

Obsessives only - the *D&AD Annual 2006*

Referred to by devotees simply as 'the book', the *D&AD Annual & Showreel* - a permanent record of the best creative work each year - launches on 27 September 2006. This year, 19 South African entries will be included in *The Annual*, compared with 10 in 2005.



"The 2006 *Annual* is a source of inspiration to creative practitioners everywhere,' says Michael Hockney, D&AD chief executive. "The book contains analysis of the best work in the world by leading creative practitioners and further coverage of D&AD's range of activities. The design brilliantly incorporates key elements of our recent rebrand."

Over 740 pieces of work across 29 categories in design and advertising are included in *The Annual*. D&AD Global Awards jury members made the selection from over 24 500 pieces of work entered from 61 countries. Gaming, Direct, and Magazine & Newspaper Design will feature as independent categories for the first time.

James Littlewood and Andy Probert of Design Project in Leeds (UK) were selected to design the *D&AD Annual 2006* by D&AD 2005/6 president Dick Powell. "Design Project have left no stone unturned with the *D&AD Annual 2006*," enthuses Powell. "Spanning almost 600 pages, James and Andy have focused their energy and passion on every possible detail of the book and truly created the physical representation of this year's theme - 'Obsessed with Creativity'."

"A publication of this size and scope is a massive project, and we were honoured to be asked to do it. We focused on everything from colours and materials to typography and production values - ensuring that the work is displayed as beautifully as possible,' comments Littlewood.

"However, we didn't want all that detail to take away from the character,' adds Probert. "By mixing the paper stocks a bit, we introduced pace and personality to the book."

The *D&AD Annual* is no longer available to non-members. The only way to receive a free copy of the 2006 edition is to join D&AD before 31 December 2006. Contact for further information on the different ways to become a member.

Facts and figures

- 745 pieces of work selected for the *D&AD Annual*
- 603 In-book
- 88 Nominations
- 54 Yellow Pencils awarded
- 2 Black Pencils awarded

Number of annual entries by region and country

Africa

South Africa: 19

Asia

China: 11

Hong Kong: 2

India: 9

Japan: 10

Malaysia: 13

Philippines: 1

Singapore: 16

South Korea: 5

Taiwan: 1

Thailand: 4

United Arab Emirates: 1

Australasia

Australia: 20

New Zealand: 5

Europe

Austria: 6

Belgium: 3

Croatia: 3

Denmark: 2

France: 12

Germany: 35

Ireland: 2

Netherlands: 11

Norway: 2

Portugal: 1

Slovenia: 1

Spain: 3

Sweden: 10

Switzerland: 1

UK: 427

North America

Canada: 7

USA: 95

South America

Argentina: 1

Brazil: 5

Chile: 1

The D&AD Global Awards 2007 will launch its Call for Entries on 2 October. D&AD is a not-for-profit organisation that represents the international design, advertising and creative communities. It sets industry standards, educates and inspires the next generation and promotes the importance of creativity, innovation and ideas within the business community. Visit www.dandad.org for further information.

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