

## 2019 D&AD Awards open for entries

The 2019 D&AD Awards are now open for entry, with eleven categories reimagined to highlight the best of the modern creative industries.



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To mark the opening of the Awards and Festival, Dazed Media CEO and co-founder Jefferson Hack is speaking to Patrick Burgoyne of *Creative Review* about his career in creativity at an event hosted tonight in London at D&AD HQ.

### Eleven reshaped craft categories and Black Pencil Craft jury introduced

This year sees eleven categories reimagined specifically to represent the craft disciplines Animation, Casting, Cinematography, Direction, Editing, Illustration, Photography, Production Design, Sound Design & Use of Music, Typography and Visual Effects. The jury presidents of the craft categories will then form the Black Pencil Craft jury to better spotlight standalone crafts to be judged in context at the highest and most prestigious level.

Additional changes to this year's Awards include the opportunity for budding professionals to submit their work into newly formed 'Next' subcategories, a platform for emerging creatives, designers and crafts practitioners to showcase their individual talents.

The Collaborative category will move from fee-based to a "special" award to honour the design, advertising and production

companies that maintain long-term successful relationships with their clients.

Shortlists will also be announced following the first round of live judging on 20 and 21 May 2019 in order to acknowledge the good work that nearly made it to a Pencil.

The deadline for entries is 20 February 2019, and entries received by 12 December 2018 will be eligible for a 10% discount on the entry fee.

D&AD Festival, where craft, creativity and culture collide, returns to The Old Truman Brewery, London, as the UK's largest event for global creative talent. It will be held 21 - 23 May 2019.

## Shaping the Future theme

To coincide with D&AD's mission, the chosen theme for this year's Festival is Shaping the Future. This theme is reflected in the Festival's identity, designed by Village Green, and constructed around the dynamic interchange between 2-D and 3-D elements inspired by D&AD's iconic brand and speaking to the foundations of creative expression.

The identity will be revealed in three stages using experimental graphic forms and motifs that will evolve over the course of the campaign, with forms and objects 'reshaping' in a dynamic and unexpected way to highlight the interconnection between the disciplines celebrated at the Festival.

Throughout the three-day event, leaders in creativity will share their thoughts and insights on the future, while attendees will enjoy a bigger series of talks, debates, briefs, workshops and parties all culminating in the 57th annual D&AD Awards Ceremony on 23 May 2019.

While the Festival has moved to May, the Awards entry deadline remains in February with final close in March.

## Creativity is integral to building a better future

Harriet Devoy, D&AD president, said "In line with this year's Festival theme, we've reshaped our Awards and Festival to better represent our industry and the creative talent within it. We have reimagined the role of craft into specialised categories within the Awards, and as champions of emerging talent within our industry, we welcome the addition of the 'Next' category to recognise the creative stars of tomorrow. We can't wait to see the range of high-quality entries representing the full creative spectrum this year."

Tim Lindsay, D&AD CEO, said "The belief that creativity is integral to building a better future is key to D&AD Awards and Festival. Each year we focus our efforts on stimulating those who are excelling in their creative fields and looking to shape the future of this industry. We're glad to unveil this year's identity created by design agency Village Green, which captures D&AD's mission to become an organisation for the future. In the meantime, we wish all those applying to the Awards the best of luck."

For more information on D&AD Awards, the categories and how to enter, visit [dandad.org/awards](http://dandad.org/awards)

For D&AD Festival 2019 programme details and to purchase passes, visit [dandad.org/festival](http://dandad.org/festival)

## Jury presidents for D&AD Awards 2019

Jury	Judge Name	Title	Company
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Animation	Heather Wright	Executive Producer / Head of Partner Content	Aardman Animations
Art Direction	Kalpesh Patankar	Executive Creative Director	VMLY&R
Book Design	Johanna Neurath	Design Director	Thames & Hudson
Branded Content & Entertainment	Alice Chou	Chief Creative Officer	Dentsu

Casting	Leanne Flinn	Casting Director	Leanne Flinn Casting
Creativity for Good	Nick Law	Chief Creative Officer & President Publicis Communications	Publicis Groupe
Digital Design	Joanna Peña-Bickley	Head Of Design and Internet of Things	Amazon
Digital Marketing	Adam Kerj	Chief Creative Officer	Accenture
Direct	Per Pedersen	Global Creative Chairman	Grey WW
Direction	Antoine Bardou	Director	Partizan
Editing	Eve Ashwell	Senior Editor & Partner	The Assembly Rooms
Experiential	Kate Dawkins	Founder & Creative Director	Kate Dawkins Studio
Film Advertising	Tony Davidson	Global Partner & ECD	Wieden + Kennedy
Graphic Design	Sagi Haviv	Partner & Designer	Chermayeff & Geismar & Haviv
Illustration	Hattie Stewart	Illustrator	
Integrated	John Mescall	Global Executive Creative Director & Global Creative Council President	McCann Worldgroup
Magazine & Newspaper Design	Graham Rounthwaite	Creative Director	i-D magazine
Media	Jacqui Lim	Chief Executive Officer	Havas Media
Music Videos	Semera Khan	Video Commissioner	Polydor
Packaging Design	Ashwini Deshpande	Co-founder & Director	Elephant Design
Photography	James Day	Photographer	James Day Photography
PR	Amanda Galmes	CEO	Hill+Knowlton Strategies and Colloquial
Press & Outdoor	Sergio Gordilho	Co-President and Chief Creative Officer	Africa
Radio & Audio	Denise Rossetto	Chief Creative Officer	BBDO Toronto
Sound Design & Use of Music	Markus Weber	Sound Designer & MD	Studio Funk
Typography	Marian Bantjes	Designer, Typographer and Illustrator	
Visual Effects	Mike McGee	Co-Founder & CCO	Framestore
Writing for Advertising	Javier Campopiano	Partner & CCO	FCB México
Writing for Design	Kate van der Borgh	Copywriter	

## Key dates

1 November 2018 - D&AD Awards open for entries  
 12 December 2018 - D&AD Awards 10% discount deadline  
 20 February 2019 - D&AD Awards entry deadline  
 13 March 2019 - Final Deadline\* (\*late fees apply after 20 Feb)  
 18 - 20 May 2019 - D&AD Awards Judging  
 20 - 21 May 2019 - D&AD Awards Shortlists announced  
 21 May 2019 - D&AD Awards Black Pencil Judging  
 21 - 23 May 2019 - D&AD Festival, London  
 23 May 2019 - D&AD Awards Ceremony, London

## D&AD Festival speakers confirmed so far

- Jefferson Hack (CEO and co-founder of Dazed)
- Alice Tonge (Head of 4creative)
- Dan Goods (Visual strategist at Nasa)
- Edel Rodriguez (Artist)
- Shantell Martin (Visual artist)