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D&AD unveils visual identity for Festival 2019

LONDON, 15 January 2019 - The visual identity for D&AD Festival 2019 has been revealed today. D&AD Festival, where craft, creativity and culture collide, returns 21-23 May 2019 to The Old Truman Brewery, London - the UK's largest event for global creative talent.

The chosen theme for this year's Festival is 'Shaping the Future', echoing D&AD's position as an organisation on a mission to drive the creative industries forward.

This theme is reflected in this year's identity, designed by Village Green, which looks at the dynamic interchange between 2-D and 3-D elements inspired by D&AD's brand and the creative industries. To highlight the connection between the disciplines celebrated at the Festival, the identity uses experimental graphic forms and motifs that 'reshape' in dynamic and unexpected ways.

The identity will appear across all D&AD Festival digital platforms, including the website, digital advertising and social media channels. D&AD has partnered with creative out-of-home agency, Jack, to execute the different phases of the media run around London and in select cities across the UK.

The Village Green designed identity will also feature across The Old Truman Brewery site during the Festival, including physical event materials.

D&AD Festival brings together the biggest names in creativity to share their thoughts and insights on the future of the industry with an incredible line-up of talent across various creative sectors.

Those who attend this year's Festival will enjoy three days of talks, debates, briefs, workshops and parties. Passes can be purchased [here](#), with 20% off the full price through 28 January 2019.

The 2019 Festival will culminate with the 57th D&AD Awards Ceremony on 23 May 2019. The Awards are open for entry (at this [link](#)) and will close 20 February 2019.

Tom Fearn, Design Director at Village Green, says: "We were delighted when D&AD approached us to design the identity for this year's Festival. Inspired by their aim to challenge preconceptions around the awards, we wanted to create a visual style that speaks to the fundamentals of design through shape, form and typography. We developed this by establishing a range of energetic graphic devices – providing a visual dialogue that reflects the creative debate and conversation that are at the heart of the Festival."

Harriet Devoy, D&AD President, says: "For this year's D&AD Festival, we chose to focus on the future. D&AD Festival will give us a glimpse at the upcoming trends in creativity, and those attending will get to hear from some of our industry's leading figures. It's going to be fascinating and inspiring."

Tim Lindsay, D&AD CEO, says: "D&AD Awards and Festival map out the future of creativity by showcasing new and innovative work each year. We trusted Village Green to design an identity for this year's Festival that not only reflects the nature of the Festival and Awards but also D&AD as an organisation continuously looking to the future. With a diverse range of activities and talent on board, we encourage anyone with an interest in creativity to get their passes now and not miss out."

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

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

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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 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, D&AD reinvests into the creative community, helping new talent prosper and campaigning for a fairer, more diverse, more sustainable industry.

www.dandad.org