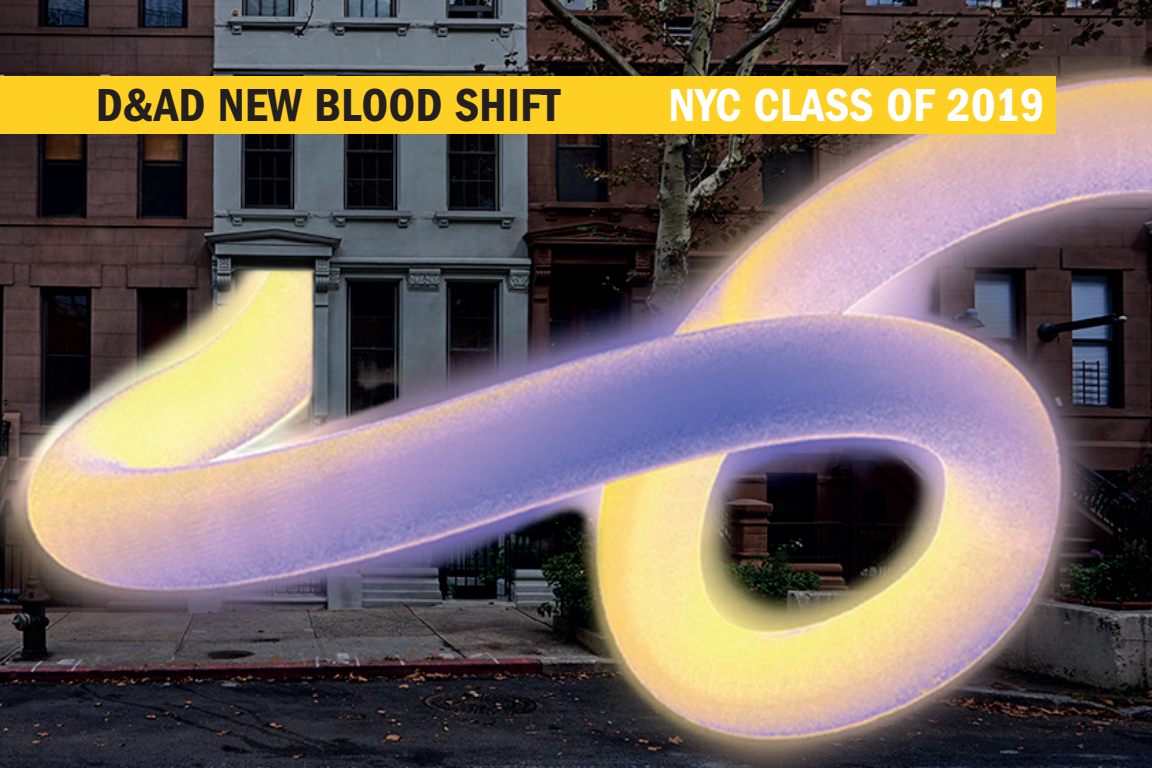


D&AD NEW BLOOD SHIFT

NYC CLASS OF 2019



D&AD NEW BLOOD SHIFT

ABOUT

D&AD New Blood Shift is our intensive night school program that places an emphasis on raw, untrained talent. Shift compels its students to make the best creative work of their life and challenges the industry to search further for creative talent.

This year 19 Shifters – all with creative talent but no formal arts education or college degree – have been through the intensive 3 month night school and learning program. They've learned from the best, honed their thinking and applied their craft. Now they're ready to prove that there's more than one way to break into the industry.



**D&AD
New Blood
Shift**

In partnership with



ASH

ART DIRECTOR



ASH



Ash Level

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picturelevel@gmail.com

@ashlevel



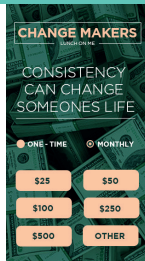
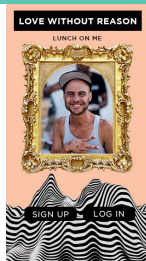
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Whats Good?!? Ash Level here. I've been working as a freelance artist here in NYC for 4 years now.

I've recently learned while going through the Shift program that I truly enjoy working and building other peoples ideas. I love working as a team and digging into the meaning of the project. Assuring that the project stays aligned to its initial purpose while also growing to wild opportunity and delivery.

I thrive when I get to work on ground level opportunities and see direct change from the creative I work with. I work in the community for the community to create a better standard of living and service.

ART DIRECTOR



CHRIS

ART DIRECTOR



CHRIS



Christopher McCullough

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ART DIRECTOR



I consider myself a connoisseur of fine things, like a taste maker who listens to Jay-Z with a glass of wine. So many things inspire me but my top three is music, fashion and food. The type of work I create is something that connects culturally and gets people excited. I guess I'm beginning to get a



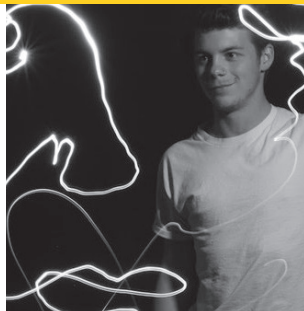
understanding of this “energy” thing. It’s something about being around the creative fire that motivates me and learning about the “Why” in a “Wtf” world.

COLBY

CREATIVE



COLBY



Colby Pelfrey

TRAILERPARKHERO.COM

colby@trailerparkhero.com

@trailerparkhero



**D&D
New Blood
Shift**



CREATIVE

A charismatic and hardworking artist who—when he is not busy waiting tables, serving coffee, or impulsively ditching those jobs to take a Greyhound from Austin to New York City to join D&AD's New Blood program - creates witty, unorthodox pieces through an eclectic mix of mediums.

Working-class-Amarillo-TX-born Colby Pelfrey appropriately uses the artistic pseudonym Trailer Park Hero, accenting his blue-collar values of integrity and determination.

He creates art for sale, exhibition, and enjoyment.

He's definitely down to get a beer or a coffee anytime and is sorry for saying "y'all" so much. :-)

GEORGE

DESIGNER

GALLERIA



GEORGE

DESIGNER



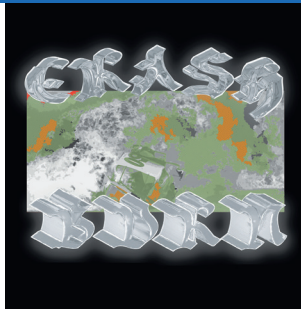
George Buffill

93gnbuffill@gmail.com

@plays_withfire



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Hey my name is George and I am a graphic designer. The tone or style I like to take with design is probably the furthest away from clean logo, cookie cutter stuff I see so often. I'm not knocking it by any means! I love that style of design, but when I make work like that it doesn't do much for me.



I'm always thinking "how far can I push this before it's too far?" I think everyone should practice making something as perfect as possible, then, MESS IT UP!

GERMANY

ART DIRECTOR



GERMANY



Germany Lancaster

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kidnapsnap@gmail.com

@kidnapsnap



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I am a self-taught designer and an up and coming model.

I have a huge background in music and I also spent some time teaching kids audio engineering.

I consistently curse at my laptop and I think one day she will begin

ART DIRECTOR



to curse at me back. But without my laptop, I wouldn't be half the creative that I am now.

IARA

CREATIVE



IARA

CREATIVE



Iara Roa-Ferreira

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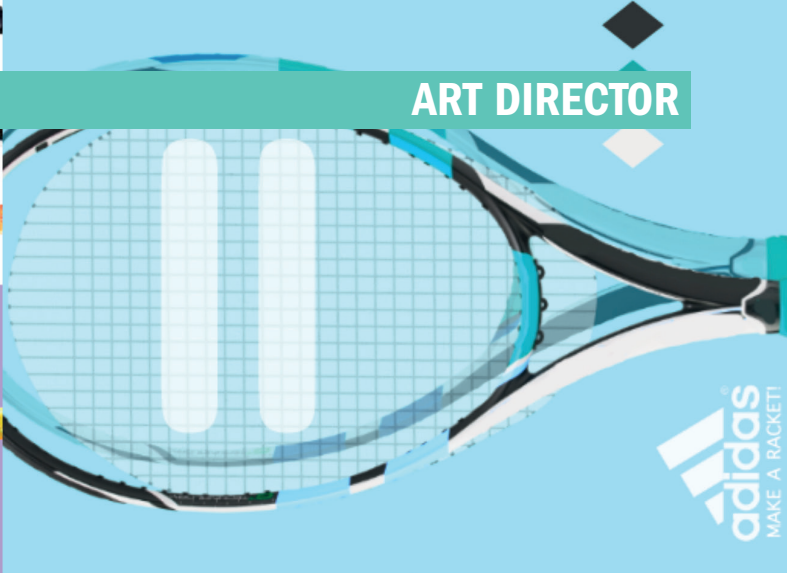
Growing up in the U.S. as the daughter of Latino immigrants gave me the opportunity to develop and mature in a diverse environment, with juxtaposing elements such as culture, socio-economic class, art, and landscape.

As a result of growing up with such contrast and cultural richness, I was able to foster an eclectic and well-rounded perspective of the world around me.

This has deeply influenced my need to create content celebrating diversity, as well as relevant connections to current society & culture: an attempt to channel the storyteller within me while learning how to engage the world around me.

JAH

ART DIRECTOR



JAH



JAH'SON FULLER "Jah"

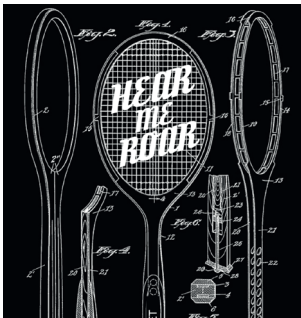
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@JAHIZM



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ART DIRECTOR



Hey, call me Jah! I grew up in Atlanta and Chicago, then studied Vis Comm at The School of the Art Institute of Chicago. This is my fourth year in NYC and I want to call it home for the rest of my life. I love painting, illustration and writing but also dabble in film, photography and set design.

JANINE



CREATIVE



JANINE

CREATIVE



Janine Ciccone

janineciccone.myportfolio.
com

janine.ciccone@gmail.com

@grrrrrrlll



D&AD
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Shift

I grew up an hour outside of NYC and began idolizing the queer community, iconic divas, fashion from the underground, and independent magazines that revolved around youth culture early on.

Now, I'm living in NYC and am creating my own works of art through the lens that inspired me then.

I came into heavy hardships after high school and did not follow the path I thought I would, but I've built myself into a strong creative and a strong businesswoman.

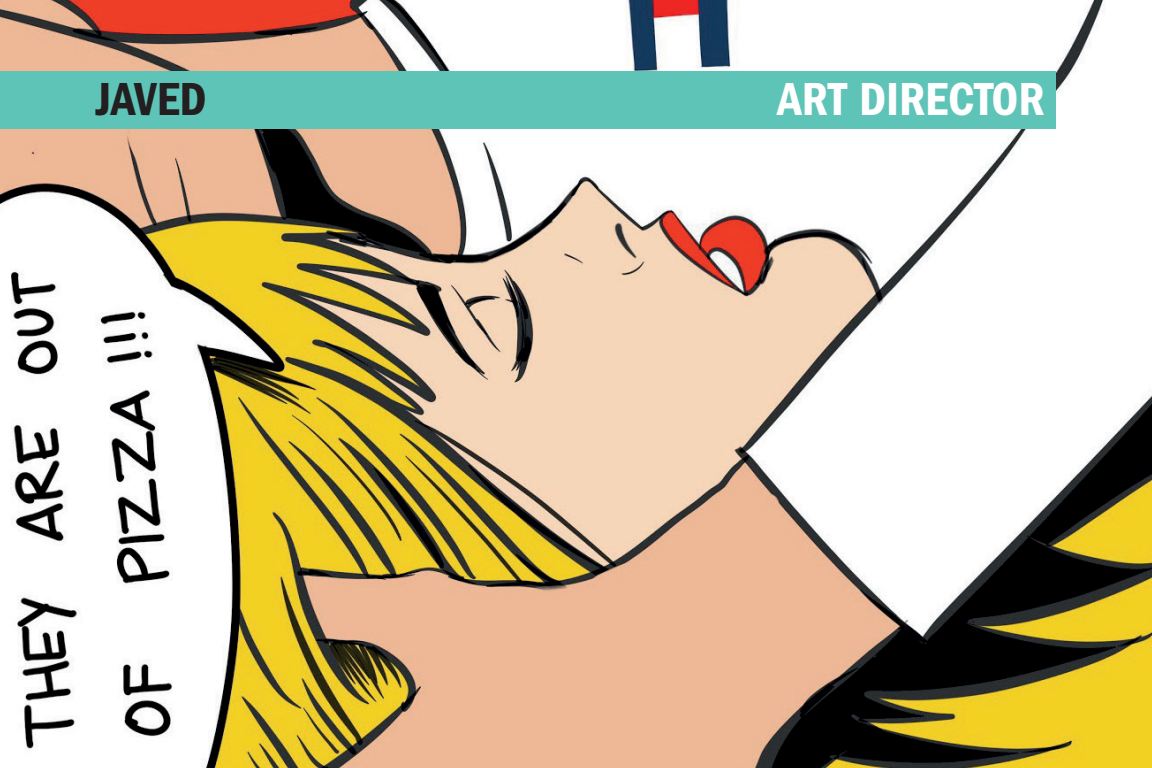
Everything I create is a genuine extension of myself and is made to serve my own happiness and passion.



JAVED

ART DIRECTOR

THEY ARE OUT
OF PIZZA!!!



JAVED



Javed Eid

www.javedeid.com

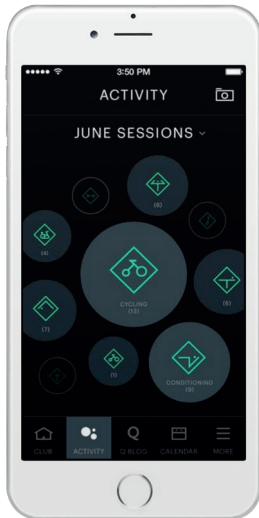
javedeid@gmail.com

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You walk into a room and you start feeling better and you don't quite know why? Then you realize the lighting, the shapes, the lines, the shadows. Everything about how things have been installed into the physical form shows us the ways in which design is really about the design of inner spaces. What we design, designs us back. And that's one of the many things I'm passionate about.

I am inspired by work that leaves me in awe. An experience of such vastness, you literally have to reconfigure your mental models of the world to take in.

Storytelling is something I've always loved, and how it can have an impact on human behavior.

JODY

CREATIVE



JODY

CREATIVE



Jody Joncas

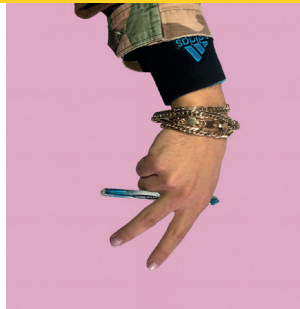
jodyx.com

jodyjoncas@gmail.com

@jodyjodijodee



I'm an undefeated boxer, multi-instrumentalist, and I sing Mariah Carey at karaoke. (We Belong Together, of course)



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INT. A DIMLY LIT FRENCH RESTAURANT IN T

ITY

*Sitting at a nearby table are two married mos-
dressed like snooty, rich people (think Mr. ar
from Gilligan's Island). The waitress--a pray
announcing what the specialty dishes are.*

PRAYING WAITRESS

And our Chef's Special for tonight
is West Nile severed toe!

BOTH

talking at once

Ooh! Ahh! Sounds wonderful!

PRAYING WAITRESS

Would either of you like to hear
our blood pairings for these
dishes?

MISSQUITO

Oh, that would be lovely!

MANSQUITO

Actually, dear, let's get a couple
of flights instead. I'd love to do
a good blood tasting tonight.

MISSQUITO

Splendid, darling!

MANSQUITO

Right then. We'll get a flight of
AB positive blood and another of O
negative, please.

PRAYING WAITRESS

Right away, sir. Are there any
allergies I should know about?

MISSQUITO

I'm vaccine intolerant.

MANSQUITO

I'd just prefer organic,
free-range blood.

KRISTINA

COPYWRITER

es
s. Ho
antis

KRISTINA



Kristina Stasi

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kristina.stasi@gmail.com

@stasi.kristina



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New Blood
Shift**

My name is Kristina,
I'm really pleased to meet ya!
I got so many skills,
A multi-talented creature.

I got that boss bitch energy,
And you can't stay mad at me.
Existing with that synergy,
And still have time for pleasantries.

COPYWRITER



KYLE

CREATIVE



KYLE

CREATIVE



Kyle St Furcy

Kylefurcy73@gmail.com

@Stfurcy.jpeg



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What I'm most inspired by is the feeling of nostalgia, history and the history of pop culture. I'm a Cancer so I tend to dwell a lot on the past and I love to explore and study history in all forms.

However, pop culture and major moments within the fashion and



entertainment industry has always been my main interest.

I want to do more with this base of knowledge and push myself to create more conceptual work that reflects my interests in my photography and other creative works.

MALIK

CREATIVE



MALIK

CREATIVE



Malik Dupree

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com

malikdupree21@gmail.com

@malik.dupree



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At first glance, I'm a flower bud but when I get to know you I will open up and show you my true colors.

I love getting out of my comfort zone and tackling things head on.

I hate doing things without reason, there just has to be a "Why?" and not just a "Because!"

As a creative, I strive to create the impossible and be inspired by others who make ground breaking work. In my free time I like to shoot with my friends, explore art galleries, and binge watch any popular anime shows.

NYASIA

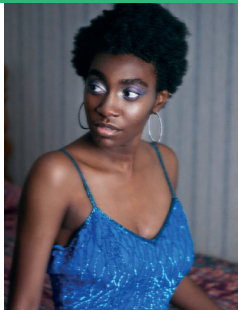
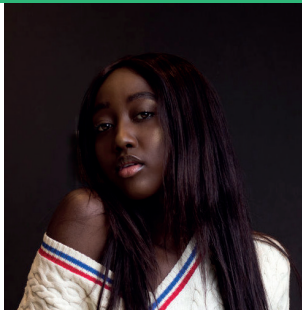


PHOTOGRAPHER



NYASIA

PHOTOGRAPHER



Nyasia Sylvester

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com

nyasiasylvester@gmail.com

@nyasiasylvester



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Hey Nyasia here. I'm just a regular degular 25 yr old girl from Queens who loves capturing people and their essence through images. I'm inspired by being a better version of myself, and making my family and myself proud.

I'm currently going through a shift in my style of work from fashion to documentary style photography. I'm inspired by sharing real stories by real people, and I'd love to do that through my images.

PAUL

CREATIVE



PAUL

CREATIVE



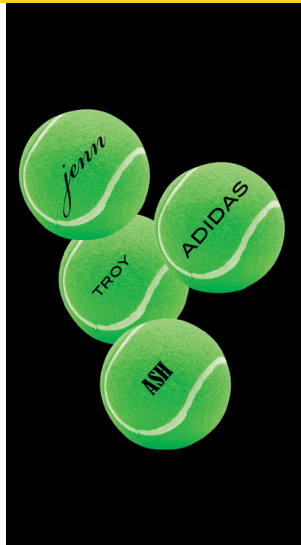
Paul Glace

paul29glace@gmail.com

@bossmatsumotopaul



I invested a lot of time going to different events growing up, and that has been preserved that into my adult years. I love seeing work that feels like it “lives” off print or digital. Something that captures all of your senses and leaves you immersed.



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Shift**



TROY

CREATIVE

TROY

CREATIVE



Troy Landry

Tlandry00@gmail.com

@theheirstyles



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Shift



Q: Tell us your story in 100 words

A: If it were only that easy! It's a story of many twists and turns, full of disturbances, and dark suspense told over a beautiful score. You would have to see it yourself to understand.

VALENTINA

CREATIVE



VALENTINA

CREATIVE



Valentina Radon-Enriquez

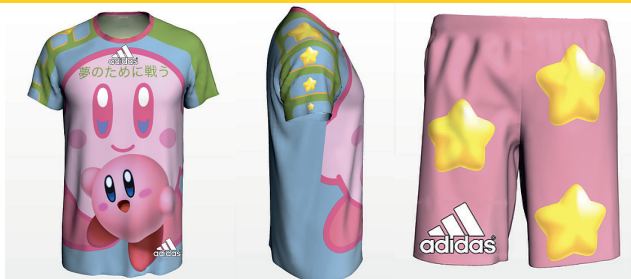
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valentina.radonenriquez@gmail.com

@cowgirlkirby



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A Vaquera, bound by tradition, in a fluid technological and political landscape. Bouncing between the US/Mexico borderline under the unforgiving sun, I developed a fascination with the design of life. Why is the sky blue and grass green? Why not a green sky and blue grass? I work with

my hands, mind, and soul and get silly, because why not? Humanity is complex, but I can appreciate beauty whether realized or not. I empathize with and aspire to uplift underrepresented groups. I'm a rootin' tootin' Texan Mexican in the Big Apple and I wanna take a big 'ol bite.

WENDY

CREATIVE



WENDY

CREATIVE



Wendy Predestin

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wendypredestin@gmail.com

[@wendynostalgia](https://twitter.com/wendynostalgia)



**D&AD
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Shift**



I'm a freelance designer, film maker, photographer, and content creator based in New York. My work captures a nostalgic impression in a variety of expressions. Inherently the love of nature infused with the chaos of the concrete jungle resonate in my work.

MICHELLE

CREATIVE



MICHELLE

CREATIVE



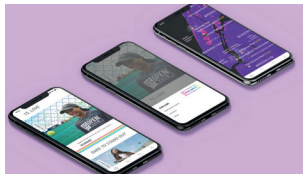
Michelle Nova Luna

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michelle.novaluna@gmail.com



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I am a New York based designer, traveler, inventor, and creator. My lifestyle spent living outside my comfort zone changed the way I saw my creative work, it pushed me to look for meaning behind everything I do and create.

The meaning of creating something, that you feel is true and resonates with all of us. My ideas come from long observations of the real world around me, strong bonds with moments that have texture and feeling, with quick wit I try to capture it all.

Through painting, collaging, illustrating and creating an infinite collection of my narrative, I see myself as a seed with all of the necessary patterns to keep growing.

D&AD NEW BLOOD SHIFT

PLACEMENTS

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

Placements are ideally 3 months, but we ask for a minimum duration of 4 weeks.

The money

Shifters must be paid a fair living wage - a minimum of, \$18/hour or \$630 for an average week.

The support

For some of the Shift group, this may 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. We recommend the first week of the placement be shadowing. D&AD are on hand to continue to support our Class of 2019, as well as advise host agencies with placements.

If you are interested in offering placements to our Shifters, please get in touch and we can help find the right fit for your role.

Hilary Chittenden

Jenn Dewey-Rudd

shift@dandad.org



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Shift**

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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 program, attend the sessions, and teach the Shift Class.

If you would like to support Shift as a speaker, host, mentor or offer a placement in 2020, contact us at shift@dandad.org

If you would like to set a brief for the Shift 2020 class or sponsor the program, please contact sammi.vaughan@dandad.org

With thanks to

AKQA
Big Spaceship
City Tech Brooklyn
Design Bridge
Elephant
Freuds
Google
Guinness World Records
H+K Strategies
Jack Morton
JKR
McCann
Mother
Pearlfisher
Sub Rosa
SY Partners
TBWA\Chiat\Day
The Mill
Tru TV
VMLY&R

The Shift NYC Team

Jenn Dewey-Rudd
Hilary Chittenden
Phoebe Vaughan
Shift program coach
Patrick Obando
New Blood alumni volunteer



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