

## Loerie design judge announced

Garrick Hamm, creative partner at the London design consultancy, Williams Murray Hamm (WMH), will be the Communication Design jury chairman at the [Loeries](#) judging, which takes place from 5-13 July 2011. He will give a talk at the Judges Seminar on 5 July 2011 for industry professionals, students and media.



Garrick Hamm

Some of his well-known work includes the re-launch of Fortnum & Mason's packaging and identity and the launch of Jamie Oliver's Recipease store, which recently picked up a Gold Lion at Cannes. He has won major awards, including a D&AD Yellow Pencil, two DBA Design Effectiveness Grand Prix Awards and a shelf full of Clios.

From graduating at the Somerset College of Arts in 1989, Hamm worked across multiple disciplines at Michael Peters & Partners and Tuttsels/Lambie-Nairn, honing his talent in design before settling at Williams and Murray.

He is currently executive president of the D&AD and an active member of the Royal Society for the encouragement of Art, Manufactures and Commerce (RSA). He has a strong interest in running design workshops across the globe, from the UK to Hong Kong and has been profiled in the *Financial Times* and *The Observer*.

Through his career, Hamm developed a love for moving image and filmmaking. His first short film "Lucky Numbers" was nominated at the Chlotrudis Awards, USA. His most recent film "The Man Who Married Himself" starring Richard E Grant and Emilia Fox won Best Comedy Award at the LA Shorts Festival.

### Praising South African design fusion

He explains how he first discovered South Africa's refreshing attitude to creativity when he was on vacation, "Creativity is everywhere, from local shops and markets, to turning a thousand coke bottle tops into a dining room chair, to some of the best fusion restaurants in the world. It's there I learnt that chocolate, chilli and steak go together perfectly.

"Like all good designers, we are shaped by our surroundings and these awards have a long history of supporting and championing this creative fusion. I am both looking forward and extremely proud to be the Loeries design chairman."

Loeries board member and co-founder of Switch Design, Gaby de Abreu believes Hamm will add another dimension to the awards by bringing his multidisciplinary design wisdom and wealth of experience to the party, "Hamm is seen as one of the successful 'new breeds' of the global design industry who eats and breathes every aspect of creativity. With the communication design world changing rapidly, it was important to find a chairman who is well versed in all the disciplines of design."

#### For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: [Loerie](#)
- Bizcommunity: [Twitterfall](#)

- Loeries site: [www.theorieawards.co.za](http://www.theorieawards.co.za)
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