



New Blood Awards 2018



Brief set by
Hotel Indigo

In collaboration with
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**Draw on all senses to
capture the essence
of a neighbourhood
for Hotel Indigo**

Related Disciplines

Illustration
Photography
Art Direction

Additional Prizes

Yellow Pencils winners treated to a Hotel Indigo experience, ranging from dinner to a 3-night stay; the chance for winning work to be exhibited in one or more of the hotels.

Deadline

20 March 2018, 5pm GMT

Background

Hotel Indigo serves the curious – people who are inspired by new places, new people and new ideas. With hotels in culturally diverse locations all over the world, no two properties are the same. Each is part of the pulse and the rhythm of a place, drawing on the story of its local area to inspire every aspect of the hotel, from intriguing design to distinctive local ingredients in the menus.

The Challenge

Hotel Indigo draws on the neighbourhood to curate the hotel. In this spirit, pick a Hotel Indigo location (existing or upcoming) and capture the essence of the neighbourhood in 1-3 images.

Your image(s) should create awareness and authority for Hotel Indigo as a design-led boutique brand with a point of view on what makes an inspirational travel experience.

Dig deep and go beyond the obvious. Don't worry if you can't experience your chosen destination first-hand – think creatively about how you can 'travel' through research. Immerse yourself in everything about the place: its history, people, culture, music; its sights, smells, sounds, textures, tastes; its flora, fauna, weather; its hopes and struggles; its fixed characteristics, and its areas of flux...

Consider the context. Will your illustration become a mural to bring the outside in? Are your photos going to give users of Hotel Indigo's online platforms the feeling they're already there? Could your images bring to life a sponsored article on the destination in a travel publication, or even become a signature textile print? Explain your vision for how your images could be used to enhance the brand or the visitor experience.

Who is it for?

Hotel Indigo's Upbeat Curious Travellers:

- Characteristics: Curious, creatively minded, independent, self-assured, experience junkies, storytellers.
- Interests: Architecture, art, design, photography, food, drinks, music.
- Media Behaviours: Highly tech-savvy, active on social media

What to Consider

- A neighbourhood will mean a myriad of different things to everyone who

experiences it. So relish your research. Don't just read: experience. Try out recipes, listen to soundscapes, lose yourself on Street View, dig out blogs for locals not tourists...

- Anyone can take a holiday snap – that's not what this is about. Landmarks and the like aren't off limits, but if you focus on something stereotypical you'll need to bring an unique, fresh perspective and original approach.
- Abstract, lateral and unexpected interpretations, styles and perspectives are welcomed. It's fine if a viewer can't immediately identify the location from your image(s) – as long as they carry an authenticity and a sense of place.
- How could you use your visual medium to conjure up other senses?
- Skilful execution is a must, but craft is most powerful when driven by a strong concept.
- This brief is open to photographers and illustrators, so this is your chance to prove the power of your craft.

Photographers: Use all the elements of what it takes to create a great photograph – think about set design, lighting, framing, composition, angles and new technology. But don't be afraid to go analogue, either.

Illustrators: Illustration is a broad church, so consider all the skills, styles, mediums at your disposal and tailor your approach to your destination and interpretation.

What's Essential

- Between one and three illustrations or photographs
- A brief explanation of your vision for how these could be used in context.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines.

Main (essential):

Your images: 1-3 **JPEGs**; your explanation of context: 1 **JPEG slide** with text *and* image OR 1 **PDF** with text only OR **video** (20 sec. max.)

Optional (judges *may* view this if they wish): **Physical** images / prints (1-3).