

# ADC 90th Annual Awards winners

NEW YORK, US: The Art Directors Club ([www.adcglobal.org](http://www.adcglobal.org)), one of the premier organisations for creatives in integrated media and claimed to be the first global creative collective of its kind, has announced the winners of its ADC 90th Annual Awards.



Wieden+Kennedy offices in Amsterdam and Portland led the way with three ADC Gold Cubes - two in Advertising for Nike "Write the Future" and one in Interactive for the Old Spice "Response" campaign - and an ADC Hybrid Award (also for Old Spice). Young & Rubicam network landed 15 awards overall and three ADC Gold Cubes, including two by Y&R Chicago for "It Rarely Stops" on behalf of the National Domestic Violence Hotline (one each in Advertising and Special Effects).

Other multiple ADC Gold Cube winners include @radical.media, New York (one each in Motion Graphics and Design, and an ADC Hybrid Award), BBH, New York (one each in Advertising and Interactive), The New York Times Magazine, New York (two in Photography), Masashi+Qanta+Saqoosha+Hiroki, New York and Tokyo (one each in Advertising and Interactive), Art Centre College of Design, Pasadena, CA (one each in Interactive and Motion Graphics) and School of Visual Arts, New York (one each in Design and Illustration).

This year also marked the inaugural ADC Designism Award, recognising work for a non-profit that drives social or political change. The first ADC Designism Award winners were 4th Amendment Wear, Boulder, CO, for its in-house collateral/promotional effort, and JWT, New York for the "Burma" campaign on behalf of Human Rights Watch (also an ADC Gold Cube winner in Design).

Overall, ADC awarded work submitted from 24 countries. [View the complete list of all ADC 90th Annual Awards Gold, Silver, Bronze, Merit, ADC Designism, ADC Hybrid and ADC-Popcorn, Indiana Student Brief winners.](#)

The ADC 90th Annual Awards will be presented at an evening gala on 10 May 2011 in the ballroom at the Hotel Eventi in New York. At the awards gala, the club will announce winners of the prestigious ADC Black Cube for best-in-show, as well as recipients of this year's Agency of the Year, Network of the Year, Design Team of the Year, Interactive Agency of the Year and School of the Year, based upon a cumulative points system. The night also includes an awards after-party at the ADC Gallery.

ADC Gold Cube winners in all categories are listed below.

## Advertising: 55 ADC Cubes (14 Gold, 20 Silver, 21 Bronze, 23 Merit)

ADC Gold Cube Advertising winners in their respective categories are:

- 4th Amendment Wear, Boulder, CO, USA, "4th Amendment Wear", in-house, collateral/promotional
- agencytwofifteen, (San Francisco, CA, USA, "Deliver Hope" for Microsoft Xbox, broadcast craft/art direction
- BBH, New York, NY, USA, "Chrome Speed Tests" for Google, broadcast/cinematography
- Goodby, Silverstein & Partners, San Francisco, CA, USA, "Logitech Revue with Google TV-Ivan Cobenk" for Logitech, broadcast media/TV commercial
- Jung von Matt AG, Hamburg, Germany, "Dortmund Concert Milk" for Dortmund Concert Hall, integrated
- Masashi+Qanta+Saqoosha+Hiroki, New York and Tokyo, "Sour/Mirror" for Zenith Co. Ltd., media innovation/non-broadcast media (special event, promos, stunts, etc.)
- Miami Ad School New York (Zoe Sys Vogelius, Thomas Ilum), Brooklyn, NY, USA, "Always first for FedEx" for FedEx,

student, outdoor/poster or billboard

- MJZ, Los Angeles, CA, USA, "Questions" for Old Spice, broadcast craft/direction
- Mother, New York, NY, USA, "Target Kaleidoscope Fashion Spectacular" for Target, media innovation/ambient-environmental
- Wieden+Kennedy, Amsterdam, The Netherlands, "Write the Future" for Nike, broadcast media/TV commercial
- Wieden+Kennedy, Amsterdam, The Netherlands, "Write the Future" for Nike, broadcast craft/art direction
- Young & Rubicam, Chicago, IL, USA, "It Rarely Stops" for National Domestic Violence Hotline, broadcast media/non-broadcast commercial
- Young & Rubicam, Chicago, IL, USA, "It Rarely Stops" for National Domestic Violence Hotline, broadcast craft/special effects
- Young & Rubicam, New York, NY, USA, "Anti-Rock Star" for VH1, broadcast/direction

#### **ADC Hybrid: 4 ADC Hybrid Cubes, 2 Merit**

The ADC Hybrid category recognises the year's most game-changing, innovative and inspiring work, and the most relevant, entertaining, engaging brand experiences and advertising solutions. This year's ADC Hybrid Cube winners are:

- 4th Amendment Wear, Boulder, CO, USA, "4th Amendment Wear", in-house, collateral/promotional
- @radical.media, New York, NY, USA, "The Wilderness Downtown" for Arcade Fire, motion/music video
- R/GA, New York, NY, USA, "Pay with a Tweet" for Innovative Thunder, website/e-commerce experience
- Wieden+Kennedy, Portland, OR, USA, "Response" campaign for Old Spice, online content/branded content-short film.

#### **Interactive: 22 ADC Cubes (5 Gold, 7 Silver, 10 Bronze, 11 Merit)**

ADC Gold Cube Interactive winners in their respective categories are:

- Art Centre College of Design (John X. Carey, Elisa Ruffino), Pasadena, CA, USA, "Voices from the Field" for Designmatters/Project Concern International, student, online content/non-broadcast media
- Baden-Württemberg Cooperative State University (Peer Draeger, Joschka Wolf), Ravensburg, Germany, "Theater Online Game Concept for Xbox", student, games/handheld game
- BBH, New York, NY, USA, "Chrome Speed Tests" for Google, online content/viral-animated video
- Masashi+Qanta+Saqoosha+Hiroki, New York and Tokyo, "Sour/Mirror" for Zenith Co. Ltd., online content/media innovation
- Wieden+Kennedy, Portland, OR, USA, "Response Campaign" for Old Spice, online content/branded content-short film

#### **Design: 79 ADC Cubes (9 Gold, 35 Silver, 35 Bronze, 32 Merit)**

ADC Gold Cube Design winners in their respective categories are:

- @radical.media, New York, NY, USA, "Unchop a Tree" for Maya Lin, environmental/gallery-museum exhibit or installation
- Bloomberg BusinessWeek, New York, NY, USA, "Year in Review", in-house, editorial design/magazine full issue
- FEBU Publishing, New York, NY, USA, "Pin Up", in-house, editorial design/magazine full issue
- Happy Forsman & Bodenfors AB, Gothenburg, Sweden, "Elanders on Very Important Matters" for Elanders, poster design/promotional
- JWT, New York, NY, USA, "Burma" for Human Rights Watch, environmental/retail, restaurant, office, outdoor or website
- The Lab, New York, NY, USA, for Comedy Central, branding/brand campaign
- NB Studio, London, UK, "Galleries of Modern London" for Museum of London, branding/brand campaign
- School of Visual Arts (Jiwon Kim), New York, NY, USA, "The Eco Magazine", student, editorial design/magazine full issue
- Serviceplan Gruppe fuer Innovative Kommunikation gmbh co. kg., Munich, Germany, "The BMW Lightwall Reflection" for BMW AG Deutschland, poster design/outdoor billboard.

### **Motion Graphics: 16 ADC Cubes (5 Gold, 5 Silver, 6 Bronze, 7 Merit)**

ADC Gold Motion Graphics winners in their respective categories are:

- Art Centre College of Design (Doug Chang), Pasadena, CA, USA, "The Fly-title sequence", student, motion/cinematography
- @radical.media, New York, NY, USA, "The Wilderness Downtown" for Arcade Fire, motion/music video
- Kookmin University (Songeun Lara Lee), Seoul, Republic of Korea, "My Favourite Animal", student, motion/animation
- Saatchi & Saatchi, Los Angeles, CA, USA, "Swagger Wagon" for Toyota, motion/music video
- Zoo Film Productions, Hollywood, CA, USA, "This Too Shall Pass" for OK GO, motion/music video.

### **Illustration: 14 ADC Cubes (4 Gold, 5 Silver, 5 Bronze, 2 Merit)**

ADC Gold Illustration winners in their respective categories are:

- Dankook University (Soonkyu Jang), Gyeonggi-Do, Republic of Korea, "World Championship 2010", student, poster or billboard, illustration general
- Takahisa Hashimoto, Tokyo, Japan, "Snowflake Men", in-house, illustration general/self promotion
- School of Visual Arts (Junyeon Roh), New York, NY, USA, "Miss Eggplant's American Boys", "Buying Lenin" and "All About the Public Bath", student, illustration, cartoon/comic book
- SenseTeam, Shenzhen, China, "Big Business 3", in-house, illustration general/poster or billboard.

### **Photography: 23 ADC Cubes (3 Gold, 9 Silver, 11 Bronze, 7 Merit)**

ADC Gold Photography winners in their respective categories are:

- Lauren Greenfield Photography, Venice, CA, USA, "Fashion Show" for *New York Magazine*, magazine editorial/fashion
- *The New York Times Magazine*, New York, NY, USA, "Fifteen Actors Acting", in-house, magazine editorial/miscellaneous
- *The New York Times Magazine*, New York, NY, USA, "Dumping Across the Digital Divide", in-house, magazine editorial/miscellaneous.

### **ADC Designism Awards: 2 ADC Cubes**

This year marks the inaugural ADC Designism Award, recognising work for a non-profit that drives social or political change. The first ADC Designism Award winners are:

- 4th Amendment Wear, Boulder, CO, USA, "4th Amendment Wear", in-house, collateral/promotional
- JWT, New York, NY, USA, "Burma" for Human Rights Watch, environmental/retail, restaurant, office, outdoor or website.

### **ADC-Popcorn, Indiana Student Brief Competition: 11 ADC Cubes (2 Gold, 3 Silver, 6 Bronze, 4 Merit)**

In the second-annual ADC Student Brief Competition, open to students currently enrolled in graduate, undergraduate and continuing education programs in advertising, graphic design, photography, illustration and new media, ADC partnered with gourmet snack foods manufacturer Popcorn, Indiana ([www.popcornindiana.com/](http://www.popcornindiana.com/)), who challenged students to develop a marketing plan to make their popcorn products into household favourites.

Winners of the ADC-Popcorn, Indiana Student Brief Competition Cube are:

- College for Creative Studies (Brandi Keeler), Detroit, MI, USA, "Add Flavor To It", interactive
- Miami Ad School Madrid (Andrea Aguilar, Andrew Bernstein), Madrid, Spain, "Popcorn Fairy", advertising, integrated.

The two winning schools will also split US\$3500 in scholarship cash awards, courtesy of Popcorn, Indiana and ADC.

All ADC Cube-winning work will be included in the *Art Directors Annual 90*, the Annual Awards Exhibition at the ADC Gallery in New York and in the subsequent global travelling exhibition. The work will be permanently highlighted in the ADC online archive, and possibly used in future ADC promotional materials. All winners are invited to attend the ADC 90th Annual Awards Gala in New York.

### **ADC 90th Annual Awards gala and after-party**

The ADC 90th Annual Awards will be presented on 10 May 2011, 6:30pm in the ballroom of the luxurious new Hotel Eventi (<http://www.eventihotel.com/>), 851 Sixth Avenue, bet. West 29th-30th St., New York. After an hour of cocktails and hors d'oeuvres, the awards will be presented in an engaging, fast-paced format which allows winners to thank their teams and express their views on the challenges of creating winning work.

ADC Cube presenters will be top creatives including ADC 90th Annual Awards chair Steve Simpson, chief creative officer, Ogilvy North America, ADC Advertising jury chair and club past-president Paul Lavoie, chairman, co-founder, TAXI, New York, ADC grandmaster and advertising juror Deb Morrison, distinguished professor of advertising and brand development, University of Oregon School of Journalism and Communications, and many others.

At the conclusion of the awards gala, the celebration continues across the street from the Hotel Eventi at the official ADC 90th Annual Awards after-party at the ADC Gallery, 106 West 29th St, New York. The open-bar after-party, free to all awards gala attendees, includes food by one of the city's pre-eminent green caterers The Cleaver Company ([www.cleaverco.com](http://www.cleaverco.com)), signature cocktails and live DJ sets by Veronica Vasicka, founder of pioneering electronic music label Minimal Wave Records ([www.minimalwave.com](http://www.minimalwave.com)).

For more information about the ADC 90th Annual Awards gala and after-party, and to buy tickets, go to [www.adcglobal.org/gala](http://www.adcglobal.org/gala).