



Creative
Communication
Award **2019**



Creative
Communication
Award

CREDITS

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The C2A is produced by the Farmani Group
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www.c2award.com



Creative Communication Award

The Creative Communication Award (C2A) was born as a result of recognizing the need for a program dedicated to discovering and awarding excellence in Communication Design, on an international level.

Created by the Farmani Group, as the sister-initiative of the renowned IDA International Design Awards, the mission of the C2A is to promote creativity, excellence and outstanding ideas in communication design, advertising and digital media.

C2A is a natural home for those interested in the promotion of their design — no matter whether communication designers, agencies, graphic designers, freelancers, digital media designers, or for the extended worldwide creative community.

2019 saw the inaugural year of the C2A competition and the exceptional breadth and depth of entries impressed our globally-renowned jurors, as you can see for yourself in this book.

The Creative Communication Award Team

The Jury

Kelley Cheng

Founder and Creative Director
The Press Room

Damon Aval

Creative Director
antoni GmbH

Gustavo Greco

Founder and Creative Director
Greco Design

Ashwini Deshpande

Co-founder and Director
Elephant

Ray Yuen

Principal
Woods Bagot

Robin Milgrim

Art Director/Creative Director
House of Robin

Ron Ceballos

Chief Creative Officer and Owner
Resist Comfort LLC

Colin Gaul

Group Creative Director
Amazon

Akos Papp

Associate Creative Director
and Filmmaker

Zhou Wenjun

Founder & Architect
Zhou Wen Jun Design Ltd. 524 Studio(s)

Scott Ex Rodgers

Senior Creative Lead
Pinterest

Anders Bergesen

Co-Founder
Superultraplus Designstudio

Yah-Leng Yu

Founding Creative Director/Principal
Foreign Policy Design Group

Sonja Haller

Co-Founder
Haller Brun

Tien-Min Liao

Graphic and Type Designer
Typeji

Ronn Lee

Founding Partner and Creative Director
Beamy

Yuki Wu

Product - Visual Designer
Palo Alto Networks

Stella Guan

Founder, Designer, Speaker
Path Unbound

Pancho González

Chief Creative Officer
Inbrax Chile

Shangning Wang

Art Director and Graphic Designer
Unicef

Octavia Warren Gilmore

Founder and Chief Creative Officer
Creative Juice

Michael Olaye

CGO of International
NoA

Melissa Jones

CEO and Creative Director
DTE Studio

Michael Scantlebury

Founder and Creative Director
Impero



Professional Winners



DROP GOLD

WINNER IN DIGITAL MARKETING / ADVERTISING

Company: **Vested**
Lead Designer(s): **Grayscale**

The main goal behind Grayscale's DropGold campaign was to convince the audience that gold is outdated and really not worth investing in. Instead, Bitcoin should be viewed as "digital gold" and the future of investing. To successfully convey this message to the right audience, Vested first conducted its own market research and then launched a fully integrated campaign across paid, earned, shared and owned channels. Marketing efforts include a cable TV commercial, paid and organic social, content, adwords, a custom landing page, programmatic ads, among other tools.



EDIBLE ADVERTISING POSTER – STREET MARKETING CONCEPT

WINNER IN OUTDOOR ADVERTISING / ADVERTISING

Company: **Triade Marketing**

Lead Designer(s): **La Boîte à Pain**

Triade built an edible advertising bus stop poster from real bread. Our client, the local bakery La Boîte à Pain, wanted to do something different from all its previous advertising campaigns. We created a street marketing campaign, combining an edible poster and a video campaign on the Web. The variety of bread created a beautiful color gradient that caught the eye around the slogan “A moment to be savored”, in connection with the concept of eating the poster. The video showing people eating directly from the poster went viral online, viewed by more than 63 000 people and shared 143 times.

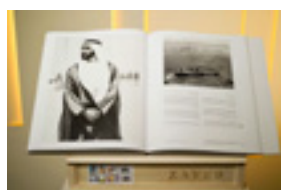
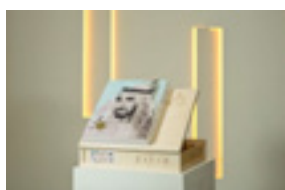


MERCEDES-BENZ STADIUM: ART ARCHITECTURE ICON

WINNER IN LIMITED EDITION BOOKS / BOOKS

Company: **Rigsby Hull**
Lead Designer(s): **Arthur M Blank Group**

Atlanta Falcons owner Arthur M. Blank commissioned Rigsby Hull to create this private, limited-edition monograph about the building Architectural Digest calls “the most beautifully designed stadium on the planet”. The 472-page volume — a visual exploration of the stadium’s art, architecture, and the vision behind them — is housed in a personalized, sculpted plexiglass slipcase. Augmented reality throughout the book takes readers into the minds of the people who created one of the most important new buildings of our time. (Note: this book is not available for purchase.)



ZAYED

WINNER IN LIMITED EDITION BOOKS / BOOKS

Company: **Shawati'**
Lead Designer(s): **Sabah Al Abbasi**

Shawati' Publishing is proud to introduce our new limited edition bi-lingual book 'Zayed' that depicts an extraordinary life's journey with power, courage, depth, creativity and dazzling artistry honouring Sheikh Zayed bin Sultan Al Nahyan's incredible legacy. This Collector's Edition, limited to 2,018 copies, that includes calligraphy, quotes, as well as commissioned artwork, is presented on a luxury large-format scale that also breathes new life into old archive photography, as well as a first-of-a-kind augmented reality experience to truly engage the reader.

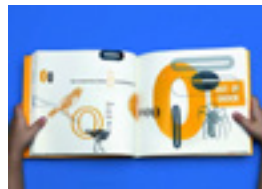
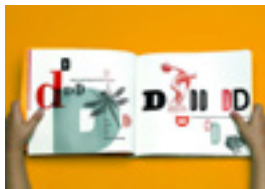


MODIFESTO

WINNER IN LIMITED EDITION BOOKS / BOOKS

Company: **MOD**
Lead Designer(s): **Donald Wilmer**

The culmination of 15 years of passion and design, the MODifesto is both a statement and an invitation. As a piece of visual and tactile design, the pure white book encourages the eyes and hands to explore texture and light. All content is embossed — with each touch and turn of the page, the interplay of light and shadow reveal new information. The words within speak to the agency's core values of curiosity, design, science and searching for talent from all walks of life. An open letter not just to what makes up the culture of MOD, but what drives the ethos behind the work they make.



DREW'S ABCS

WINNER IN LIMITED EDITION BOOKS / BOOKS

Company: **Bred**

Lead Designer(s): **BRED**

Drew's ABCs, a unique letterpressed limited edition book, was designed to expose the reader to the richness of diversity within typography while embracing the imperfections of well-worn letterforms that unveil a bit of typographic and printing history. By drawing out these unique distinctions and differences, the goal is to impress upon the audience that “we learn to see as we see to learn”. Each page of the alphabet was designed and printed using only the type, woodblocks, and line-engraved images that have been amassed for over the past 20 years by designers & authors Brenda McManus & Ned Drew.

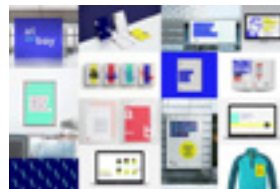
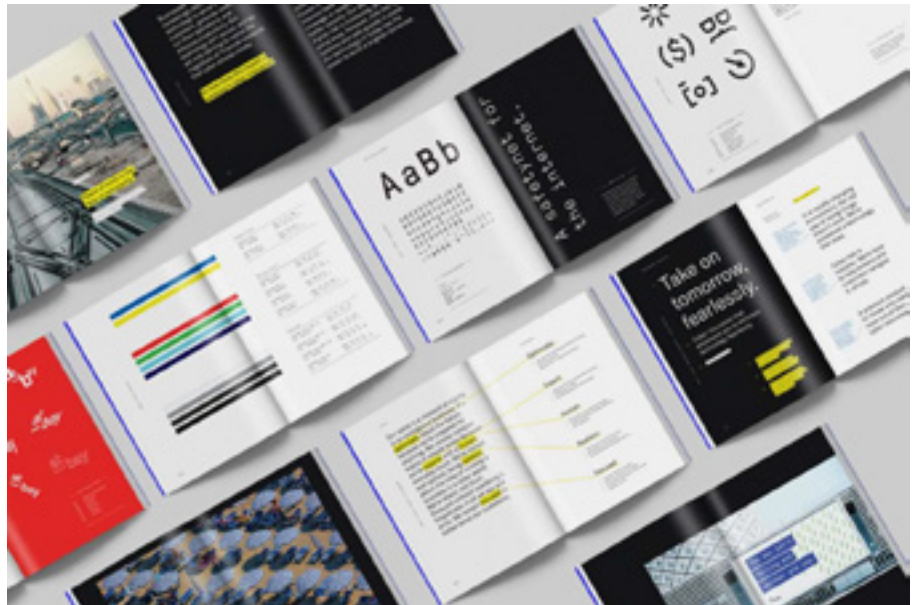


OBLIQUE BOOKS

WINNER IN OTHER BOOKS / BOOKS

Company: **D'Orsi Studio**
Lead Designer(s): **Safarà Editore**

Safarà Editore offer a customized graphic project for each book that conveys the vitality of its content with great artistic freedom. The oblique cut of the book is the distinctive sign of the brand: a trait that symbolically expresses its will to publish transversal works that emerge from the paths already taken to engage the reader in unprecedented adventures of the imaginary. Oblique books are a design registered in different combinations of single, multiple and crossed cuts. Safarà books are distributed throughout Italy and special attention is given to contemporary North American fiction.



AT-BAY. A SAFETY NET FOR THE INTERNET.

WINNER IN BRAND IDENTITY / BRANDING

Company: **Butchershop**

Lead Designer(s): **At-Bay**

We defined the brand strategy and higher purpose: to help companies embrace technology fearlessly. We changed the name to At-bay to reflect this purpose. We built the brand to feel smarter than the pack, but also more enjoyable to work with than the big brokerages. The visual identity was inspired by symbols that are synonymous with the online world, and simplified complex insurance terminology in a way that both brokers and customers would understand. We created an interactive, easy to use digital policy far more advanced and accessible than competitors'. The brand launched and they raised \$13m.



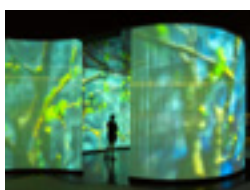
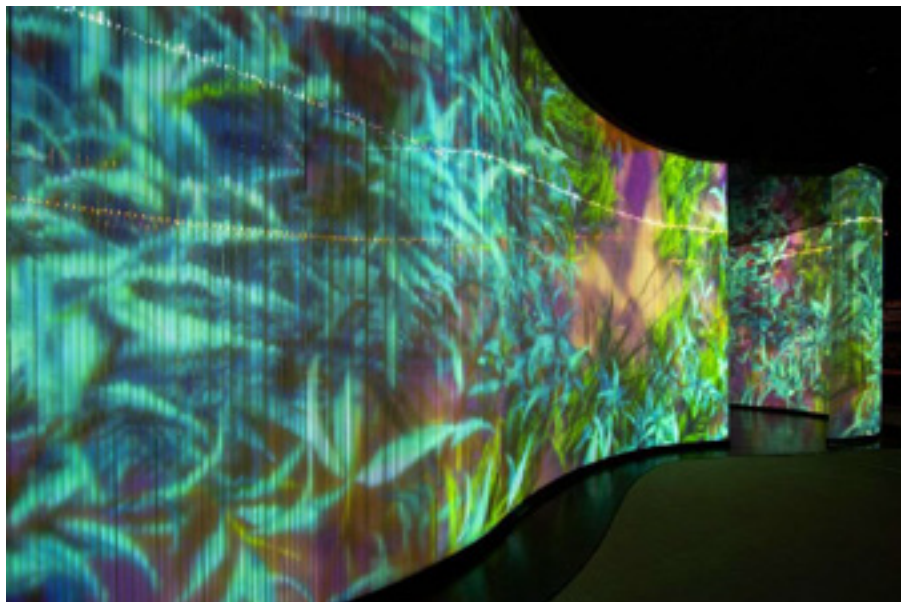
VIRTUAL MICROBIAL ART LAB

WINNER IN MUSEUM EXHIBITIONS / EXHIBITION DESIGN

Company: **MNEMONIC / Liberty Science Center**

Lead Designer(s): **Liberty Science Center**

Virtual Microbial Art Lab is an interactive exhibit that invites visitors to create vibrant 'living' artworks. On a multi-user digital table, visitors simulate the real-world lab process of painting with microbes in a dish of agar. When they incubate their work, they see the colorful microbes blossom and grow. Visitors can explore a gallery of award-winning art, uncover 'Easter Egg' animations that take over the entire tabletop, and share their artwork to their mobile devices. Part of the Microbes Rule! exhibition at LSC, VMAL is a rich, engaging experience that blends science and art.



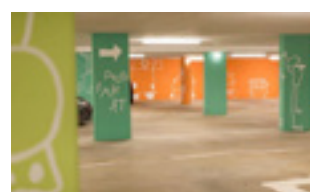
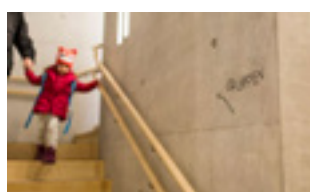
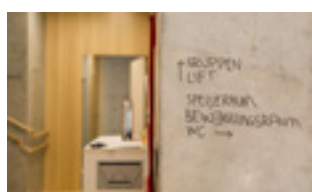
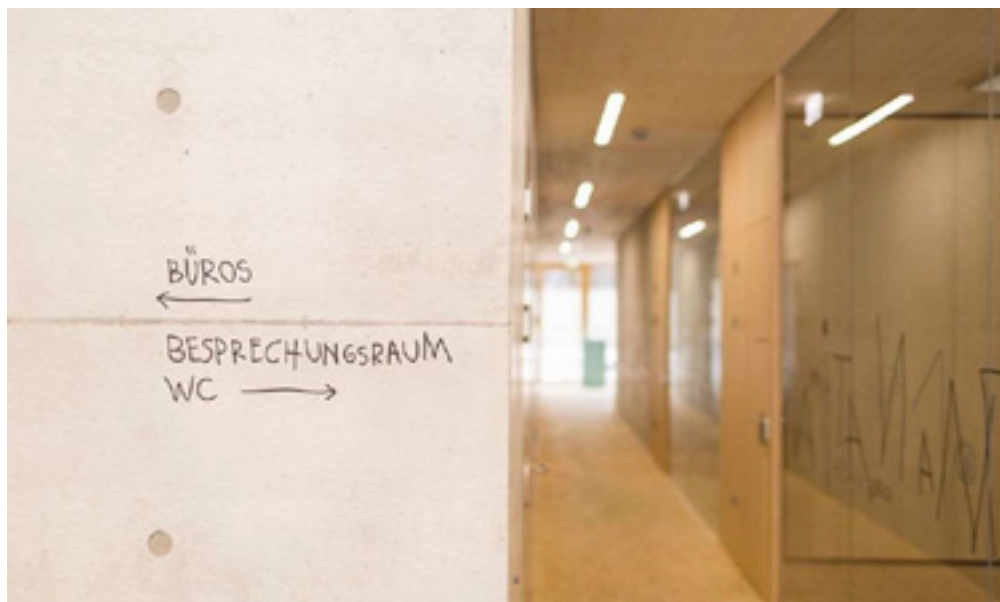
THE BILLABONG

WINNER IN OTHER / EXHIBITION DESIGN

Company: **Arterial Design Pty Ltd**

Lead Designer(s): **Winton Shire Council**

The Billabong is an immersive storytelling space made up of an unfurling ribbon form that unravels as a curtain of translucent rods at the centre of a major exhibition space. Gentle ambient music and twinkling blue projections create a poetic evocation of The Billabong, a beguiling object/space for dreamlike projections and reflections. The material held within the rods allow the images to penetrate the surface appearing in full resolution on both sides. The interior ceiling and floor are highly reflective surfaces. This immersive experience tells the stories of land and environmental phenomena.



KINDERGARTEN DORNBIRN MARKT

WINNER IN SIGNAGE / FUNCTIONAL TYPOGRAPHY

Company: **Sägenvier Designkommunikation**

Lead Designer(s): **Stadt Dornbirn**

The idea of this wayfinding system is to let the children themselves come up with their own designs. A non-place like a parking garage becomes a linchpin of children's imagination throughout their drawings. The colour concept enables to differentiate the four classrooms. Individual icons for each child provide additional orientation and create a first personal marking structure. Leading towards the emerging sense of type, a further and careful adaptation process inspired a typographical and symbolic wayfinding system, suited to be friendly but distinctive and blend in perfectly.



INSELHALLE LINDAU

WINNER IN SIGNAGE / FUNCTIONAL TYPOGRAPHY

Company: **Sägenvier Designkommunikation**

Lead Designer(s): **Auer Weber Architekten**

The Inselhalle Lindau is a congress and event location with an adjoining car park. Our orientation system combines signage with scenography: formally we reflect the architecture, narratively we associate the island topography of Lindau. The geometric typography is derived from the roof and in the tarnish protection we quote the rhythm of the facade. In the parking garage, we guide the visitors by the use of copper coloured wall paintings.



ALLES ISST GUT (EVERYTHING IS/EATS WELL)

WINNER IN OTHER / MAGAZINES & NEWSPAPERS

Company: **Kirchschläger Grafikbüro**

Lead Designer(s): **Karin Stöttinger**

„Alles ißt gut“ (“Everything is/eats well” — a German playword) is the second magazine with the favorite recipes of the bloggers Karin Stöttinger and Mara Hohla. Everything is cooked according to the motto „simply good is simply better“: simple, refined and creative. This is also reflected in the style of photography. Reduced food arrangements, generous white space. Typographically, this is an alternative draft to the Internet blog layout. The outcome is like the cooking: handicraft and craftsmanship become visible.

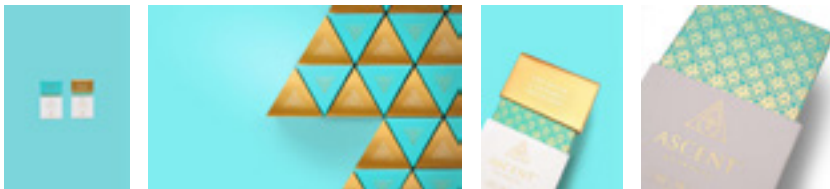


START YOUR ENGINES - SAUDI WOMEN CAN DRIVE

WINNER IN OTHER / MAGAZINES & NEWSPAPERS

Company: **Arab News**
 Lead Designer(s): **Simon Khalil**

Saudi Women Can Drive Arab News cover wrap. To celebrate women driving in Saudi Arabia for the first time in decades Arab News collaborated with illustrator Malika Favre to create an iconic illustration for a cover wrap and souvenir edition of the newspaper. The illustration was animated for use across digital and this included a web takeover on the Arab News website. The cover illustration of a Saudi woman behind the wheel was also available online for download as a free screen saver in a collaboration with the website 21Wallpaper.



ASCENT PACKAGING

WINNER IN BEAUTY & HEALTH / PACKAGING

Company: **Ellen Bruss Design**

Lead Designer(s): **Ascent Extracts**

Tasked to create packaging for a supreme, high-end cannabis oil and distillate, EBD designed a custom pyramid-shaped box and logo mark referencing the ancient art of Alchemy. The packaging interlocks to create dynamic retail displays and features a customizable lid for future product line expansion. The package was printed in 3 colors, plus gold foil. The box finish was foil stamped and printed with an overall soft-touch finish. The overall look and feel of the box speak to the luxury cannabis market.

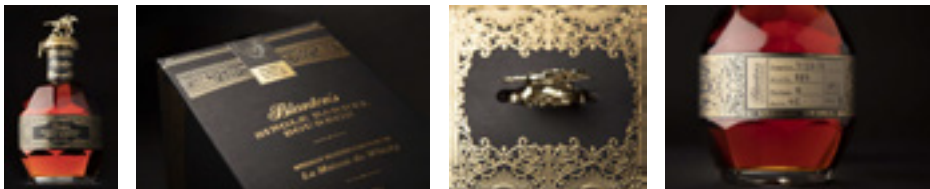


KOZAEMON

WINNER IN BEVERAGE / PACKAGING

Company: **Tsushima Design**
Lead Designer(s): **SAKE-SHOW YAMADA**

This is Japanese Sake. Basically, all preparations for brewing are essential. In that sense, this liquor's label is the basis of design, to express simplicity which does not decorate, finished with a drawing. The products became a series: three types of rice, roots, and soil. Since our innovative design and reputation were good, the products sold out quickly.



BLANTON'S 2018 LIMITED EDITION PACKAGING

WINNER IN BEVERAGE / PACKAGING

Company: **COHO Creative**
 Lead Designer(s): **Age International, Inc.**

When Blanton's Bourbon was looking to reinvent its exclusive offering for La Maison du Whisky, an annual collaboration between the Brand and Retailer, COHO was asked to create a new, premium expression for collectors. We found inspiration in the Kentucky sun's amber light as it gleamed across rolling hills and fields. We interpreted this idea into a custom art nouveau label that complements the glow of the Blanton's bottle. The result was a marriage of 1920s Paris and Kentucky's bourbon heritage. COHO was able to elevate the design, which sold-out quickly in the exclusive Parisian market.



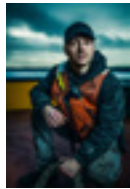
ARCUDI

WINNER IN LUXURY PRODUCTS / PACKAGING

Company: **MOD**

Lead Designer(s): **Arcudi Wines**

The challenge: Reinvent and elevate how Arcudi wine is delivered to exclusive members. Our solution: A limited-edition package fashioned from chocolate brown, soft-touch paper. This package, designed to safely and elegantly carry three wine bottles, also acts as an artful display upon opening. The white-on-white wine labels are foil-stamped and printed on eggshell-finished paper. Each bottle has a distinguished black, foil-stamped “A” around its cork. Each member receives a handwritten note from the winemaker himself on uncoated, eggshell-finished paper foil-stamped with the Arcudi logo.



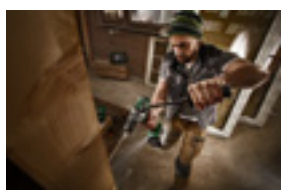
WESTERN TOWBOAT CO

WINNER IN ADVERTISING / PHOTOGRAPHY

Company: **Mac Holt Photography**

Lead Designer(s): **Western Towboat CO**

Web and social media campaign for Western Towboat Co. Western Towboats has been one of the leading tugboat services in Seattle since 1948.



DOING IS JUST BETTER THAN WANTING !!!

WINNER IN ADVERTISING / PHOTOGRAPHY

Company: **Nico Bohnert- Photography**

Lead Designer(s): **Hitachi**

Hitachi Power Tools, Europe Gmbh, Willich, not only brings craftsmen on tour, but it also creates something special visually. For the campaign, Bohnert elicited unexpectedly aesthetic moments from the seemingly unpoetic male domain of the construction site and captured them dynamically. "In advertising photography, the concept and effective photo design are key factors in the success of the campaign. Especially in the retail segment, a brand has to communicate its unique character visually convincing at the point of sale."



UNUSUAL VISIONS

WINNER IN BOOKS / PHOTOGRAPHY

Company: **Graftiti**
Lead Designer(s): **Emiliano Pinnizzotto**

This book gathers together four different reportages, four stories of another India, different, unusual, and sometimes far from the collective imagination. The last Head Hunters of Nagaland (a group of warriors who, to increase their own power in the village, used to carry out the ritual decapitation of the enemy); The Malla Yuddha, the ancient Indian wrestling in mud; The "Naga Baba" the highest expression of Indian asceticism, and the scourge of opium in the Indian-Myanmar border, where a third of the men of these villages are now addicted and slaves to opium.



ASPIRING NEW ZEALAND

WINNER IN BOOKS / PHOTOGRAPHY

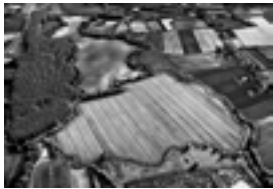
Company:

Jeffry Lim Imaging

Lead Designer(s):

New Zealand High Commission in Kuala Lumpur

This book is a special aerial project that was taken during the winter season in New Zealand by small Cessna plane with the door off, fly up to 15,000 feet high and under -30 degrees Celsius. This book covers 40 photos of New Zealand's majestic mountains, fascinating geographical terrains, stunning aerial views and colours of topographies that are unique, pristine and rarely seen by people. This series of work, taken by Malaysian Photographer Jeffry Lim, is endorsed by the New Zealand High Commission in Kuala Lumpur, it celebrates 60 years of friendship between New Zealand and Malaysia.



NATURE, BETWEEN SPLENDOURS AND WOUNDS

WINNER IN BOOKS / PHOTOGRAPHY

Company: **Stefano Ciol**

Lead Designer(s): **Stefano Ciol**

The key word of Stefano Ciol's last work is, without any doubt, "contrast": contrast between lights and shadows, contrast between colours, contrast between tradition and innovation. An everyday contrast visible in a nature that creates and destroys, and that Stefano Ciol portrays through a dramatic black and white and surreal colours to highlight the polarity of the world these days. Here different and opposite emotions meet, offering us a realistic picture of our reality.



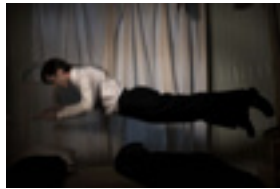
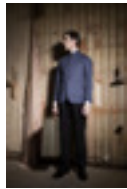
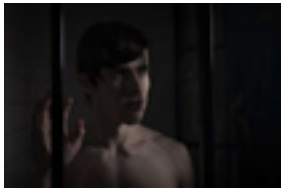
EVERYDAY SHOES

WINNER IN EDITORIAL / PHOTOGRAPHY

Company: **Nikolaj Beyer**

Lead Designer(s): **Nikolaj Beyer**

The series Everyday shoes by Nikolaj Beyer is a homage of everyday objects. As these trivial items are mixed and inspired by fashion, we recognize the objects, though get inspired by the new creations. The series gives us an abstraction from everyday life. Each shoe is made from materials typically associated with something completely else than shoes. The series is made to pinpoint the ridiculous waste of resources happening every single day. By making these shoes from materials, people see the absurdity and hopefully have a laugh but also a good hard look at their own daily waste.



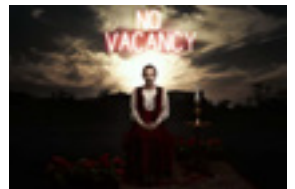
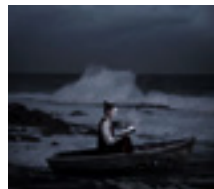
"A JOE'S STORY"

WINNER IN FASHION / PHOTOGRAPHY

Company: **Kunal Kohli Studio**

Lead Designer(s): **Kunal Kohli**

"A Joe's Story" is about someone's struggle through his mental illness. It does not cover the entire depth of the illness, but it not supposed to either. It takes you through one man's story and that anybody can be "a Joe". The series shows examples of the emotions one goes through; with the stress and anxiety that come with the illness, and how Joe deals with it and how it affects his life. It's an important matter to speak openly about, and as a society, we are starting to. It is also important to tell this story through imagery.



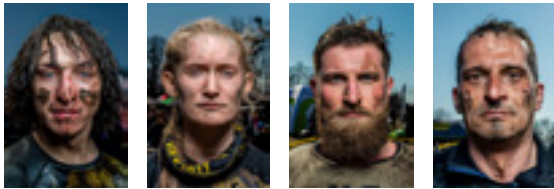
HAPPY AFTER EVER

WINNER IN LANDSCAPE / PHOTOGRAPHY

Company: **Lisa Tomasetti**

Lead Designer(s): **Lisa Tomasetti**

These images are part of a series which explores the effect digitization has had on the lasting power of the photographic image. In a world where present quantity seems the enemy of historic quality, the work asks if photography's ubiquity has threatened its fixity as art, and whether its practice remains a valid form of visual expression. This series continues my interpretative response to the work of the Dutch Masters, but enlists landscape elements to further my investigation of notions of impermanence within contemporary digital photography.



OCR ATHLETE

WINNER IN SPORTS / PHOTOGRAPHY

Company: **www.bartoszmatenko.com**

Lead Designer(s): **Bartosz Matenko**

Dirty cheeks, wet hair and hot eyes in which you can see pride and strength. These are portraits of typical OCR (Obstacle Course Racing) participants. Thousands of athletes take part in the race: employees, students, etc. Each of them wants to face their own weaknesses, both mental and physical. The athletes cover the route from 3 to 21 kilometers, packed with dozens of obstacles (mud baths, climbing walls, crawling under the fences, climbing the rope). One third do not reach the finish line.



DUMPSTER OR DINNER

WINNER IN CAUSE / POSTERS

Company:

MOD

Lead Designer(s):

Covenant House PA

A campaign to promote fundraising in support of homeless youth, who often have to choose between going hungry or eating discarded food. These posters seamlessly blend imagery of trash and take-out containers, forcing viewers to rethink the garbage they pass on the street every day. By grabbing attention without repelling or disheartening potential donors, the work raised thousands of dollars in less than a month for Covenant House PA. Sparking action to help feed the hungry.



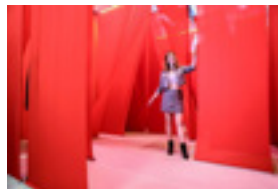
THE IMMERSE IN THE SIX ARTS

WINNER IN EDUCATIONAL / POSTERS

Company: **Ming-Chi Hsieh Studio/The Graduate Institute of Design Science, Tatung University**

Lead Designer(s): **C&C TABLE TENNIS**

The central dogma of Confucius' Analects is, "Stick strictly to the Way, align with virtue and abide by benevolence in handling matters, and immerse in the six classical arts of rites, music, archery, riding, reading and arithmetic. This holistic consciousness is also the central tenet of the C&C (Table Tennis training system). C&C's intention is to use the development of the physical arts to cultivate aesthetic motion and physical fortitude so as to develop an indomitable determination. The artwork (designer) summons this spirit through a series of four calligraphic manuscripts.

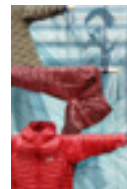


ROOM FOR TEA EXHIBIT

WINNER IN POP-UP STORES / RETAIL

Company: **Chaimi Design**
Lead Designer(s): **Room For Tea Exhibit**

Room For Tea NYC celebrated tea through visually and experientially representing both the culture behind it and the feelings evoked during preparation and consumption, (both through smell and taste). The wide range of diverse teas throughout the world informed many of our design decisions. Included were highlights of milk tea, bubble tea, traditional Chinese tea, Japanese tea ceremonies, and mint tea. In parallel, contemporary accents carried the exhibition from the entrance through the exit. Accordingly, our brief was to create the first multi-sensory tea exhibit in New York.

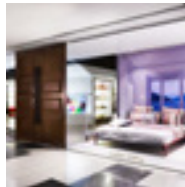


REPOSITIONING AN OUTDOOR LEGACY BRAND

WINNER IN RETAIL BRANDING / RETAIL

Company: **Butchershop**
Lead Designer(s): **Mountain Hardware**

We surveyed 200 people and extracted a strong POV for the brand: Climbing is Creative. We applied this lens to their retail experience, product display innovations and design treatment to challenge the creative boundaries of what outdoor brands are typically known for. We pushed the previous mannequin and hanger display to a larger-than-life, immersive experience. We reimagined the customer journey into 3D environments to display product and lifestyle. Our creative design allowed our partners to layer in an AR application, allowing for more interaction and participation than ever before.



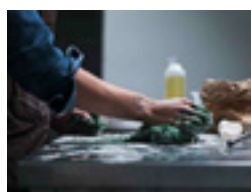
LUSSO ICONA

WINNER IN RETAIL INTERIOR DESIGN / RETAIL

Company: **Inspire Design & Consulting Limited**

Lead Designer(s): **Lusso Icona**

This is a high headroom and open space area with great daylight and full height windows wall. The designer wanted to create a space for letting people enjoy the moment in Milan art gallery. People in the gallery feel comfortable and relax to pick their art piece back home. The designer used colour contrast by using light and dark colours concept to outline the zone in order to distinguish various areas. In addition to the use of colour contrast, the materials in different areas are also crucial to match the colours, classic mouldings, spruce wood grain finished and natural grain marble applied in displays.

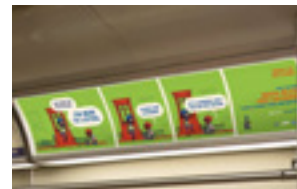


FUTURE FOOD TODAY

WINNER IN SOCIAL RESPONSIBILITY FOCUS / SOCIAL RESPONSIBILITY

Company: **Space10**
Lead Designer(s): **Flora Jakobsen**

Future Food Today is a collection of delicious, sustainable and future-proof recipes that set up the perfect menu for better eating, both for ourselves and the planet. Each recipe has been refined and perfected in our Test Kitchen, making sure that each dish expresses our core beliefs about food and the world we live in. Ultimately, we created Future Food Today to inspire ourselves and others to get curious in the kitchen and to motivate us to take action through our food choices. For more information please visit <https://space10.io/project/future-food-today-a-space10-cookbook/>



MENTAL HEALTH FIRST AID MEDIA CAMPAIGN

WINNER IN SOCIAL RESPONSIBILITY FOCUS / SOCIAL RESPONSIBILITY

Company:

DCF Advertising

Lead Designer(s):

New York City Department of Health & Mental Hygiene

Each year, one in five adults are likely to experience a mental health disorder. Many people know friends, family members and co-workers who struggle, but don't know what to do or say. This awareness campaign promotes free Mental Health First Aid (MHFA) training courses, a part of ThriveNYC, an initiative created to improve the mental well-being of all New Yorkers. MHFA teaches signs of mental illness and how to respond effectively. Animated videos and comic strip-like print ads illustrate scenarios where MHFA training benefits, demonstrating how choosing the best words makes a difference.



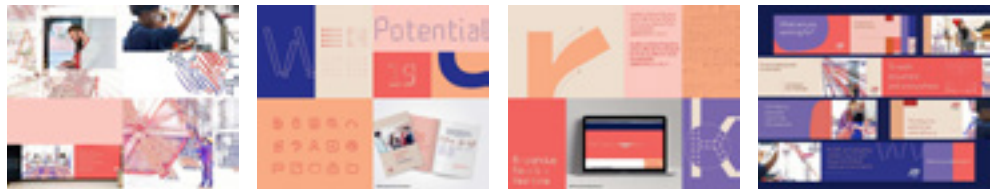
WALT DISNEY CONCERT HALL DREAMS

WINNER IN ANIMATIONS / TV / FILM / ANIMATION

Company: **Refik Anadol Studio**

Lead Designer(s): **LA Philharmonic**

The Los Angeles Philharmonic collaborated with Refik Anadol Studio to celebrate their history and explore their future. Using machine learning algorithms, the studio developed a unique machine intelligence approach to the LA Phil digital archives – 45 terabytes of data. The results are stunning visualizations for WDCH Dreams, a project that was both a week-long public art piece and a year-long immersive installation in their gallery. To actualize this vision, the team employed 42 large scale projectors, with 50K visual resolution, 8-channel sound, and 1.2M luminance in total.



ALWAYS DESIGNING FOR PEOPLE

WINNER IN TYPEFACES / TYPOGRAPHY

Company: **Havas New York**

Lead Designer(s): **Havas Havas**

The rapidly evolving world of work inspired and drove ADP, a legacy B2B HR company, to undergo a comprehensive brand transformation. We set about to demonstrate their new ethos through a dynamic design system: a bespoke variable typeface, refreshed palette, fluid grids and turned to machine learning to augment and stylize imagery — making data a visible element in their brand visual identity system.



RU
20
18

RU 2018



RU
20
18



2018
FIFA
WORLD
CUP
RUSSIA



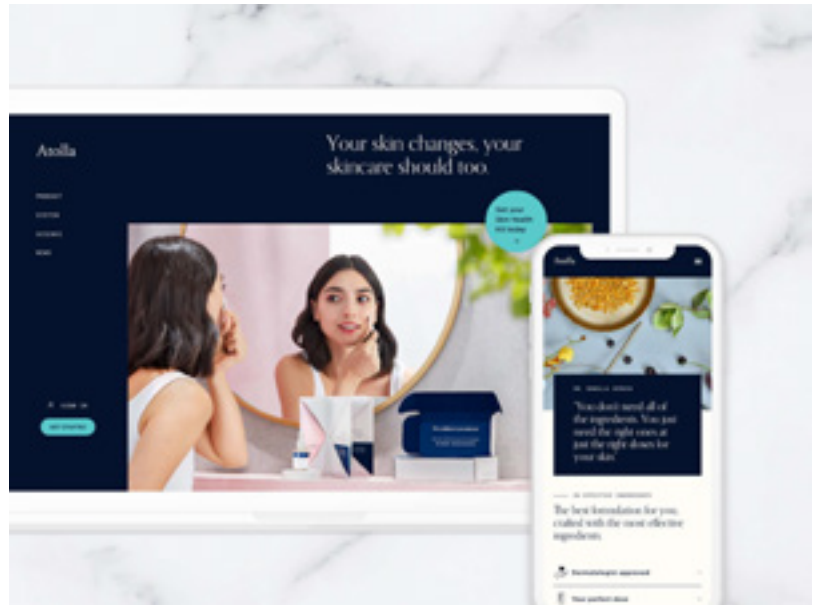
RUS
SIA
2018
FIFA
WORLD
CUP

COCA-COLA (FIFA WORLD CUP RUSSIA 2018)

WINNER IN TYPEFACES / TYPOGRAPHY

Company: **Ermolaev Bureau**
Lead Designer(s): **The Coca-Cola Company**

The Coca-Cola Company was the general sponsor of the FIFA World Cup 2018, held in Russia. The main idea of the logo is to show that the FIFA World Cup 2018 was to happen in Russia. The logo designs, based on simple geometric shapes, are taken from the game of football. A circle is a ball, rectangles symbolize goalposts and marks on the playing field. The original typography demonstrates traditions of Russian design, from the constructivism period which originated in the early 20th century in Russia.



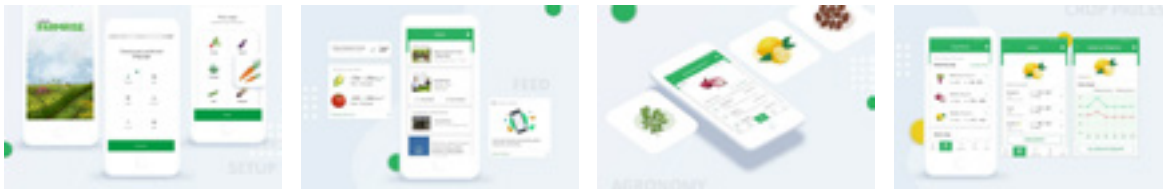
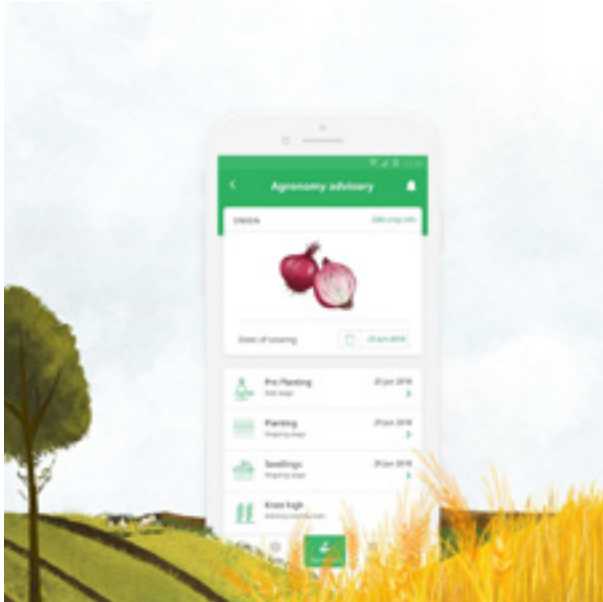
ATOLLA.CO

WINNER IN USER EXPERIENCE DESIGN / UI & UX DESIGN

Company: **metajive**

Lead Designer(s): **Atolla**

Atolla is an MIT-developed and Kickstarter backed company that is at the cutting edge of skincare and personalized products. Our team partnered with Atolla to design and build their digital ecosystem to support their product launch. We developed a conversion-optimized website and e-commerce platform that communicates the process of using their product that is like nothing else on the market. In addition to the website, we developed a web application that gathers the information for their patent-pending process to generate a unique serum for you that changes with your skin every month.

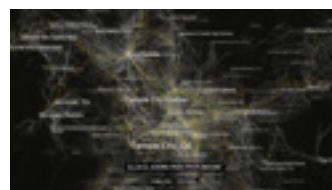
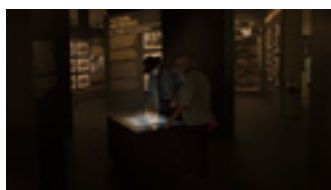


FARMRISE - MOBILE FARM CARE

WINNER IN USER EXPERIENCE DESIGN / UI & UX DESIGN

Company: **Lollypop Design Studio**
 Lead Designer(s): **The Climate Corporation**

Farmrise empowers the farmers' community in making informed operating and financial decisions. The major functionalities are: • Personalized & accurate agronomy advisory to the farmers based on the soil condition of their farmland and the crop they grow. • It eliminates the monopoly of middlemen by connecting buyers directly with farmers and by providing the current market prices for their crop. • Farmrise gives information on all the farming-related events happening in the farmers' locality. • It also provides information about the current government schemes, agri news, and weather updates.



LA RAZA DIGITAL INTERACTIVE

WINNER IN USER EXPERIENCE DESIGN / UI & UX DESIGN

Company: **Narduli Studio**

Lead Designer(s): **Pacific Standard Time: LA/LA**

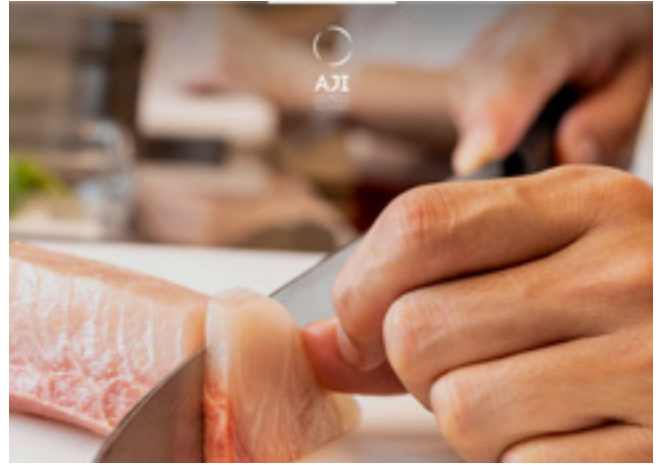
From 1967-1977, La Raza provided a voice to the Chicano Rights movement unfolding across Los Angeles. Its archive of 25,000+ photographs bears witness to this struggle for social justice. Most of the images had never been seen. As part of Pacific Standard Time: LA/LA, Narduli Studio was commissioned to bring the images to life in an interactive experience. We quickly realized that to truly experience this moment in history we needed to not only develop a practical system for navigation but create an explorable UX that would reveal the invisible data and underlying network of connections.



Honorable Mentions



Digitalist Group - The Co-creature
Honorable Mention in Promotional items, Branding



Aji oriental take-away & delivery - Aji Website
Honorable Mention in Websites, Online Media



KAN Capital Group SB - Jingze
Honorable Mention in Brand identity, Branding



The Reollo Group - Manta Air
Honorable Mention in Brand identity, Branding



NEXT Story Group - Next Hotel
Honorable Mention in Brand identity, Branding



Lydia House - Helpme Feed
Honorable Mention in Social responsibility Focus, Social Responsibility



Gerri Shane - Barnana Organic Ridged Plantain Chips
Honorable Mention in Food, Packaging



Cade Museum - Cade Museum
Honorable Mention in Museum exhibitions, Exhibition design



UPMC Health Plan - Upmc Isd - Annual Report
Honorable Mention in Corporate annual report, Annual Reports



GAIA - Designing A Premium Craft Beer Brand For China
Honorable Mention in Beverage, Packaging



Cam Newton's Fellowship Cigar Club - Melt & Cam Newton: Fellowship Branding
Honorable Mention in Brand design, Branding



Call it Spring (ALDO Group) - Call It Spring
Honorable Mention in Brand identity, Branding



Call it Spring (ALDO Group) - Call It Spring Logo
Honorable Mention in Logo design, Branding



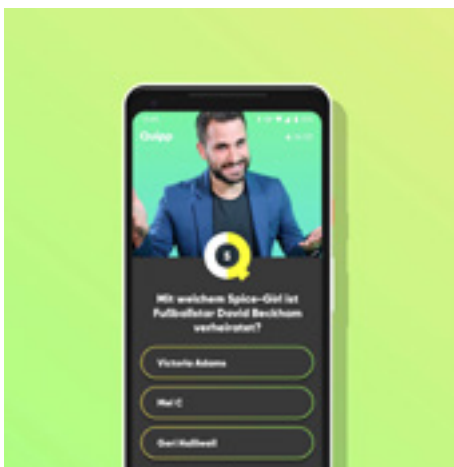
Colquimica Adhesives S.A - Rebranding
Honorable Mention in Brand identity, Branding



EASYLAB - EasyLab Logo
Honorable Mention in Logo design, Branding



Kuiper Group - Kuiper Group – Delivering On Our Commitments
Honorable Mention in Corporate identity, Branding



Björn Sorge - Quipp
Honorable Mention in User Interface design, UI & UX Design



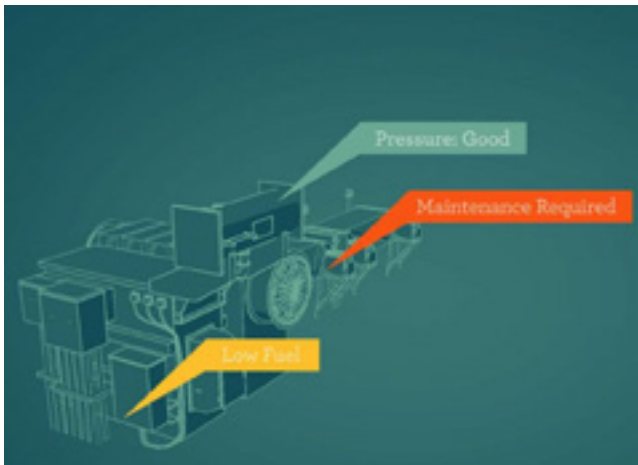
Sabian Cymbals - Sabian Cymbals Rebranding
Honorable Mention in Brand identity, Branding



Innovate UK - Energy Revolution
Honorable Mention in Editorial, Photography



Chris Corneal - Symbiotic Solutions Logo
Honorable Mention in Logo design, Branding



Optimized Solutions - Enterprise Software Product Video Launch
Honorable Mention in Brand identity, Branding



Cafe Liano Coffee Bar - Integrated Brand Development
Honorable Mention in Brand design, Branding



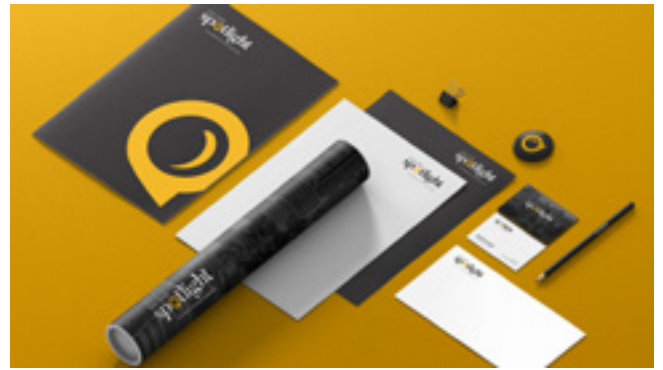
IonQ - Ionq Website Design + Illustration
Honorable Mention in Websites, Online Media



ISIA Roma University - Isia New Visual Identity
Honorable Mention in Corporate identity, Branding



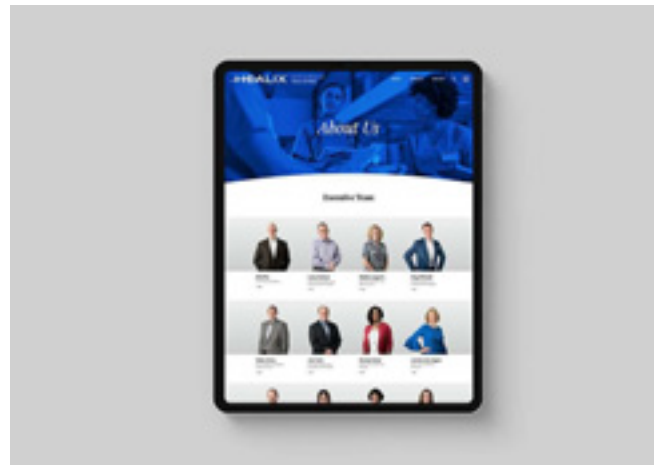
ASAlaser - Asa Product Identities
Honorable Mention in Brand identity, Branding



San José Spotlight - San José Spotlight
Honorable Mention in Brand identity, Branding



hmf Group - Hmf – Mega Awesome
Honorable Mention in Corporate identity, Branding



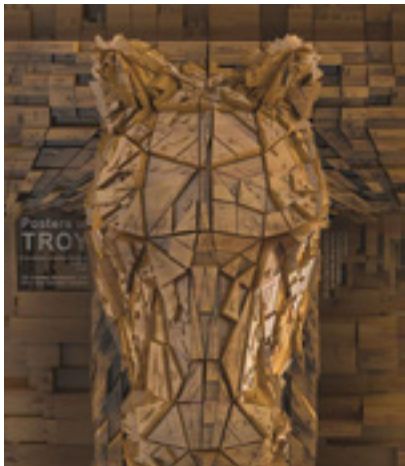
Healix - Healix
Honorable Mention in User Interface design, UI & UX Design



Google - Safe,page
Honorable Mention in User Experience Design, UI & UX Design



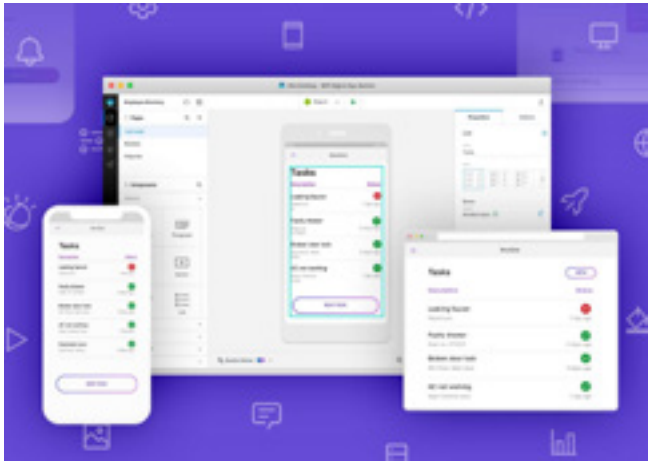
NewPath Landscape Services - Newpath Branding Project
Honorable Mention in Brand identity, Branding



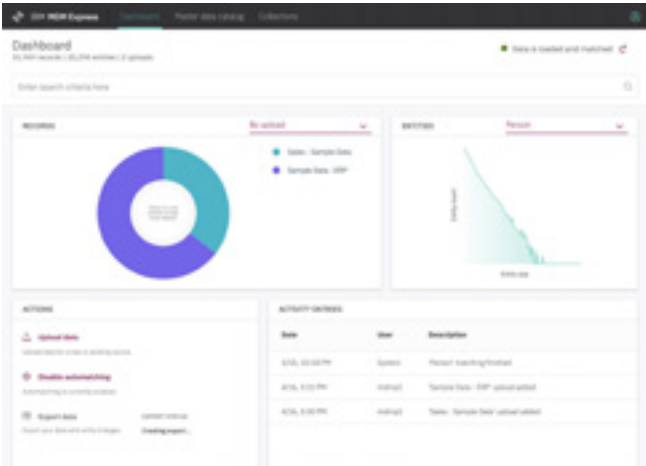
Posters of Troy 2018 - Trojan Horse
Honorable Mention in Other, Posters



Lisa Graham - We Did It Ourselves Illustration
Honorable Mention in Other Graphic Design, Other Graphic Design



Sasha Kerbel - Ibm Digital App Builder
Honorable Mention in User Interface design, UI & UX Design



Sasha Kerbel - Ibm Master Data Management Express
Honorable Mention in User Experience Design, UI & UX Design



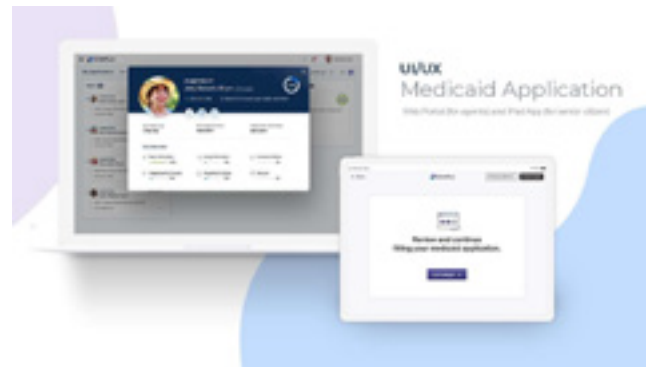
CetraRuddy Architecture - Crocelebrates30
Honorable Mention in Promotional items, Branding



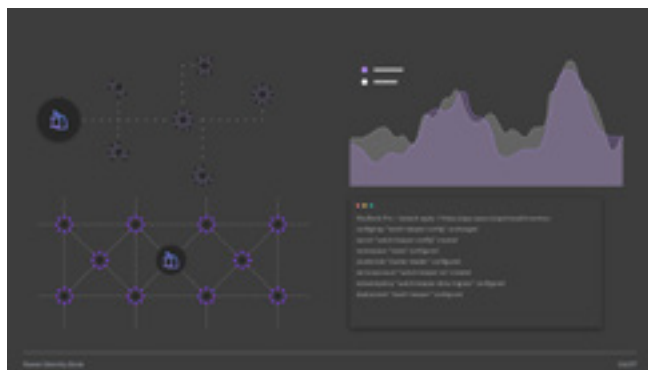
Self Production - Men On The Moon
Honorable Mention in Editorial, Photography



BMW Group Classic - Our Brands. Our Stories.
Honorable Mention in Integrated campaigns, Advertising



Shubhi Dixit - Simplifying Medicaid Applications
Honorable Mention in User Experience Design, UI & UX Design



Sasha Kerbel - Ibm Razee
Honorable Mention in Brand identity, Branding



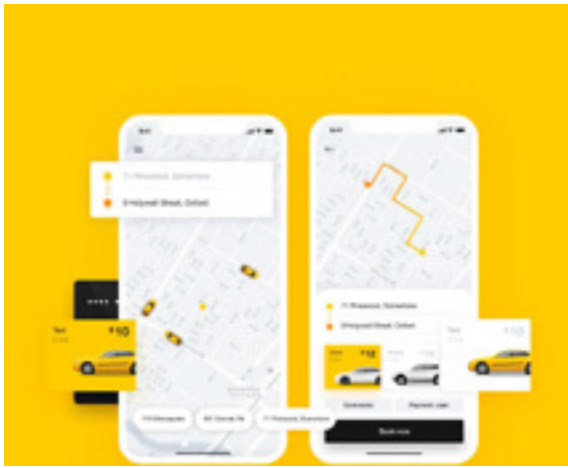
Noble Roman's Inc. - Hand-crafting A Pizzeria's Recipe For Social Media
Honorable Mention in Social media experiences, Online Media



Noble Roman's Inc. - Hand-crafting Social Media Success For A Pizzeria
Honorable Mention in Social media experiences, Online Media



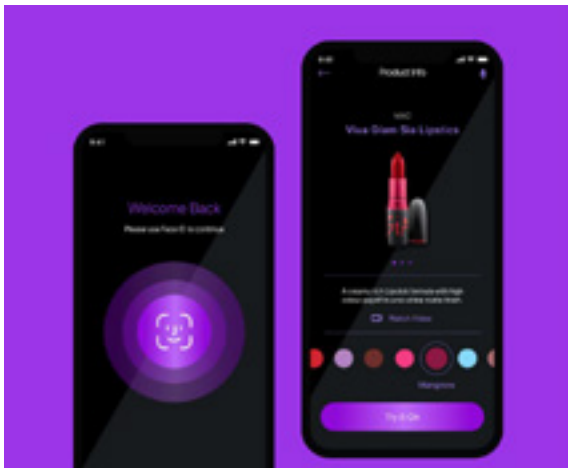
Winnie Cheung - Hidden Gem
Honorable Mention in Retail interior design, Retail



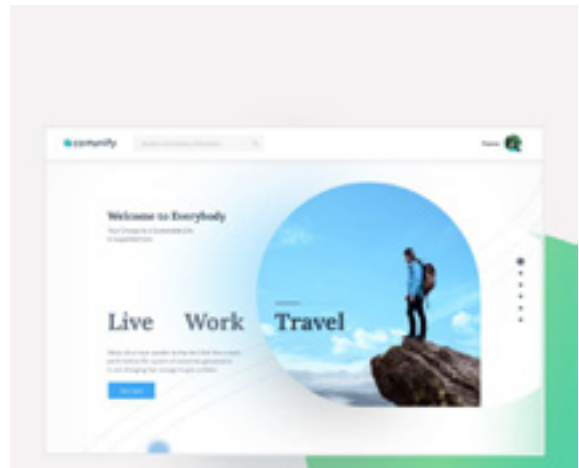
Maria Nikolava - Capmap
Honorable Mention in User Interface design, UI & UX Design



Maria Nikolava - Infinite Selection
Honorable Mention in User Interface design, UI & UX Design



Maria Nikolava - Smart Mirror
Honorable Mention in User Interface design, UI & UX Design



Maria Nikolava - Community
Honorable Mention in User Interface design, UI & UX Design



Julie Donovan - The 2018 Hospital Digital Experience Index
Honorable Mention in Digital annual reports, Annual Reports



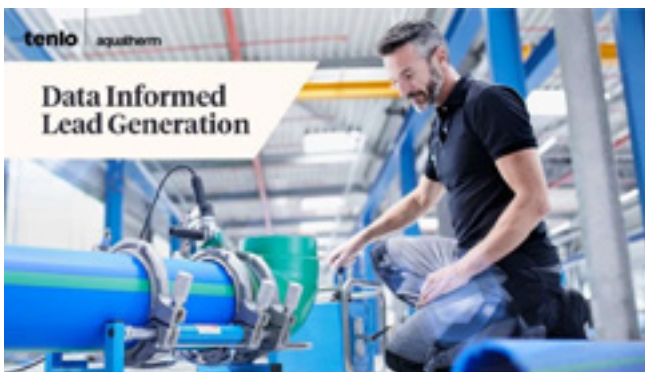
Glick's Exteriors - Glick's Exteriors Sales Folder
Honorable Mention in Other Graphic Design, Other Graphic Design



Nestle NESCAFÉ Team - Cold Brew Curiosities Photo Shoot
Honorable Mention in Advertising, Photography



Nestle NESCAFÉ - Cold Brew Curiosities Recipe Book
Honorable Mention in Other books, Books



Aquatherm - Aquatherm Integrated Marketing Plan
Honorable Mention in Integrated campaigns, Advertising



Concero - Concero Logo
Honorable Mention in Logo design, Branding



Turner Kia - Summer Blockbuster
Honorable Mention in TV, TV / Film / Animation



Pediatric Associates of the North Shore - Pediatric Associates Of The North
Honorable Mention in Brand design, Branding



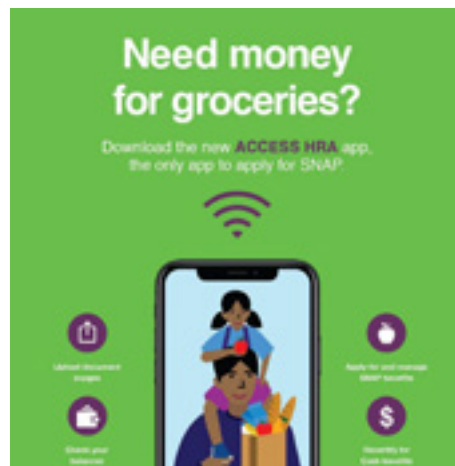
press80.com - "warhol Barbie"
Honorable Mention in Fashion, Photography



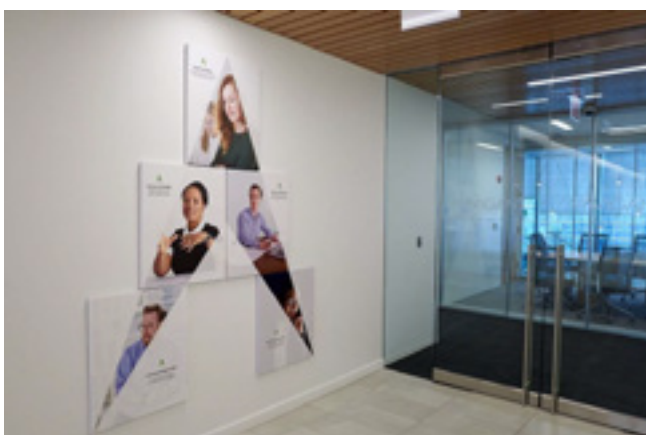
press80.com - "lipstick"
Honorable Mention in Fashion, Photography



press80.com - "coffee"
Honorable Mention in Editorial, Photography



NYC Human Resources Administration - Nyc Hra App / Lgbtqi Campaigns
Honorable Mention in Integrated campaigns, Advertising



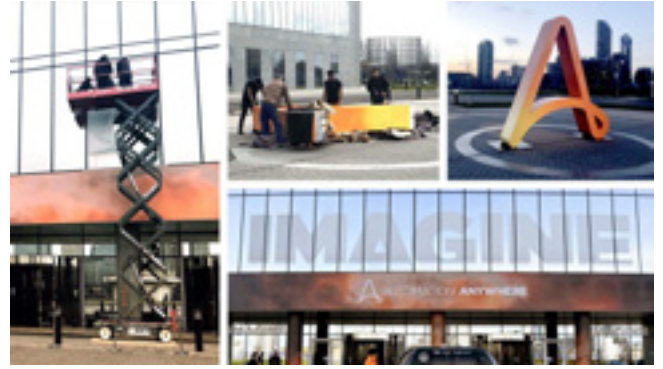
Navigant Consulting - Navigant Consulting
Honorable Mention in Motivational, Posters



Santa Clara Family Health Plan - Santa Clara Family Health Plan Branding
Honorable Mention in Brand identity, Branding



LinkedIn - Ready To Disrupt Booklet
Honorable Mention in Brochures, Books



Automation Anywhere - Automation Anywhere: Imagine London 2018
Honorable Mention in Other, Exhibition design



Automation Anywhere - Automation Anywhere: Imagine London 2019
Honorable Mention in Other, Exhibition design



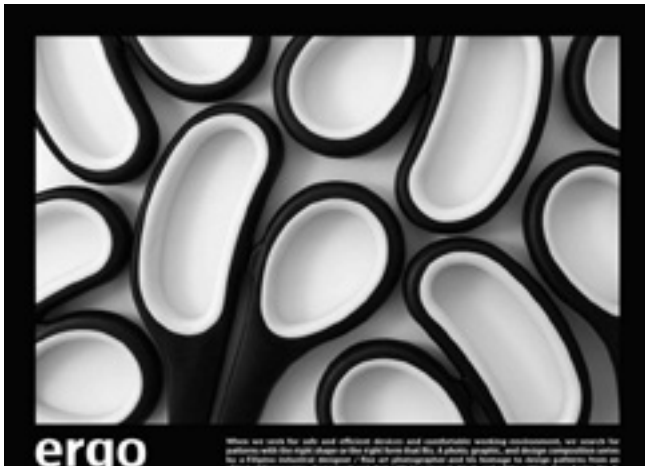
beMarketing - Bemarketing Holiday Card
Honorable Mention in Other Graphic Design, Other Graphic Design



SC Conference Series - Sc19
Honorable Mention in Brand design, Branding



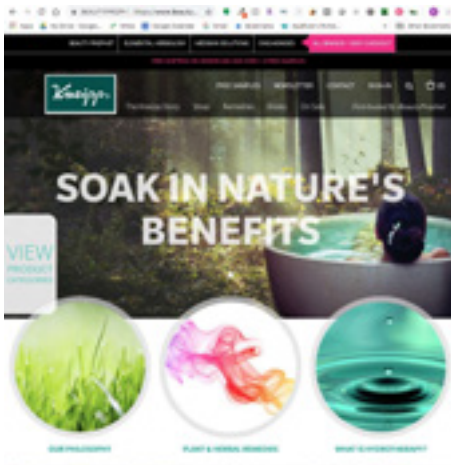
OPTASY Inc. - Optasy Rebranding
Honorable Mention in Brand design, Branding



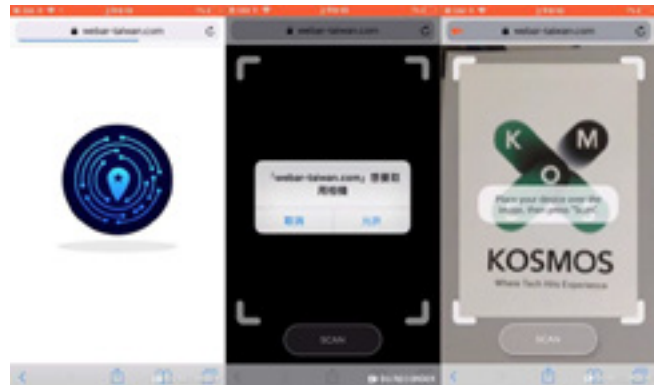
Rommel Lugada - Ergo
Honorable Mention in Advertising, Photography



Prestige Consumer Healthcare/ Summer's Eve - Elephant
Honorable Mention in TV, TV / Film / Animation



Beauty Prophet - Beauty Prophet Website
Honorable Mention in Websites, Online Media



Taiwan B2B2C - Webar-taiwan
Honorable Mention in Digital marketing, Advertising



Jady Bates - Jady Bates
Honorable Mention in Editorial, Photography



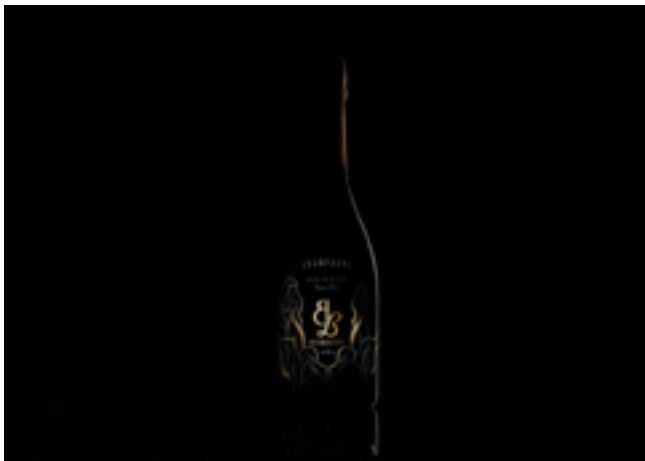
FWD & Pacific Century Premium Developments - Mariners' Bar
Honorable Mention in Brand identity, Branding



FWD & Pacific Century Premium Developments - Stable Steak House
Honorable Mention in Brand identity, Branding



Audemars Piguet - Audemars Piguet: Seasons In Time
Honorable Mention in Promotional items, Branding



Vines & Terriors - Bb Signature
Honorable Mention in Luxury products, Packaging



LION CLUB NEW AGENT - Existence ;
Honorable Mention in Other, Posters



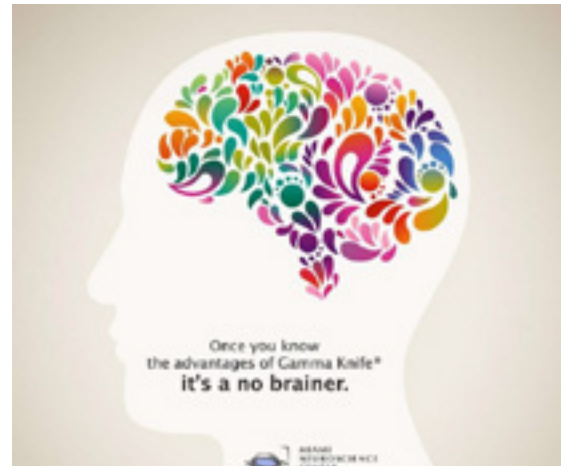
Sette Magazine/Corriere della Sera - Where Now?
Honorable Mention in Editorial, Photography



Hiroki Kobayashi - Radioactive Live Soundscape
Honorable Mention in Social responsibility Focus, Social Responsibility



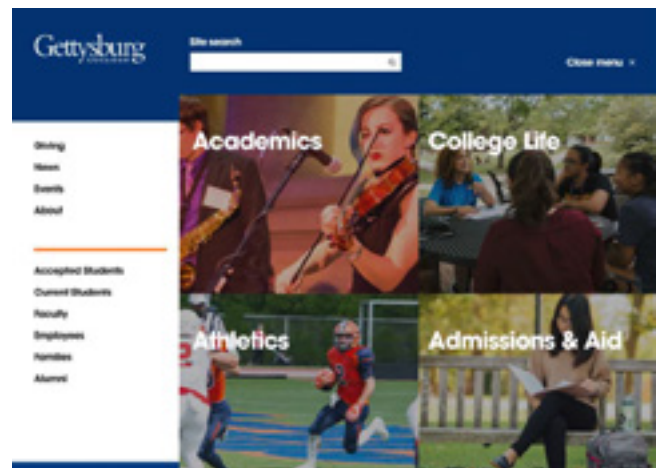
Mike Valdes-Fauli - Generation Vi
Honorable Mention in Integrated campaigns, Advertising



Miami Neuroscience Center - Miami Neuroscience Center
Honorable Mention in Print campaigns, Advertising



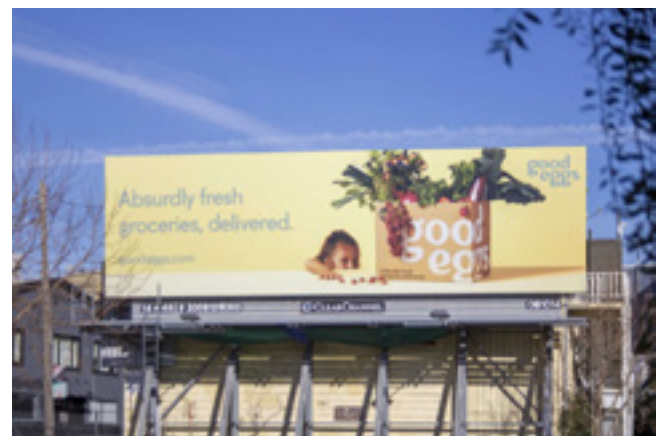
Nexus Services - Libre By Nexus
Honorable Mention in Print campaigns, Advertising



Gettysburg College - Gettysburg College Website Search Experience
Honorable Mention in User Experience Design, UI & UX Design



Santina - Santina Website Redesign
Honorable Mention in Websites, Online Media



Good Eggs - An Absurdly New Golden Age Of Food
Honorable Mention in Outdoor advertising, Advertising



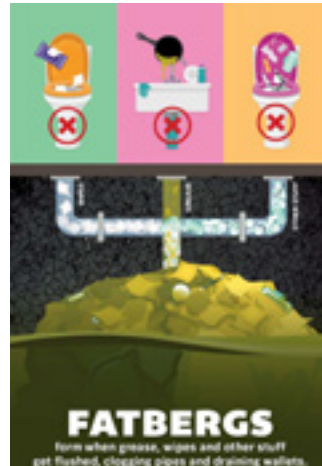
Healthy Food Brands - Switchle
Honorable Mention in Beverage, Packaging

womxn

Power to the Women - Womxn | Power To The Women
Honorable Mention in Logo design, Branding



Albizu University - Ignite Your Career
Honorable Mention in Integrated campaigns, Advertising



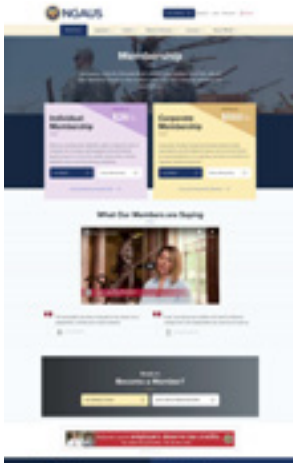
New York City Department of Environmental Protection - "trash It, Don't
Honorable Mention in Social responsibility Focus, Social Responsibility



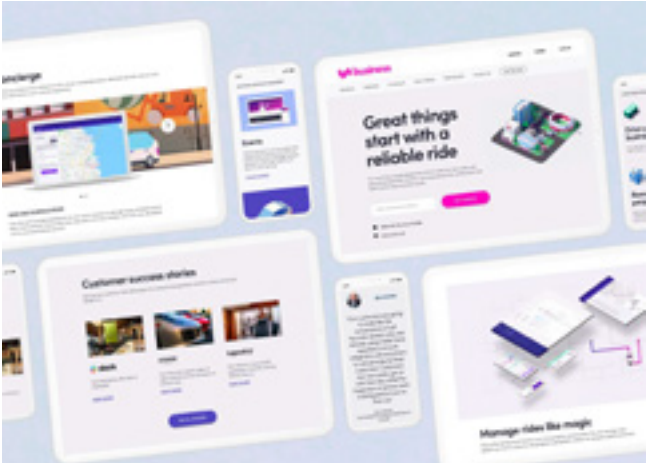
New York City Commission on Human Rights - Human Rights Campaign
Honorable Mention in Social responsibility Focus, Social Responsibility



NAFSA - New Ux Design For Nafsa
Honorable Mention in User Experience Design, UI & UX Design



The National Guard Association of the United States, Inc. - Creating A
Honorable Mention in User Experience Design, UI & UX Design



Lyft Business - Lyftbusiness.com
Honorable Mention in Other, Online Media



Rommel B. Lugada Design - The Fine Art Of The Nature Lover Boy
Honorable Mention in Nature, Photography



Rommel B. Lugada Design - Gemini
Honorable Mention in Nature, Photography



Saltz Mongeluzzi Barrett & Bendesky - Saltz Mongeluzzi Barrett & Bendesky
Honorable Mention in Websites, Online Media



Coty / Calvin Klein Fragrances - Calvin Klein Valentine's Day Social
Honorable Mention in Social media experiences, Online Media



Student Winners



TETAAN BURI AND BOKAA BURI

WINNER IN CHILDREN BOOKS / BOOKS

Company: **Pearl Academy**
Lead Designer(s): **Krishna Priya Santra**

Experience the rich Bengali culture through a visually evocative picture book for young and young at heart. This story comes straight from the heart of Bengal, rich in various forms of art and storytelling. Through a kaleidoscope of colours and material, the evocative imagery is designed to provide a treat to the readers who are young and young at heart. This project promotes the revival of regional stories from India for young children as a way of nurturing awareness, appreciation and respect both for their own culture and the cultures of others.



OLEK – A SCENTED BOOK FOR CHILDREN WITH AUTISM

WINNER IN CHILDREN BOOKS / BOOKS

Company: **Fh Joanneum**
 Lead Designer(s): **Maruša Puhek**

The collaboration with the Professional Center Pomurje and my mentor Catharine Rollier brought up two significant books for my Master's Thesis. The theoretical part explaining the background and the practical part – a prototype of a scented book for children with Autism Spectrum Disorder (ASD) and also typically developed children. This book was carefully developed, considering numerous aspects like illustrations, format, rhyme, rhythm and repetitions, learning elements and stimulations of the olfactory system, which are showing significant developmental improvements in children with ASD.



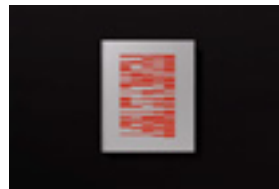
INFOCASTLE

WINNER IN LIMITED EDITION BOOKS / BOOKS

Company: **Fh Joanneum Graz**

Lead Designer(s): **Basem El Koury**

The project for my master's thesis is a VR 3D simulation of the castle "Oberkapfenberg" (Austria), in its original state during the Renaissance. I wanted to bring back the feeling and experience to visitors of that castle, to make them understand, how. To give the thesis book an old and modern appearance, it was bound with the wood from a tree, that originated from the forest, where the castle stands. A slipcase was built with the same wood and an engraving of the logo and background, that represents the immersion in VR. A hologram of the 3D castle was made and embedded in the front cover.



PRIVACY IS THEFT

WINNER IN OTHER BOOKS / BOOKS

Company: **Artcenter College of Design**

Lead Designer(s): **Yebin Chung**

Knowing is Good, But Knowing Everything is Better. The digital mass surveillance network has the power to reveal and analyze everything about you, down to the minuscule detail of your favorite breakfast food. We are living in the age of surveillance. As technology progresses, we are approaching a world far more intelligent and intrusive than before. This new framework, seemingly straight out of a dystopian dream is frightening. 'Privacy is Theft' is a book that introduces where we have come to in today's world and how we can, if possible at all, bypass the limitless power of mass surveillance.



ZONE EIGHT

WINNER IN CORPORATE IDENTITY / BRANDING

Company: **Shu-Te University**

Lead Designer(s): **Rou-Tzu Pan**

The internal value of aerolites is intangible. Crystallizing manifests value from inside out and the pursuit of excellence on the road of exploration is endless. Turn the number "8" horizontal upside down, let it form an infinite symbol 8. "Zone Eight" means that designing this field, the universe will never cease. It's an unlimited area and our common symbol too. In the boundless expanse of land float, we will be looking for the value of one's own self. Refine "Zone Eight" turn into the crystal for a long period of time, we believe different personal colors will appear in different angles.



PERFUME PACKAGING CONCEPT FOR PENHALIGON

WINNER IN BEAUTY & HEALTH / PACKAGING

Company: **Maryland Institute College of Art**

Lead Designer(s): **Qinglu Guo**

This is a brand shift project for Penhaligon's, a British perfume house founded in 1870. To address the problem that it's always hard for non-professionals to interpret the specification of perfumes from their unorganized labels, I designed a simple, intuitive, and creative system to label Penhaligon's fragrances. I used an arrangement of gradations to signify various concentrations of scents for products. This project was featured by The Dieline, Behance, and several popular design Instagram pages including @projektmono, @design.feed, and @visualgraphc.



OWATER

WINNER IN BEVERAGE / PACKAGING

Company: **Maryland Institute College of Art**

Lead Designer(s): **Qinglu Guo**

OWATER is a brand of carbonated vitamin water with four unique fruit+vegetable flavor pairs. The design uses the dynamic layout of “O” to visualize the movement of bubbles in sparkling water. Letters “B”, “C”, “D”, and “E” distributed at the bottom half of the slim can represent the vitamins provided by fruit and vegetable ingredients. This project was featured by Packaging of the World.



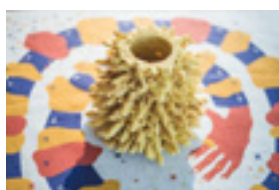
KRONICLE COFFEE

WINNER IN BEVERAGE / PACKAGING

Company: **California State University, Fullerton**

Lead Designer(s): **Giselle Marquez**

Kronicle Coffee Roasters is a newspaper-themed coffee shop that specializes in freshly roasted coffee beans. Bagged on-site, the beans are packaged in an accordion tied bag that resembles a stack of newspapers ready to take home. The bag unravels to reveal headlines alluding to coffee.



GAME DESIGN AND PACKAGING

“ON THE TIP OF A TONGUE”

WINNER IN FOOD / PACKAGING

Company: **Vilnius Academy of Arts**

Lead Designer(s): **Diana Molyte**

The cultural heritage of Lithuania has many layers, which formed in five distinct ethnographic regions over many centuries. A culinary heritage product line “On the tip of a tongue” and a game shows the multi-layered nature of Lithuanian heritage. The game consists of a mobile application and a board game themed fabric. The process of food tasting is also an integral part of this game. Additionally, ethnographic regions are presented through language, customs and traditional Lithuanian cuisine. The players are free to choose which regional desserts they want to include in the game.



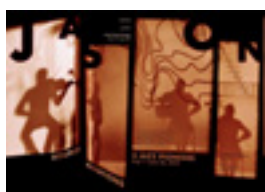
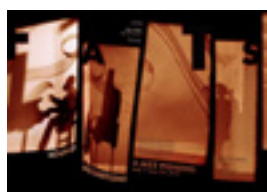
PIBU PIBU

WINNER IN SUSTAINABLE PACKAGING / PACKAGING

Company: **Rhode Island School of Design**

Lead Designer(s): **Young Eon Kim**

PIBU PIBU is a Korean bath and beauty brand that allows customers to mix and match two ampoules from their selection of natural and bio ingredients to create a customized shampoo or body wash. From their request for an eco-friendly packaging solution, a fully recyclable paper package was made for its first step. The design of the package is ideal for identification and representation. The surface of the package was designed to allow identification of the brand image in a glance. The package was designed in order to encourage the users' experience of DIY to extend the brand's unique system.



SOUND ASSERTIONS: 3 JAZZ PIONEERS

WINNER IN MUSICAL / POSTERS

Company: **University of Cincinnati**

Lead Designer(s): **Renee Seward**

Buddy Bolden, Fats Waller, and Jason Kao Hwang all had something in common besides being jazz innovators: each of these artists used their unique cultural background to inform on their inventive music. Buddy Bolden was the king of the New Orleans music scene and father of jazz. Fats Waller took the Harlem Renaissance further through his innovations in piano. Jason Kao Hwang fused Chinatown sounds and jazz to create an entirely new genre of music. These posters advertise a concert series celebrating these three pioneers by highlighting the cultural influences that shaped them and their music.

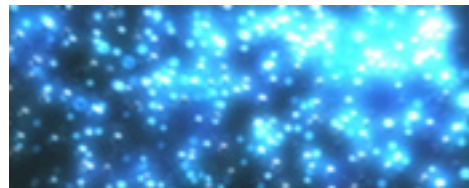
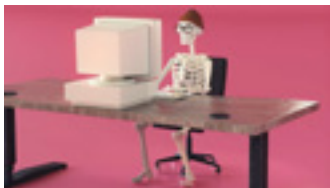


YOUTHS TAKE A STAND

WINNER IN POLITICAL / POSTERS

Company: **University of Cincinnati**
 Lead Designer(s): **Renee Seward**

If kids have to stand up to adults for their own basic rights then there must be a glitch in the system of life. Youths Take a Stand is a hypothetical social justice exhibit highlighting child-led movements throughout history. The event highlights the Newsboys Strike of 1899, the Little Rock Nine, and March for Our Lives. Each group broke down barriers and paved the way for children to be able to speak out and have their voices heard.



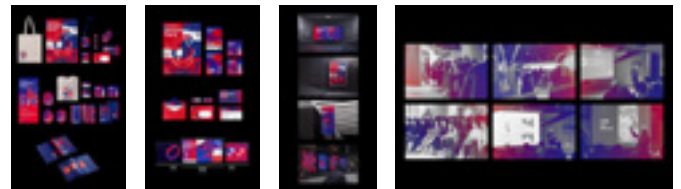
LP GRAPHIX SHOWREEL 2019

WINNER IN ANIMATIONS / TV / FILM / ANIMATION

Company: **University of Louisville**

Lead Designer(s): **Luke Parker**

The showreel for my personal branding. Contains a collection of my best, past work contextualized within a commentary on how hard artists and designers "hustle" these days. That commentary is delivered by a caricature of myself, "Sir Deaddo", working tirelessly to build his own showreel. I hoped to build a fun, yet tense narrative that showcases my best work in a funky way that viewers can't help but grin at.



O>1ST DESIGNERS' PARTY

WINNER IN OTHER TYPOGRAPHY / TYPOGRAPHY

Company: **National Taiwan University of Science and Technology**

Lead Designer(s): **Hong Da Jiang**

"O" symbolizes the beginning and origin, and is the beginning of the next new stage. The "O" variously represents individuals from different backgrounds, in which the enthusiasm and intention of designs are the same. Designers believe that each participant is an indispensable key element. The "O" is experimentally produced to create a variety of visual styles. It is not limited to a single style, and it can show the core value of seeking unity while reserving differences. Visual designers believe that harmony is the key to progress.



AIRRIDE - MIXED REALITY SKIHELMET

WINNER IN USER EXPERIENCE DESIGN / UI & UX DESIGN

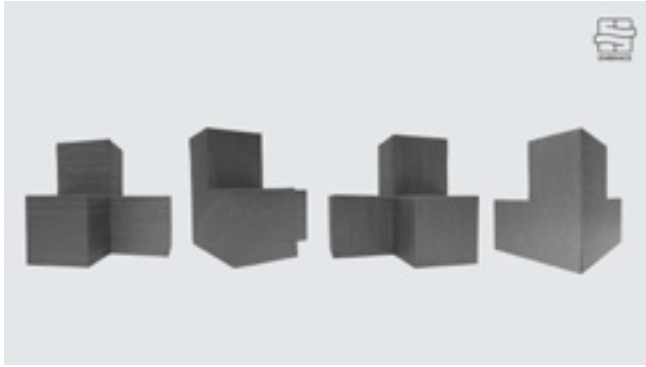
Company: **University of Applied Sciences Darmstadt**

Lead Designer(s): **Maximilian Klyk**

Airride is a concept for a completely new experience in winter sports. We designed a concept for a ski helmet with integrated augmented reality glasses. In the Interface, a head-up displays relevant information such as speed, altitude, time and weather conditions. An integrated navigation system leads the driver to huts, ski lifts or his friends and children. The game mode allows to race against yourself or time and to improve your skiing by collecting coins through given curves. The communication feature allows to communicate with friends and creates a direct connection to social networks.



Student Honorable Mentions



Kir Yuan - Embrace
Honorable Mention in Beauty & Health, Packaging

Kir Yuan - Joyous
Honorable Mention in Fashion packaging, Packaging



Dario Calonaci - Amedei Proposal
Honorable Mention in Food, Packaging



Seetharam Vallabhaneni - Piercing Stare
Honorable Mention in Nature, Photography



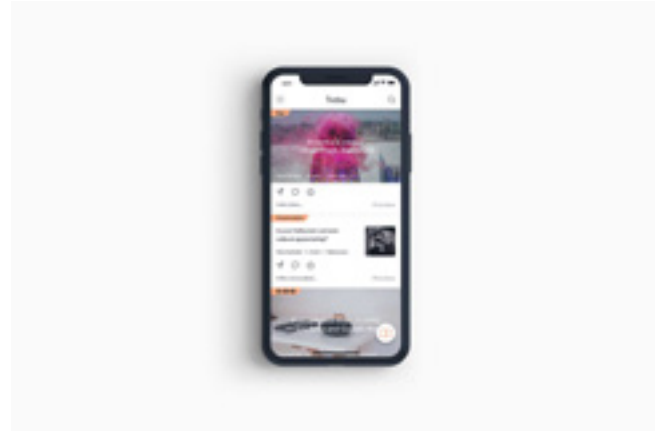
Benedikt Schneeberg - Integrated Ar-helmet For Police Forces
Honorable Mention in Innovative technologies (VR and other), Advertising



Dewi Owen Hughes - Coleg Llandrillo Art Foundation Yearbook 2019
Honorable Mention in Art & culture books, Books



Jennifer Orhélys - Dune
Honorable Mention in Fashion, Photography



Yue Yu - Paddle
Honorable Mention in User Experience Design, UI & UX Design



Yue Yu - Spacing
Honorable Mention in User Experience Design, UI & UX Design



Renee Seward - Jazz Hands
Honorable Mention in Advertising posters, Posters



Hong Da Jiang - Treasure Island
Honorable Mention in Art & culture books, Books



Sharan Adka - False Friends
Honorable Mention in Other Graphic Design, Other Graphic Design



Renee Seward - Music Icons
Honorable Mention in Advertising posters, Posters



H-Da Fbg - Das Bauhaus Im Spiegel Der Mathildenhöhe
Honorable Mention in Innovative technologies (VR and other), Advertising