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process.



FALL 2011

In the World of Design the Creativity International Awards are the real deal.
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AIGA DESIGN CONFERENCE: OCTOBER 13-16 PHOENIX



World of design.

as one of the longest running, independent advertising & graphic design competitions,

the creativity international awards

is the real deal.

creatives from all over the world submit

their entries in every discipline—from new

media and web design, to film and tv, to

print and publications—in hopes of being

honored with the coveted platinum and

best in show awards.

Process spoke with Kathleen Ritchie, marketing director of the Creativity International Awards, about the program's beginnings, the design rock stars it has created, and what the future holds for one of the most prestigious creativity and design awards programs in the world.



CREATIVITY
INTERNATIONAL AWARDS

Give us a little background on the Creativity Awards. How did it start?

The Creativity Awards was started in 1970 by the prestigious *Art Direction Magazine* and was meant to answer many criticisms of design shows and awards [happening during that time].

Since it first published in 1949, the magazine supported all award shows because they rewarded the talent of the design and advertising industry. This new show, however, made the following changes: Instead of restricting entries, it accepted them from all over the world. And the magazine judged the show instead of art directors themselves. Magazine staff felt that at least one awards show should be completely unrestricted and open to all schools and styles of advertising design; impartial to art, illustration, photography or graphic design and inclusive of all types of media.

In 1971, the first Creativity Awards Annual was published as a complete pictorial record of the 1970 Creativity Awards show. Over 41 years, there have been so many winners. In fact, we're currently working on an archive for viewing online that will show all the winners dating back to 1970.

What happened after *Art Direction Magazine* ceased publication?

After the magazine stopped publishing, David Carter acquired the rights to the Creativity Awards in 1997. Carter was an entrepreneur and writer, who was considered an expert in graphic design, logo design and corporate branding.

When Carter retired, he sold the Creativity Annual to George C. Dick, president and CEO of Four Colour Print Group, the company that had been printing the Creativity Award Annuals for Carter.

Dick began his printing career in 1980, and has since visited printing plants in a dozen different countries

in Asia, Europe, Central and South America. He's always searching for new business partners, new technology, and new ideas to help manage the relationships between customers, sales/service personnel and manufacturers. He's had articles published in trade magazines, and spoken at industry conferences. He divides his time between his family, business, and sports activities.

Who have been some of the awards' most notable winners?

Archie Boston, Frank Pietronigro, Jack "Wolfgang" Beck, Earl Gee (GDUSA 10 to Watch), photographer Franco Rubartelli, Paula Scher, Morton Goldscholl, Debbie Millman, Art Paul, TBWA, Young & Rubicam, Leo Burnett, Chiat/Day, AKQA and Ogilvy & Mather.

What countries have been represented over the years?

United States, Greece, Singapore, UK, France, Spain, Germany, Poland, China, Japan, Australia, Brazil, Ecuador, New Zealand, South Africa, Turkey, India, Belgium, Sweden, Norway, Finland, Canada, Mexico, Croatia, Macedonia, Slovenia, Hungary, Kazakhstan, Russia, Taiwan, Thailand, Philippines, Netherlands, Malaysia, Colombia, Denmark, Hong Kong, Oman, UAE, Switzerland, South Korea...we've received at least one entry from every country over the last 41 years.

What is the average percentage of winners to entries?

We pride ourselves in the fact that only about one-quarter to one-third of entries make the cut and are featured in the Awards Annual. Our judging panel always represents a cross section of proficiencies, backgrounds and nationalities, and they come together to pick the best representations of creativity and design that are submitted to the competition.

Of course, good and effective design can be subjective—especially when you're looking at pieces from other countries. Because the scores are averaged together, we don't give them specific instructions. We simply ask them to rely on their expertise and background, and to evaluate all aspects of the entry: production techniques and material, presentation, idea, execution, color selection, typography, photography, pretty much everything!

Who have been some of the judges?

Our judges panels over the last couple years have included Ben Williams, AKQA (Australia and the U.S.); Burkey Belser, Greenfield Belser; Lucie Lebaz, EURO RSCG C&O (France); Henry Rasmussen (Denmark); Will Burke, Brand Engine; Marcelo Lopes, Merchan Design (Brazil); Michael Mrakovic (Australia), Prentice Howe, Door Number 3; Stan Church, Wallace/Church; Egon Springer, Pareto, (Canada); Pranav Sharma (India).

What is the future of the awards?

Today, Creativity Awards continues its legacy of recognizing the most creative design and advertising being created around the world. Our goal is to be the most comprehensive vehicle for self-promotion out there. You get the most "bang for your buck," if you will. We've brought back the roots of Creativity Awards, including the traveling exhibit, which can be seen at the Phoenix Design Museum until Oct. 20. Our Awards Annual is bigger and better than ever, and we're planning a retrospective of the first 50 years.

We are engaging in partnerships with influential design magazines and associations throughout the world to make today's designers aware of the accolades that participating in Creativity International can give them.



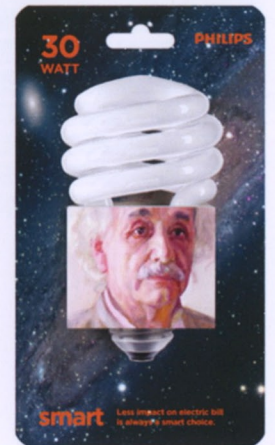
GREEN PACKAGING/
ANTI-PACKAGING
HEALTH & BEAUTY
PACKAGING
RETAIL PACKAGING
MARC ATLAN DESIGN
CREATIVE DIRECTOR:
MARC ATLAN
CLIENT:
BAXTER OF CALIFORNIA



PLATINUM STUDENT FOOD & BEVERAGE PACKAGING
CAL STATE FULLERTON
INSTRUCTOR: THERON MOORE

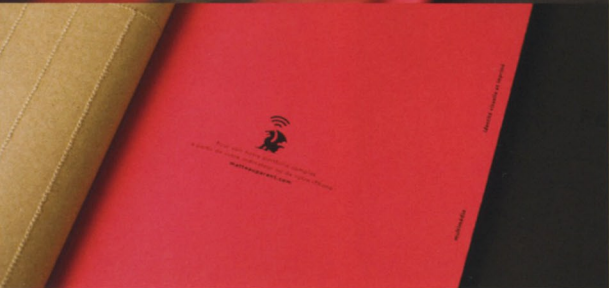


STUDENT PLATINUM
PROMOTIONAL
PACKAGING
POINT OF SALE
PACKAGING
CENTRAL ST. MARTIN'S
COLLEGE OF ART & DESIGN
ART DIRECTOR/
COPYWRITER:
MAXWELL A. DAVIS





PLATINUM CREATIVE FIRM, SELF-PROMOTION, SINGLE UNIT
 MATTEAU PARENT GRAPHISME ET COMMUNICATION -
 CANADA | ART DIRECTOR: HELENE MATTEAU
 GRAPHIC DESIGNER: LAURENT GRISLAIN



PLATINUM VIDEO/CD/DVD/LP PACKAGING

HBO HOME ENTERTAINMENT

IGNITION PRINT

CLIENT: HBO HOME ENTERTAINMENT

CREATIVE DIRECTOR: EMMETT JAMES

ART DIRECTORS: BRUCE VENTANILLA, YUJIN ONO

PRODUCTION ARTIST: ANDREA BLYTHE



PLATINUM FOOD & BEVERAGE PACKAGING | SUBPLOT DESIGN INC.
 CLIENT: LEVEL GROUND TRADING | CREATIVE DIRECTORS: MATTHEW CLARK, ROY WHITE
 DESIGNERS: MATTHEW CLARK, ROY WHITE | WRITERS: DEREK PERKINS, MATTHEW CLARK
 ILLUSTRATOR: MATTHEW CLARK | PHOTOGRAPHER: HUGO CIRO



BEST IN SHOW

PROFESSIONAL

CATEGORY: HOME &

GARDEN PACKAGING

CLIENT: BAJAJ

MAJESTY IRON

CREATIVE FIRM/

SCHOOL: LEO BURNETT

INDIA

NATIONAL CREATIVE

DIRECTOR: KV SRIDHAR

CREATIVE DIRECTOR:

PAYAL JUTHANI

DESIGNER:

NADINE PEREIRA

DESIGNER:

ZAINAB KARACHIWALA

COPYWRITER:

ANIRBAN SANIYAL



PLATINUM WINNER STUDENT PHOTOGRAPHY,
 COMMERCIAL, CAMPAIGN | CHANG GUNG UNIVERSITY
 CONCEPT+DIRECTION: WEN-CHUN HSIANG



PONTANO COMMUNICATIONS - ITALY



PLATINUM BILLBOARD, SINGLE UNIT | ZULU ALPHA KILO

CLIENT: PUMA, CANADA | CREATIVE DIRECTORS: ZAK MROUEH, JOSEPH BONNICI

ASSOCIATE CREATIVE DIRECTOR: MARK FRANCOLINI | COPYWRITER: GEORGE AULT | ART DIRECTOR: SIMON AU

DESIGNERS: GRANT CLELAND, ERICK NIELSEN | AGENCY PRODUCER: EILEEN SMITH AGENCY

STUDIO ARTIST: MIKE KAVOURIS | STUDIO M DIRECTOR OF PHOTOGRAPHY: RON ZEEMAN

STUDIO M PRODUCER: MIKE MILLS | STUDIO M EDITOR: TOM MOUNTAIN



judge's table

So what does it take judge one of the most comprehensive design contests in the world? Apparently little sleep, Kentucky bourbon and late night poker games. Creativity Awards marketing director Kathleen Ritchie gives us an inside look.

Judging is a blast! Every year, judges leave asking to come back. We eat, we have fun. This year, they experienced Louisville, Ky. There's a lot to do here!

The Annual Report table is the dreaded beast. Pull up a chair; you're going to be there awhile.

We work 20 hours a day the last two weeks of the entry period to get everything ready. Don't wait until the last minute. Our sanity can't take it anymore!

The Seelbach Hotel, where the judging is held, was once the hangout of Al Capone and is rumored to have a resident ghost on the seventh floor. Hmm. Judges poker night next year in the Capone room?

This year, our international judges brought us a native liqueur from Brazil, emu oil from Australia and a spray that makes us instantly Canadian. We treated them to Kentucky bourbon!

Did we say that judging is fun?

creativityawards.com

FOLD AIDE BOX

THE CHALLENGE:

Ironers are everyday items and not much distinction exist between two. The task was to influence the choice of customers in choosing a Bajaj Majesty Iron over all else through a special programme and within a limited budget.

THE SOLUTION:

We designed a packaging unit which would not merely be a storage space for the iron, but would offer customers an added utility in the process of ironing. Thus developed the special edition Fold Aide Box. The packaging unit that not only stores the iron but also assists in the process of folding ironed clothes.

THE RESULT:

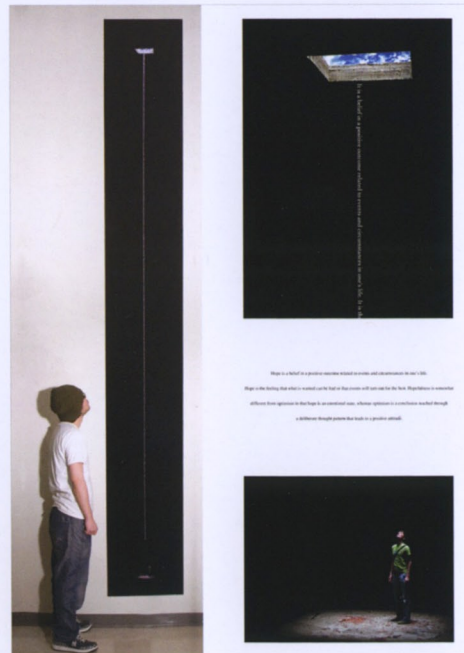
At the retail level it created a lot of curiosity amongst the shoppers. Stocks of Majesty Irons packed in the special edition Fold Aide Box were sold out within the month.



The Fold Aide Mechanism



Designed to make folding ironed clothes simple and quick



BEST IN SHOW - STUDENT

CATEGORY:

POSTER, SINGLE UNIT

YOUNG BUM KIM

SCHOOL OF VISUAL ARTS