

Neville Brody selects new blood graduate to design 2013 D&AD Annual

LONDON, UK: The 51st edition celebrates global diversity of D&AD with data visualisations of 196 nations. Users are invited to create personalised visualisations through the digital microsite.



D&AD has put its money where its mouth is by commissioning a recent graduate to design the annual for the first time. D&AD President 2012-13, Neville Brody, chose to honour D&AD's commitment to new talent by selecting 2011 New Blood Academy alumna Fleur Isbell. Fleur, 24, is now a designer at Wolff Olins.

For the 51st edition of the D&AD Annual, Fleur reflected the diversity of the worldwide creative community with a unique concept blending technology and creativity. Data visualisations, based on latitudinal and meteorological data, have been used to create the cover. In total, 196 countries are represented by code-generated horizon motifs, incorporating metadata from the day that the call for entries was issued. Within the Annual, each award-winning entry is tagged with the geographic co-ordinates of the city from which it originated.

Published by TASCHEN, the Annual aims to be the indispensable guide to the celebrated work from the D&AD Awards 2013. The book is considered to be the authoritative archive of advertising and design. Previous designers include Peter Saville, Bob & Roberta Smith, Neville Brody, Sir Peter Blake and Allen Jones.

The 2013 Annual also offers a digital connection with the chance to be part of a living, user-created, global design. Users can create their own horizon patterns, unique to their location, by visiting www.dandad.org/globalhorizons.

D&AD CEO Tim Lindsay said: "The Annual is a remarkable expression of what D&AD has evolved into. All the fantastic work that has achieved In Book status this year is more reflective of global creative excellence than ever before. Furthermore, what better way to illustrate our commitment to supporting and promoting the best young talent than by connecting history with our future?"

D&AD President 2012-13 Neville Brody said: "Being able to observe and mentor Fleur as she traversed a creative journey, one that culminated in such a wonderful design, has been a delight. The finished article is a testament to both her and D&AD."

Wolff Olins Designer and 2011 D&AD New Blood Academy Graduate Fleur Isbell said: "This is a significant year for D&AD as it is a chance for the organisation to set the agenda tone for the next 50 years. With this in mind I asked myself, 'what's changing about how we create and what's the role of technology and digital media in all of this?' And particularly, 'how does this influence how we can connect globally?' It seemed a perfect opportunity to represent and celebrate D&AD's role in bringing all these aspects together.

The 2013 D&AD Annual is available from www.taschen.com.

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