

ADC calls on creatives for some reinterpretation

NEW YORK, US: The Art Directors Club is kicking off its 90th year celebration by inviting creatives to reinterpret the ADC Cube for awards call-for-entry. Some 600 past winners of an ADC Cube award from the past 10 years are eligible to participate; five are to be used for the 90th Annual Awards CFE and 90 are to be exhibited at ADC Gallery.

ArtDirectorsClub | ADC

The Art Directors Club, one of the premier organizations for creatives in integrated media and reputed to be the first global creative collective of its kind, launches the celebration of its 90th year by inviting top creatives to give their own interpretation of the ADC Cube image for use on the ADC 90th Annual Awards call-for-entries and at a special exhibition at the ADC Gallery.

The project is open exclusively to post-2000 winners of an iconic ADC Cube award, who represent the best and brightest in international creative and design. This group of about 600 creatives from around the world will be contacted and granted access to a special ADC 90th Annual Awards CFE website containing templates to follow. Participants are asked to bring their own vision to what ADC means today and reinterpret the ADC Cube image (not the entire CFE). The deadline for online submission is 1 September 2010.

'A milestone'

The ADC Awards Committee will select five submissions to be used for the upcoming awards season. In addition, 90 entries will be reproduced and appear in a special exhibition at the ADC 90th Annual Awards launch party at the ADC Gallery in late September.

"Our 90th anniversary is a milestone for a creative organization, and we'll spend the next year bringing people together and celebrating in ways that showcase the talent of our community," said Doug Jaeger, ADC president. "This CFE project is a opportunity to reflect on the great work that's done, and give hundreds of top creatives the chance to participate directly in this celebration of ADC's influence over the past nine decades and into the future."

Not got your invite yet?

The high-visibility CFE is used throughout the year to promote the awards program, including on the ADC Awards website (www.adcawards.org), as a printed mailer that goes out to 150 000 creatives worldwide and in various HTML emails, in the 90th annual book and on prominent display at the ADC 90th Annual Awards gala in Spring 2011.

Any winner of an ADC Cube award since 2000 who has not yet received an invitation to participate can contact the ADC Awards team at info@adcawards.org.

ADC gratefully acknowledges Sappi, Image Source and Earth Thebault for their sponsorship support of the ADC 90th Annual Awards.

For more information go to www.adcglobal.org and to Twitter (twitter.com/adcgloba1), Facebook (www.facebook.com/adcgloba1) and LinkedIn (www.linkedin.com/groups?home=&gid=3621).