

The One Club announces initial group of ADC jury chairs

The first group of jury chairs for the ADC 100th Annual Awards has been announced.

The competition celebrates excellence in craft and innovation in all forms of design and advertising.



This year's initial group of 10 jury chairs consists of:

- Advertising — **Doerte Spengler-Ahrens**, CCO, Jung von Matt SAGA, partner, Jung von Matt, Hamburg, president, Art Directors Club Germany
- Brand/Communication Design — **Yasu Sasaki**, head of digital creative, ECD, Dentsu Inc., Tokyo
- Experiential Design — **David Sheldon-Hicks**, founder, Territory Studio, London
- Illustration — **Aurélia Durand**, illustrator, Copenhagen
- In-House Design — **Alex Bodman**, VP, global ECD, Spotify, New York
- Interactive — **Merlee Jayme**, global president, dentsuMcgarrybowen, Makati City
- Packaging & Product Design — **Isabelle Dahlborg Lidström**, head of design, CD, partner, Grow, Stockholm
- Publication Design — **Donna Payne**, CD, Faber and Faber, London
- Spatial Design — **Abha Narain Lambah**, principal architect, Abha Narain Lambah Associates, Mumbai
- Typography — **Bobby C. Martin, Jr.**, founding partner, Champions Design, New York

Jury chairs and full juries for remaining disciplines will be announced shortly.

“ADC Annual Awards have represented the pinnacle of global excellence in craft and innovation for the past 100 years,” said Kevin Swanepoel, CEO of The One Club. “This year’s highly accomplished jury chairs are recognised creative leaders who will uphold that storied tradition, leading juries and guiding them to view the work through that lens during the judging process.”

Entries can be submitted now, with fees increasing after each deadline period. Regular deadline is 12 March 2021, with extended deadline 19 March 2021, and final deadline 26 March 2021. All judging will take place online. No physical entries will be accepted this year, eliminating shipping costs for entrants.

A special tiered pricing structure makes it easier for smaller agencies, studios and freelancers to participate in the ADC 100th Annual Awards. Larger agencies and brands pay the standard entry fee; smaller shops get a discount on entries (amount varies by discipline) and freelance creatives and one-person shops are eligible for an even greater reduction in their entry fee.

The One Club will for the second year partner with creative community Working Not Working on content collaborations and the ADC Freelancer of the Year award. All ADC 100th Annual Awards Gold Cube-winning entries submitted through the freelance level of the tiered-pricing system will be judged again by a separate jury that includes the Working Not Working community.

New for this year are the ADC In-House Design discipline and reduced pricing for personal/unpublished work in Fashion Design, Motion/Film/Gaming Craft, Photography, Illustration and Typography.

The ADC Annual Awards is the world’s longest continuously-running awards program recognizing global excellence in craft and innovation in all forms of advertising and design. This year presents creatives from around the world with the opportunity to be part of history by winning a coveted ADC Cube in the show’s 100th awards season

Under the “Once in a Century” theme, this season’s program is promoted by a rare look at a series of ADC Annual Awards call for entry posters from throughout the past century, created by some of the world’s most legendary designers and creative agencies. The showcase is part of the year-long ADC100 centennial celebration, developed by creative studio C&G Partners, New York.

The One Club awards shows each have their distinct focus: ADC Annual Awards juries champion excellence in craft, design and innovation, while The One Show judges focus on creativity of ideas and quality of execution and Type Directors Club TDC67 Communication Design and 24TDC Typeface Design competitions celebrate brilliance in how letterforms are used and designed.

Unlike for-profit awards shows such as Cannes and others, The One Club is a non-profit organization that puts revenue generated from awards entries back into the industry in the form of programs under its four pillars: Educations, Inclusion & Diversity, Gender Equality and Professional Development.

These programs include the recently launched 2nd Skill, a unique program enabling traditional agency creatives to upskill

by learning UX, UI and Content Strategy for their second creative career, One School free portfolio program for Black creatives, Where Are All The Black People diversity conference and career fair, Creative Boot Camps for diverse college students, Right the Ratio Summits addressing gender equality, Global Educators Summits, Creative Leaders Retreats, Mentor & Creative providing mentorships at agencies for nearly 200 young creatives, bi-annual Saturday Career Workshops for high school students and more.

For more, visit: <https://www.bizcommunity.com>