

NYF World's Best Advertising debuts new trophies

NEW YORK CITY, US: [New York Festivals World's Best Advertising](#) revealed their new trophy design created by Stefan Sagmeister and Jessica Walsh from the revered New York design firm Sagmeister & Walsh.



The five newly crafted trophies, inspired by New York's classic Art Deco skyscrapers, will debut 1 May at the 2014 New York Show Gala. The five sizes and designs for the World's Best Idea, Grand Prize, First Prize and Third Prize awards will be cast in aluminium and powder-coated in monochromatic colours and will range from 8 to 12.5 inches. The variety of sizes and colour variances will allow award-winners to create their own multi-dimensional version of the New York City skyline in their trophy case.

Jessica Walsh of [Sagmeister & Walsh](#) had this to say about the inspiration for the new trophy, "The new design for the New York Festivals trophies takes on a form inspired by Art Deco architecture, but contemporary in nature. Our goal was to create a beautiful yet unassuming form that would be displayed on the winner's shelf. Over time as people collect their trophies they will create an abstract version of a New York City skyline. Additionally, there is a small projector placed in the bottom of the trophy, so when the winner lifts their trophy up, their names will be revealed through an LED projector."

"We created a trophy that we would love to receive ourselves," added Stefan Sagmeister, "something that feels good when you lift it up, something that looks good as a grouping when you earn a few of them, and something that displays the winner's names in a new and innovative way - we've always hated the little glue on metal name plates."

You can see these trophies at the 2014 New York Show taking place on 1 May and featuring creative panel discussions, keynote speakers, networking events, the awards ceremony, and an after-party to honour the winners. All New York Show events including the 2014 awards gala will be held at the New York Public Library's Beaux-Arts landmark Stephen A. Schwarzman building located at 455 Fifth Avenue in New York City.

New York Festivals World's Best Advertising is recognised worldwide as a touchstone for global creative excellence in advertising and marketing communications since 1957. The competition receives entries from over 75 countries in all media in the following competitions: Avant-Garde, Branded Entertainment, Collateral & Direct, Creative Effectiveness, Design, Digital, Film & Film Craft, Integrated, Outdoor, Print, Public Relations, Public Service, Radio, and Student.

The 2014 competition entry deadline is 31 January, and all entries submitted after that date will be subject to a 15% Rush Fee. For more information on the 2014 competitions go to: [Rules & Regulations](#) or to enter go

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