts education or degree, to take part in an intensive 12-week night school. They've learned from the best, and now they're ready to prove that there's more than one way to break into the industry.

MEET THE NYC CLASS OF 2017...



Anthony Marsilio

Instagram: fivefootant

fivefootant.com

fivefootant.squarespace.com

ANTHONY

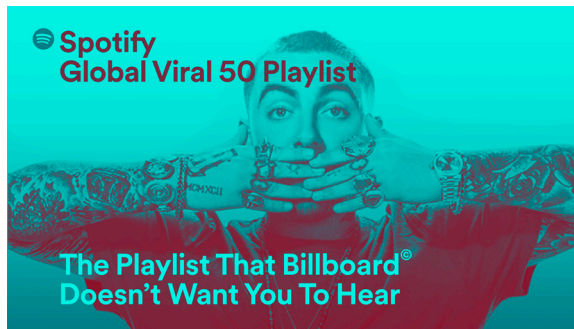
Currently: Civil Engineer

Aspires to be: Creative Director

Engineer by day, creative by every other hour.

I've found I work best in the company of people who want to make the most of their time. A few years ago, I helped start and run a men's apparel company and found that being that dedicated to a creative process made me a better person. About a year ago, I found my sixth grade yearbook. Next to my name, under future profession it said "Designer". I may have taken the long road, but I found where I belong.

For the past ten years I've worked in an industry that convinced me a creative career was out of reach. The Shift program has shown me that is not true. Shift has been a comfortable space, encouraging me to be myself and to feel value in expressing my ideas. I could not have asked for a better experience.





Audreamia Wardlow
Instagram: dr:3am_nyc
landofdr3ams.com

DREAMIE

Currently: Artist & Stock Person at H&M
Aspires to be: Renowned Artist / Art Director

I am interested in exploring urban and pop culture and how it dictates and commentates on the state of America. My work investigates serious topics in a whimsical manner. I want my ideas to be part of the conversation and to have an impact on American culture.

Shift has allowed me to develop and grow in ways I could have not imagined. It has given me the confidence to know that my ideas are worthy and has also provided me with a guide to address any obstacle I might face. Shift has provided me with a family of creatives and has connected me to various creatives within the industry. I am truly grateful for Shift and excited to see what my future is like.



Edward Hassan
Instagram: edhassan
edwardhassan.com

ED

Currently: 3D Artist

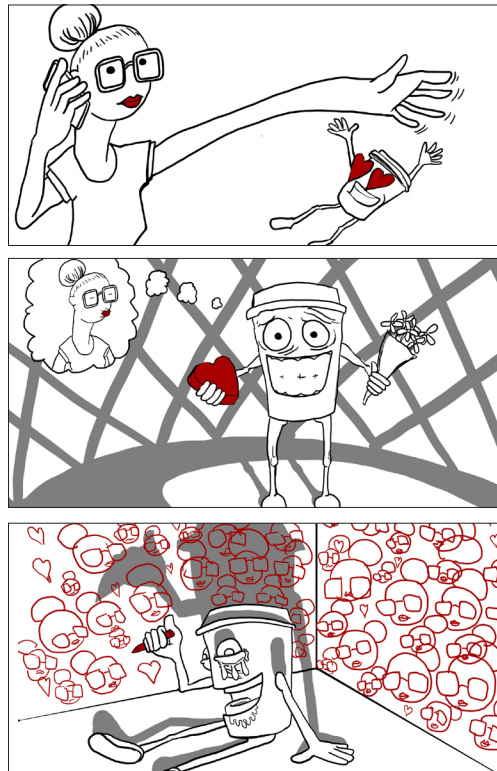
Aspires to be: Creative Director / Animation Director

The dream is to have a career that is creatively fulfilling and keeps paying the bills.

I have worked in animation for a few years, but being so far downstream from the ideation process, found I was always working on other people's visions.

I started asking friends about how it was to work as a creative director and got some really candid answers: "With great power comes stress-drinking", "I have been doing this for 5 years and still don't know how to describe it to my Mom", "I go to bed every night wondering if the client will respect me in the morning".

I really want to have these problems.





Jahnia Holterhoff
Instagram: jahnia_
www.thisisjah.space

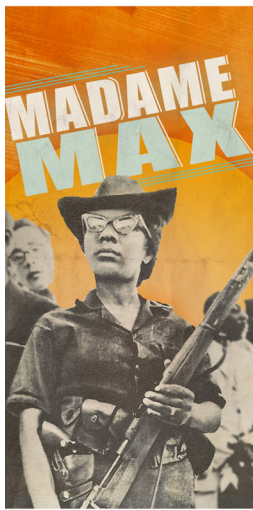
JAHNIA

Currently: Freelance Graphic Designer / Part-time Barista
Aspires to be: Art Director / Full-Time Creative

Having the inclination to share is probably the best sentiment for an artist to hold. The absence of a refining filter, which may cap expression, allows more room to dance around the real problem in the mind, making it as real as it feels. My rejection of conformity manifested in back to back annual prizes in high school. Graphic design won me two computers before I even fully invested in it.

There's this idea that one cannot simply be taught how to create. Possibly, practices, such as attending college full-time, will promote openness to criticism. However, something else happened for me. Just as I used to want to fit into a niche, my form took shape through years of progress. The certainty lies in believing in yourself to take the next step. I did that and landed amongst the people and companies I've admired the most. Let's see where we go next.

Shift means everything to me. It came at the perfect time; a time where a change was needed the most but I was left unsure on which lane to take. Shift has been a safe space to escape the routine and put your uncertainties aside and focus on what's most important, to freely express your creative ideas amongst like-minded people.



amazon Prime #outsidethebox

zero waste to landfills in NYC
by 2030 with multi-use boxes

The Challenge:
New Yorkers generate more than 14 million tons of trash each year. NYC Mayor, Bill De Blasio chose to combat this issue by pledging to send zero waste to landfills by 2030.

The Solution:
Show the 3 million households (& businesses) in NYC that use Amazon Prime the many ways they can re-use their specially designed boxes and to inspire personal creativity within households by sharing their ideas with the tag, #outsidethebox.



Jean-Gabriel Taeza
Instagram: jntza
jntza.co

JEAN

Currently: Pizza-Man at Sizzle Pie
Aspires to be: Art Director / Typographer

I hope my work speaks for me because I never know what to say. Someone told me once that I tended to have layers in the things I do. I like to look underneath the underneath - so that reflects on what I put out as well. I hope to be creating things for people to both enjoy and be inspired by.

Shift has presented me with both the opportunity and chance to be a part of an industry I was interested in but not sure how to approach. Thanks to Shift, I've been able to think in different ways, be exposed to a creative world I hadn't seen before, and overall introduce a new perspective into my life.





Jenn Floyd
jennsolo.com

JENN

Currently: Artist / BMG Rights Management / Creative Director of EqualityforHER

Aspires to be: A career focusing on different creative disciplines that allows for freedom and balance across all aspects of my life.

I am constantly in search of that spark, that moment, that leads to something being created... a feeling, sudden emotion that can translate to a canvas or a screen to share.

I enjoy working with all types of mediums ranging from paper collage to oil paintings and everything in between. My everyday routine of commuting via MTA has pushed my focus to creating more digital work. I enjoy creating different styles and themes reflective of my mood, current events, or just a random combination of ideas. I do not shy away from addressing social issues including race, LGBTQI and Women's rights. I am passionate about making an impact and bringing visual representation of what is going on in the world to the forefront so that it at least can spark a



SOLUTION:

Create a program that teaches and gives incentives to children (and parents) to lower the amount of trash they create as well as learn how to reuse and recycle the trash they have.

#TRASHFORMATION



EDUCATION

TINY TRASH CAN

Items that go to landfill

- Fast Food Wraps
- Styrofoam
- Barbecue
- Meat/Poultry/Cheese
- PIZZA containers
- Long term containers
- Plastic/Glass/Ceramic
- Yogurt
- Cheese
- Milk
- Aluminum

Try to reduce using these to keep your trash TINY

WHAT NOT TO COMPOST

- MEAT
- CHEESE
- DAIRY PRODUCTS
- CAT LITTER
- DISEASED PLANTS
- FISH BONES
- HUMAN WASTE
- COAL/CHARCOAL
- PET WASTE
- EGGS
- FATS
- GREASE
- OILS
- PLANTS
- W/PESTICIDE

Children in NYC schools learn how to sort out trash and maintain the TINY garbage can.

The TINY trash can represents the trash that goes to the landfill.

Metal
Glass
Plastic
Cartons

Compost

Clean Paper
Cardboard

TINY Trash Can:
Everything else

#TRASHFORMATION

Students (and parents) get to bring recyclable plastic to be

TRASHFORMED

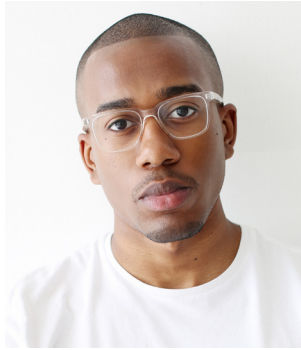
Into customized figures, toys and household items with that plastic.

Two college kids came up with ProtoCycler, which 'grinds scrap plastic into digestible pieces, melts it down, extrudes it, and winds it onto a spool' - to be used in a 3D printer.

(<http://www.popsci.com/feed-your-3-d-printer-recycled-plastic>)

#TRASHFORMATION





Juan Veloz
Instagram: Jvelozz
juanveloz.com

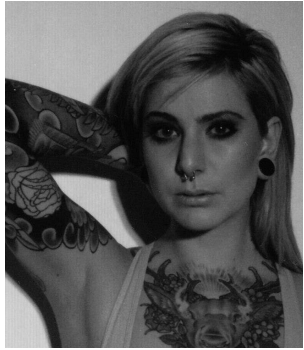
JUAN

Currently: Full-time freelance photographer
Aspires to be: Creative Director / Lead Editorial Photographer

I started photography to express whatever was going on in my mind. It was an outlet for me, because I felt like I was always artistic but never knew how to express it until I picked up a camera. Being a self-taught photographer in NYC, I went through a year or two of trial and error, finding out what exactly I wanted to shoot and my signature. Showing the world little by little that this Dominican from Brooklyn, NY has huge dreams - and it all started with was a thought.

Shift means a whole lot to me! It has made me think in such a different light within my work and appreciating other artists. I know I will be a better creative after my amazing, informative journey with Shift.





Kayla D. Tully
Instagram: xjustkayla
kayla-tully.squarespace.com

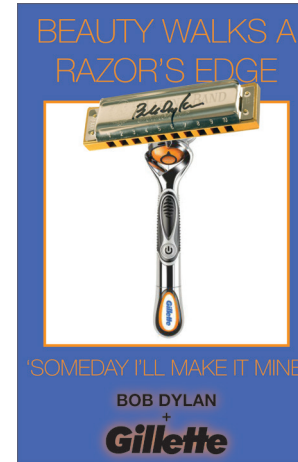
KAYLA

Currently: Freelance Branding and Fine Art
Dealing as a side hustle

Aspires to be: Chief Creative Officer / Owner
of my creative agency / HBIC

I moved to New York three years ago with big dreams of finding a new, innovative, and artistically open-minded realm to exist in. Every right and wrong turn I've made along the way has led to this moment and I couldn't be more grateful and excited about the future. I pride myself in quirky idea production, mildly sarcastic wordplay, and strong aesthetic artwork & designs. Law & Order is my favorite TV show and I enjoy long walks on the beach, preferably Montauk.

This program has exposed me to a creative world I never knew existed but now know I belong in. Shift introduced me to a wide array of quirky, crazy creatives thriving in a professional industry without having linear backgrounds and college credentials. Shift exposed me to artists, teachers, and mentors that believe in me and my ideas in a way that no one before ever has. This experience has not only helped shape who and what I want to be professionally, it has elevated my personal and creative self confidence to an entirely new level. I'm not sure where I would be today if I hadn't found the Shift program, but upon completion I have a pretty strong idea of where I will be in the future. This experience has changed and in many aspects saved my life forever.





LINDSEA

Currently: Design Freelancer / Part-time Retailer

Aspires to be:

Lindsea likes tea, typography, Harold Lloyd films, Rick and Morty, and 18th century satire poetry. She also likes regular stuff too - like sleeping in and disappointing her parents. Lindsea studied part-time at Parsons and The National Academy before dropping out to pursue a life of freelancing and uncertainty.

The Shift program has given me confidence. Shift has provided me with the insight and tools for both a career and self-nurturing path that I will continue to use throughout my life.

Lindsea Bevington
Twitter @lindseahal
www.lindseabevington.com

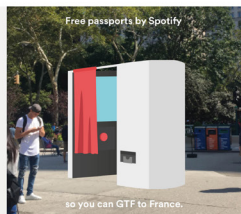


Passport
Photo Booth

Social Rage

Winner
Winner

The Open Road



To celebrate the launch of Spotify's new Viral Global Playlist we created the **Passport Photo Booth** in every major city that prints you a passport you can also share on Instagram or upload to the Playlist's Travel Page. One of these passports will contain concert tickets for you and a friend.

Because music can take you anywhere.



MIGUEL

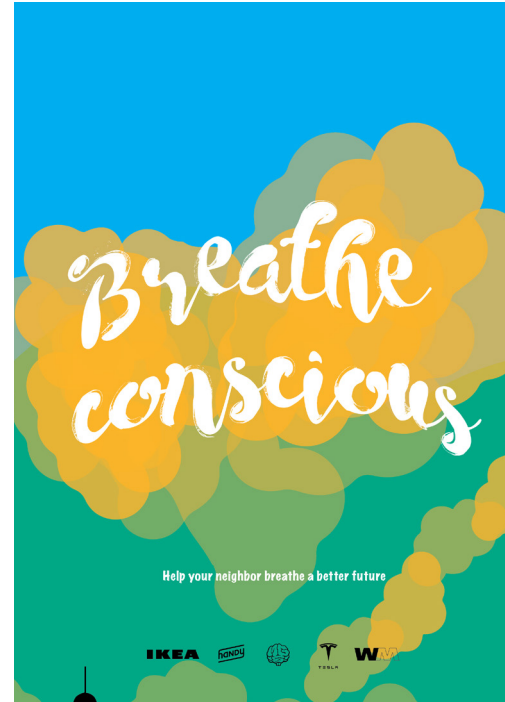
Currently: Freelance Graphic Designer

Aspires to be: Creative Director

My passion for creating far exceeds my desires to fit in with any crowd. I do not care where a person is from as long as we can collaborate and create something that the world has not seen before. Life is too short to stress over an unnecessary situation. Love yourself, love your family, and create a better future for yourself and for future generations.

Miguel Espino

Instagram: Therealmgs175
mgsvision.com





RAENA

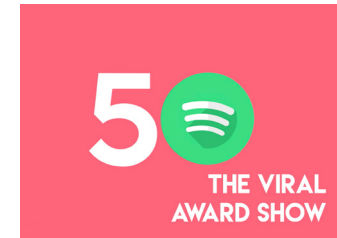
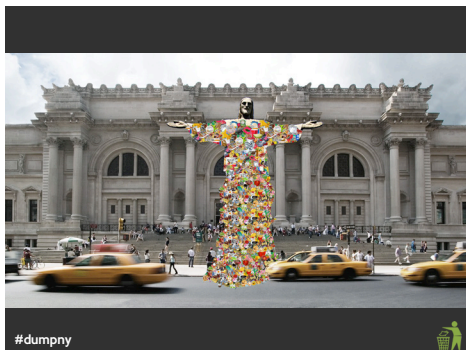
Currently: Consular Attaché

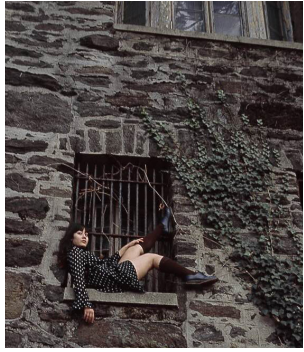
Aspires to be: Art Director at a Caribbean Brand

Growing up in a tiny island in the Caribbean, it was the cultural norm for everyone to view medicine and law as the only successful career paths. A career in the creative field was not always a realistic goal but as a small child learning of my unique aptitude for visual arts I realized it could be my calling. There aren't many "career creatives" from Antigua & Barbuda and wanting to be one of the few has ignited my passion for the design world.

Shift has given me unfiltered validation. Shift pretty much renewed my drive and depleted my doubts about my place in the creative world.

Raena Bird
Instagram: Gyalfriend /
chattaboxshow
raenabird.com





Samantha Olivieri
Instagram: [bodega_kitty](#)
[samanthaolivieri.com](#)

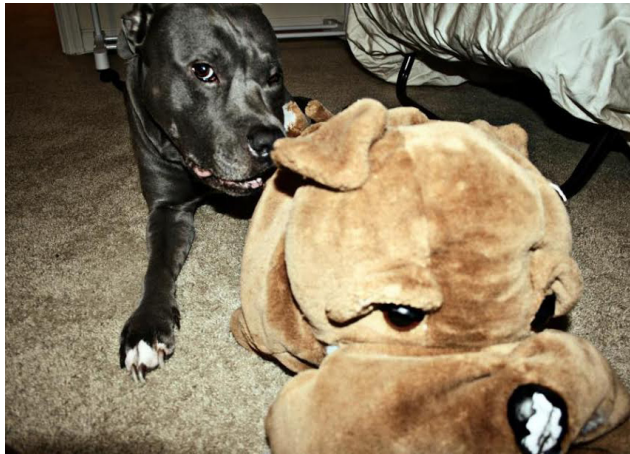
SAMANTHA

Currently: Keyholder at a Retail store

Aspires to be: Art Director

Born and raised uptown, my work reflects my diverse upbringing and street culture. I'm proud to be from the concrete jungle and the hustle never stops. Finding love behind a camera, I navigate life through the lens and document it through stills.

Shift has ultimately shifted my way of thinking as a creative. I'm glad to have had the honor of meeting so many creatives in the industry who had first hand experience to offer! Shift has prepared me for tackling future projects and challenges, big and small.





Sammy Joe Temple
Instagram: eoymas
jamesjoe.co

SAMMY JOE

Samantha Joe if I'm feeling elegant.
SJ if I'm feeling spunky.

Currently: Facecookie Illustrator
Aspires to be: Creative/Art Director who also fabricates

The world is full of things to look at, things to input and process and consider. One of my favorite things to do before starting a project is to observe as much content as I can.

My personal work focuses on exploring both subtle and central ways to depict women and black Americans in relatable yet proud formats. In the upcoming seasons of my life, I'm looking forward to spending more time contributing my ideas and handiwork to (and eventually art-directing) photo-shoots, short films, editorials, and campaigns.



THE STORY DOESN'T END HERE.

We have given the Shift group knowledge, honed their skills, and built the resilience needed to thrive in the industry. But in order for New Blood Shift to succeed, we need you, the industry, to offer the next steps. We're looking for paid placement opportunities.

To ensure we continue to nurture and support this new talent, we're setting some guidelines for these placements:

The time

Initially, placements should be a minimum of 4 weeks, and a maximum of 12.

The money

We expect you to pay Shifters a fair salary of at least \$15/hour - \$600 for a 40-hour week.

The support

For most of our group, this will be the first time they've worked within an agency environment. So it's critical to have a mentor within the company—a single point of contact that they can turn to during the placement period. The first week of the placement should be shadowing. Don't throw these guys in at the deep end without support. D&AD will continue to support our Class of 2017.

If you are interested in offering a placement to one of our Shifters, please contact:

Hilary Chittenden | Jenn-Dewey Rudd
shift@dandad.org

“The idea that creative excellence only resides in a handful of colleges or with those that already have the networks to open doors has limited us for too long. We want to work with businesses to attract a far greater diversity of talent into the industry. People that can challenge what has gone before, can provide different perspectives and different solutions”

— Tim Lindsay
CEO, D&AD

THE FUTURE OF NEW BLOOD SHIFT

In 2016 D&AD introduced New Blood Shift to test the belief that success shouldn't be about who you are, where you're from, or who you know. Success should depend on talent. After the incredible results at our London night school we adapted the program for a new market, running it for the first time this year in New York.

The amazing people that have come through the New Blood Shift programme prove that fantastic talent is present in all parts of society. If you are prepared to look and open doors there is a huge amount to be gained.

But this is just the start for Shift. With your support we'll be back in New York next year, as well as launching the program in other key markets, impacting diverse emerging creatives from all corners of the world.

D&AD can't (and don't want to!) do this on our own. We need agencies and studios to continue to offer support. This could be providing mentoring, placements, aligning Shift with existing internal programs, running workshops, giving space or contributing to the costs of the program. It might mean doing things slightly differently to level the playing field but, in doing so will ensure the industry attracts the diversity of talent we need to stay relevant.

THANK YOU

D&AD New Blood Shift relies on support from the whole industry. We're grateful to New York's creative industry for giving up their time to advise and support the programme, attend the sessions and teach the Shift NY Class.

Mentors

Chris Rowson, TBWA
Elton Rhee, AKQA
Eóin MacManus, Mother New York
Grace Dawson, Jones Knowles Ritchie
Isabel Castillo Guijarro, Refinery29
Jen Donatelli, Mother New York
Joseph Smith, Ustwo
Ly Ngo, Refinery29
Marsha Meredith, Aesop
Mike Perry, Jones Knowles Ritchie
Murray Butler, Framestore
Noël Claro, Viacom
Tyler Pierce, VIRTUE Worldwide

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SY Partners
TBWA
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TrendWatching
Upright Citizen's Brigade
Ustwo
Refinery29
Vault49
Virtue
Wieden+Kennedy

If you would like to support Shift as a sponsor, a speaker, host, mentor or placement in 2018, please contact **Hilary** and **Jenn** on shift@dandad.org

For more information about D&AD New Blood Shift, visit www.dandad.org/shiftnyc

D&AD New Blood Shift NYC 2017, supported by

