



# D&AD Festival Fringe

**The Old Truman Brewery  
Tuesday 21 – Thursday 23 May 2019**

D&AD Awards are a yearly, ongoing tribute to the genius of commercial creativity, with our Yellow Pencils and Annuals gracing the shelves of everyone from David Bailey to Madonna.

The creative calendar reaches its peak each year with D&AD Festival.

[dandad.org/festival](http://dandad.org/festival)



**Lauro Samblás**  
Adobe Remix Sculpture



**Sir Paul Smith**  
Designer  
Paul Smith



**Piera Gelardi**  
ECD & Co-Founder  
Refinery29



## BACKGROUND

The D&AD Festival is London's coolest celebration of craft, creativity and culture.

Now in its fourth year, the D&AD Festival is 3 days of talks, interviews, masterclasses, exhibitions and parties, culminating in the spectacular D&AD Awards Ceremony show in the early evening of 23 May.

A global audience of 4,000 of the bravest, brightest and most inspiring people from the creative industries will all gather in the heart of East London for the Festival. We aim to showcase the vibrant, creative hub that is our great neighbourhood, universally recognised as the capital's most diverse area. After all, it's where the world's best tech, branding, advertising and design studios call their home.

Through an official Festival Fringe programme, we would like to open up the conversation beyond the walls of the Old Truman Brewery and provide our audience with the opportunity to create connections with the local creative community.

## BENEFITS

The Fringe offers the chance to be involved in unprecedented experiences, workshops and talks. You can associate your brand with D&AD and its mission to stimulate and raise the standards of the creative industries. Therefore, you join a vibrant global



## WHAT YOU CAN DO

### Talks & Q&As

Inspire our audience through your work, or by discussing the trends in the industry. This is your chance to showcase the stars of your company – they will join our list of festival speakers.

### Masterclasses & Workshops

Share your knowledge and connect with our high profile audience for a professional development session.

### Screenings

Capture the attention of the Festival attendees by showcasing your work. Images speak better than words.

### Exhibitions

Curate an exhibition and be part of the three-day extravaganza as a local partner.

### Networking events

Get your brand in front of our audience in a fun, intimate, experiential way. Take advantage of the possibilities Shoreditch has to offer.

### Parties & Gigs

When the sun goes down, we turn the volume up with our Fringe after-hours events. Tap in to our audience by hosting a party, gig or unique event.

## LAST YEARS VISITORS INCLUDED

Adobe	Happy Finish
Aesop	Havas People
Amazon	Instagram
AMV BBDO	JCDecaux
Apple	Jones
BBC	Knowles
Channel 4	Ritchie
Common	Leo Burnett
Industries	Lush
Creative	M&C Saatchi
Review	magCulture
DDB Paris	
Deloitte	
Dentsu Inc.	
Digital	
Cinema	
Media	
Digitas	
Facebook	
Fetch	
Freuds	
FutureBrand	
Google	
Google	
Creative Lab	
Grey London	
Guardian	
News and	
Media	

Beauty = combination of shape, form, color, composition, material and structure, to please the aesthetic sense, especially the sight.

Stefan Sagmeister,  
co-founder -  
Sagmeister&Walsh



we are more powerful than we think.

Steve Vranakis  
D&AD President 2017-2018  
& Executive Creative Director  
Google Creative Lab

## WHY GET INVOLVED?

### EXPOSURE

Your brand will get exposure within the main programme of the D&AD Festival and on any print material, the D&AD website and the Festival app.

### PR OPPORTUNITIES

The chance to get press coverage from the likes of Creative Review, It's Nice That, Design Week, Computer Arts and more.

### DATA COLLECTION

The perfect opportunity to gather contacts of attendees and grow your community.

### NETWORKING

Get the creative community through your doors and build new relationships.

### BRAND POSITIONING

It's your chance to be the coolest brand around. Do something that is going to make a statement and get remembered by the creative community.

### CONSUMER AUDIENCES

You have the option to open up your event to creative and curious consumers who may be interested in your work. We will promote the event on ticketing websites & local listing mags alongside the D&AD Festival.

### FESTIVAL TICKETS

Be a guest at the D&AD Festival and get excited about the future of the industry. Numbers depend on activity proposed.

## HOW IT WORKS

Discuss the possible angles for a Fringe with our team. Choose between:

### 1. Becoming a Local Partner

Open your space for the duration of the festival. You can curate an exhibition, showcase your winning work or provide a creative hub for the festival attendees to pop by at any time. In addition to the benefits listed above, you will get exposure as a Local Partner.

Organise a single event as part of our programme. Our team will guide you to choose the right format. As a bookable event, the spaces will be available for the Festival attendees and your community. We also encourage you to open up some spaces to the public as it increases the attendance and exposure of your event.

### 2. Host a single Fringe event

To know more, get in touch through our application form



**Jefferson Hack**  
CEO & Co-founder  
Dazed Media



**Shantell Martin**  
Visual Artist



**Dan Goods**  
Visual Strategist, Nasa



**Alice Tonge**  
Head of 4Creative



**Edel Rodriguez**  
Illustrator