

WE NEED



New Blood  
Shift

“I think talent resides everywhere. Historically our source has always been through the usual outlets like universities, but if you look outside of that, everybody is creative. I’m always looking for people who challenge the status quo, who point a compass to the future and bring new fresh innovative imaginative ideas to the table, which is why I’m proud to support D&AD New Blood Shift.”

— Mark Tutssel, Global Chief Creative Officer, Leo Burnett

“There has never been a better time for young people with a desire to make things. All young people, in high-end education or otherwise. New Blood Shift provides a port in a storm for this industry. The talent it supports is a reminder of the power of youthful spirit in creativity, the need for diverse perspectives to move organisations and society forward, and what it’s like to nip at the heels of others. We’re proud to be a small part of this initiative.”

— Ian Wharton, Group Creative Director, AKQA

**SUCCESS SHOULDN'T BE ABOUT WHO YOU ARE, WHERE YOU'RE FROM, OR THE JOB YOU DO.**

Success should depend only on talent. D&AD New Blood Shift aims to make this a reality. It's a wake-up call reminding us to search further for people that make our industry more robust, more creative, and more relevant.

D&AD set out to challenge the status quo by inviting 19 people with creative flair, but no formal arts education or degree, to take part in an intensive 5 month night school and learning programme. They've learned from the best, and now they're ready to prove that there's more than one way to break into the industry.

**MEET THE  
CLASS  
OF 2017...**



## ALEX

**Currently:** Existential dread  
Completing a Foundation Diploma in Art  
& Design

**Dream Job:** Copywriter/Creative

I like to create Miss Piggy videos inspired by Taylor Swift and write about How I Ate Nothing But Cake and Almost Doubled My Weight.

I create work that is funny and sad and everything in between.

I've performed poetry, attempted stand-up, and starred in a mockumentary about the Australian Gnome Convention.

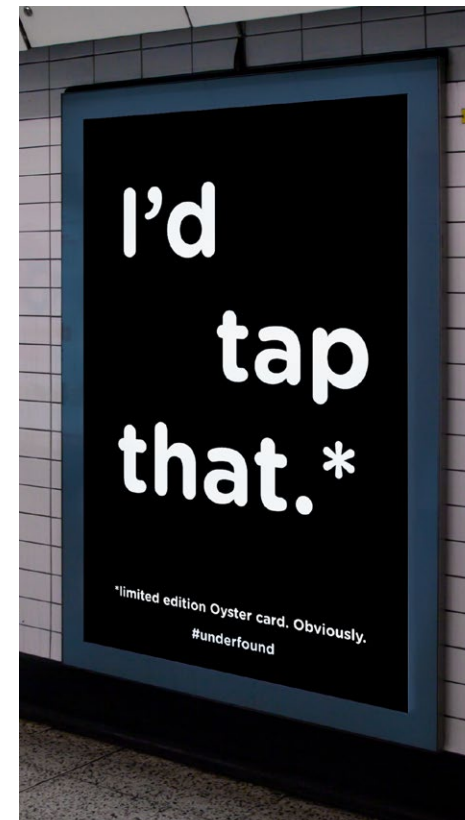
I once got 18,000 likes for a Facebook comment.

I'm most impressive in person.

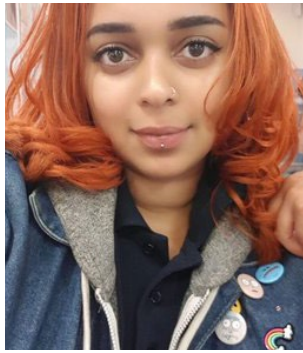
Alex Bertulis-Fernandes

[alexbertulisfernandes.com](http://alexbertulisfernandes.com)

Twitter: @alexbertanades







## AMANDA

**Currently:** Part time creative, Part time Pokémon master

**Dream Job:** Strategist/graphic novelist

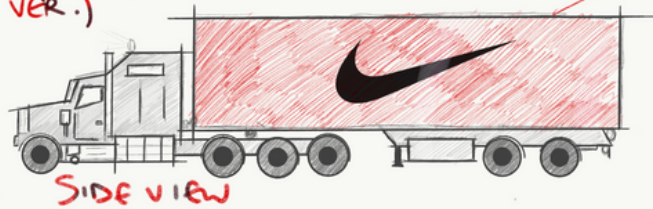
Small East London girl attempting to conquer the world. I currently do graphic design, illustration and fine art with a bit of intense gaming for inspiration.

During my time on the Shift programme I've learnt the importance of insight and empathy. People provide you with storylike experiences that create the perspectives of life that only they can see. I feel this is the key that can help SHIFT the world to be a better place, if only you had the time to listen. If not, I'll do it!

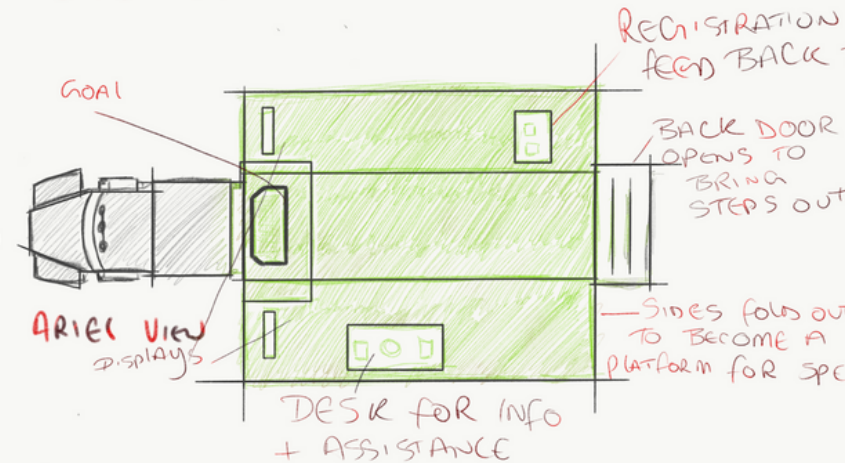
Amanda Ahmed

Insta: majinmands

VR EXPERIENCE  
(TRUCK VER.)



OUTER C







## CHARLIE

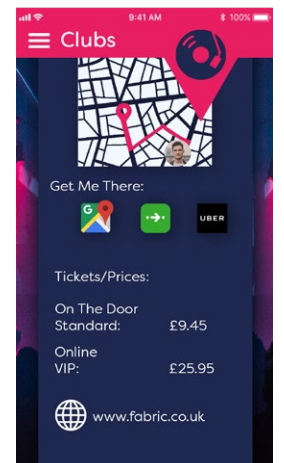
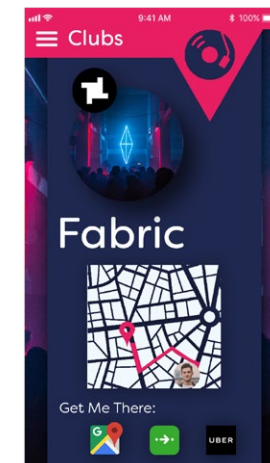
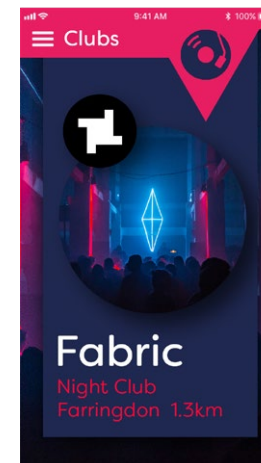
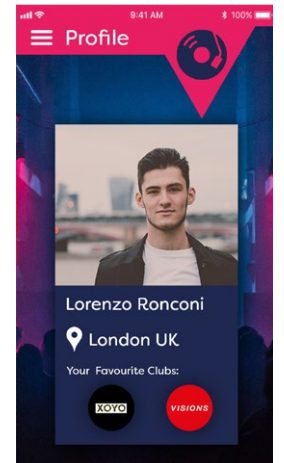
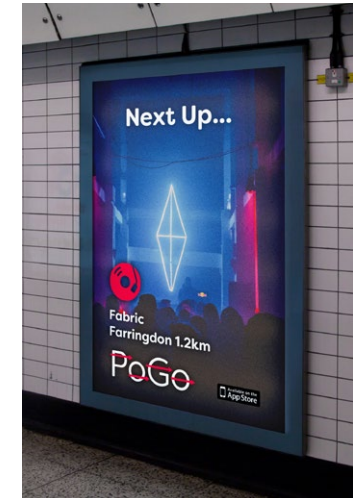
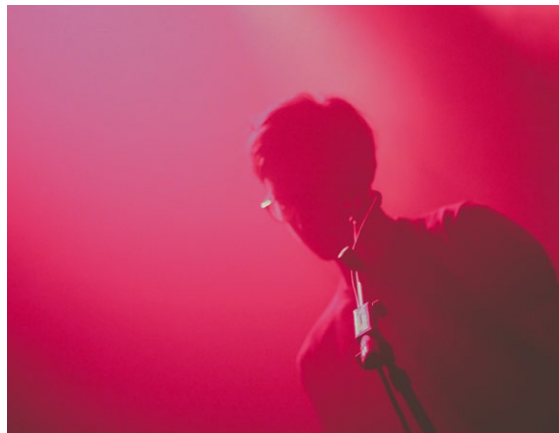
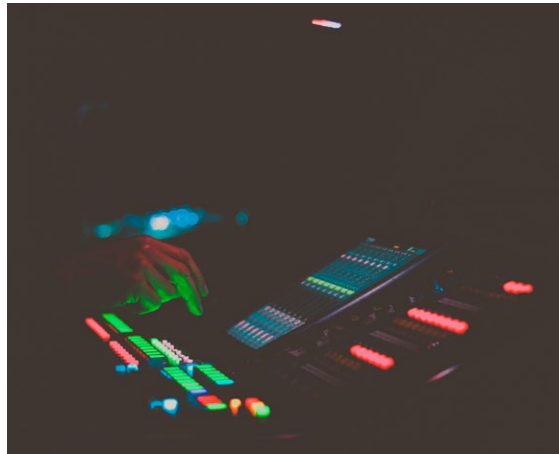
**Currently:** Freelance Graphic Designer,  
Filmmaker, Photographer  
**Dream Job:** Global Creative Director

I'm Charlie, 19. I've just left everything familiar behind and moved here from rural Warwickshire. London is the renowned design capital of the world, and I can't think of a better place to try and launch my dream in the creative industry. From the age of 11 I began reading Computer Arts Magazine and knew that I wanted to be a creative. Since then I've embarked on design projects across the world, working to independently set up my own design business during Sixth Form and taken part in the D&AD Shift programme.

**Charles McQuade**

[charliemacphoto.com](http://charliemacphoto.com)

Insta: charlie\_\_mac\_





## DEMY

**Currently:** Creative Director / Art Director / Producer / Photographer / Intermediary  
**Dream Job:** Creative Director / Writer and Producer within Film, Advertising, Music and Fashion / Humanitarian / Environmentalist / Philosopher

Over the past few years my experiences have taken me through to this precise moment writing these exact words to get my thoughts across to develop the next moments of my life – which I continue doing through creative writing, scriptwriting, song writing and documentaries.

So I guess shaping it all into a creative career makes sense to me and allows me to reach new heights of expression. That's a very important goal of mine – to be able to express my truest forms as I continuously redevelop.

There's unimaginable power in communication, we all do it, from verbal to non verbal, through media which reaches all over the world triggering thoughts, emotions, actions and change - which let's me know I can achieve my aims of lowering global poverty and improving health in all kinds of aspects.

**Demy Jozeph**

[jozephandco.wordpress.com](http://jozephandco.wordpress.com)

Twitter: @DemyJozeph /

@Jozephandco

Insta: DemyJozeph /

Jozephandco

#JCOHUB

#PhotoByDemyJozeph

#JCOBTS



## UNKNOWN:

WHAT WOULD YOU DO?

YOU HAVE TO ASK YOURSELF, BECAUSE IT'S A DEEP QUESTION...

HOW DO YOU EVEN KNOW IF IT'LL BE THE TRUE ANSWER?

YOU HAVE TO REALLY ASK YOURSELF AND THINK DEEPLY...

GO ON... WHAT'S YOUR ANSWER?

## KNOWN:

WELL TO BE HONEST, I PERSONALLY DON'T HAVE A PROBLEM WITH ANYONE WHO'S DIFFERENT TO ME, SO WHY SHOULD ANYONE ELSE, UNLESS THEY'VE DONE SOMETHING WRONG TOWARDS ME? WE SHOULD ALL BE ABLE TO WALK FREELY AND WITH OUR PREFERENCES INTACT AND UNHARMED...

## UNKNOWN:

SEE, NOW THERE'S THE UNDERLYING ISSUE TODAY IN OUR SOCIETY, WE HAVE THIS PSYCHOLOGICAL WARFARE GOING ON WHERE PEOPLE CAN'T ACCEPT HOW OTHERS ARE AND THEY THINK IT'S WITHIN THEIR RIGHT OR POWER TO ACT ON IT NEGATIVELY AT TIMES WHICH JUST ISN'T RIGHT.

## KNOWN:

SO WHAT CAN WE DO IF WE'RE TO CHANGE PEOPLE'S WAYS OF THINKING WHEN IT'S SO EVIDENT THAT SO MANY OF THEM JUST DO NOT CARE AND AREN'T EVEN TRYING TO UNDERSTAND US.

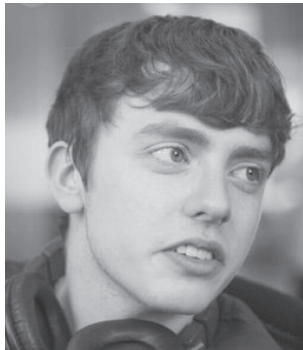
## UNKNOWN:

I'M CONFUSED, WHAT DO YOU MEAN BY US?

## KNOWN:

YEAH US INIT, AS IN US, THE PEOPLE, THE WATCHERS, THE ONES WHO ARE, AND AREN'T HOMOSEXUAL. EVERYONE WHO UNDERSTANDS THAT THERE'S A CONFUSION BETWEEN EVERYONE NOT CARING AND BEING IMPARTIAL...





## JOEL

**Currently:** Graphic Designer  
**Dream Job:** Art Director

I moved from Belfast for Shift as I knew it would be the best opportunity I'd ever get to break out. I left school when I was 15 to pursue being a film maker and animator, but in February I found a love for design.

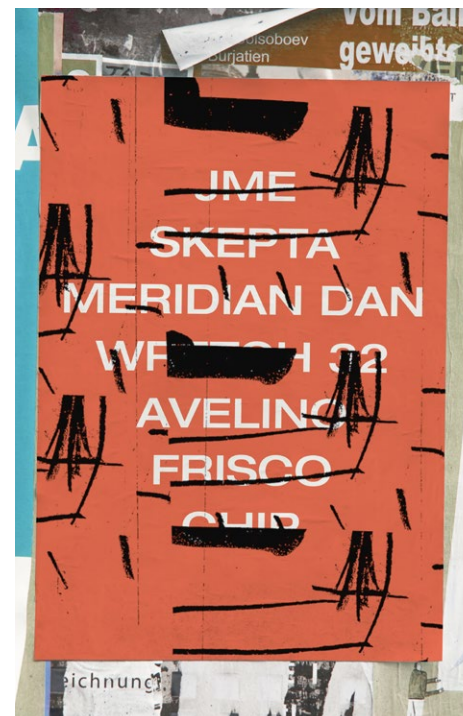
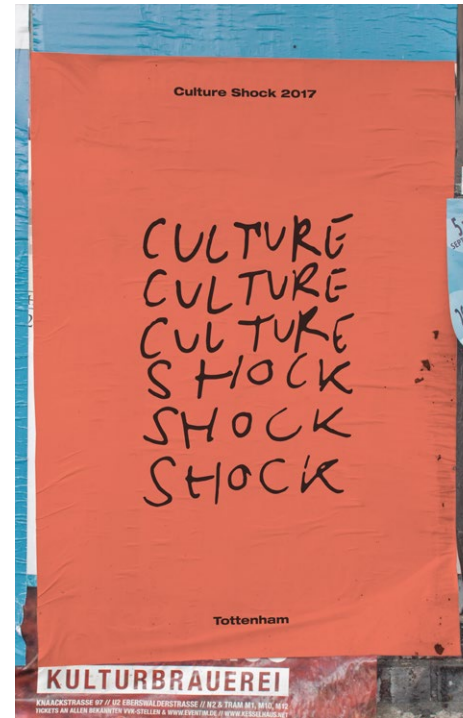
I'm greatly inspired by my city's punk roots, the whole ethos of the music and how it's more relevant today than it's ever been. I want to apply this to everything I do. Being unapologetic, raw and honest.

I am extremely passionate about the work I do. I wouldn't really call it work though because I enjoy it a little bit too much. I am obsessed with art, design and photography but mainly music. According to Spotify in 2017 I listened to 26,497 minutes, 1,528 different songs and 352 different artists.

Joel Seawright

[joelseawright.com](http://joelseawright.com)

Insta: seawrong\_







Khayyam Ghauri

[www.krigkrag.com](http://www.krigkrag.com)

## KI

**Currently:** Postman

**Dream Job:** Free-to-be artist, until I figure a bigger calling for what my path is

### The 11% win

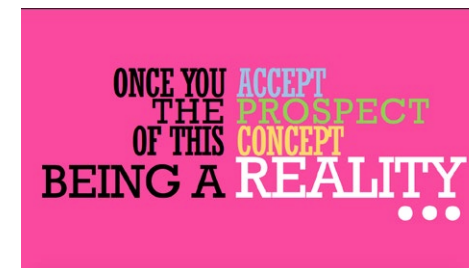
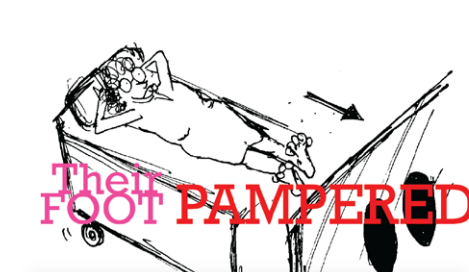
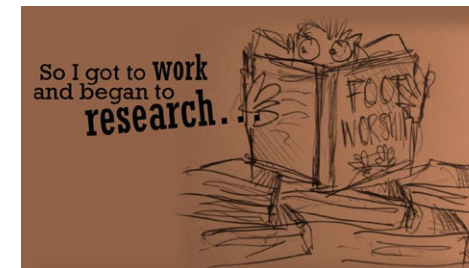
History was a boring-arse class. For 55 minutes this little man Mr. McCann was given license to talk shit, while we were expected to take notes from the shit he talked. The only thing more boring than history was listening to "his story".

I'd doodle and write rhymes in the back of my exercise book and tweak history to the story it was meant to be.

Mr. McCann didn't like me. And I didn't particularly like him. Come parents evening, he told my parents that with "11% in the exam\*... he's the stupidest child I've ever met".

Any other Asian kid would've got a beat down on returning home. And probably what McCann was rubbing his hands together anticipating. Not my dad. He said, "Well done son, 11% you got right."

*\*and that was with sneak-peeking at Rathulan's answers. Fucksake. Must've got the order wrong.*







Kieran Ahmed

[swabf.cargocollective.com](http://swabf.cargocollective.com)  
 Insta: swabf /  
 starts\_with\_a\_big\_finish

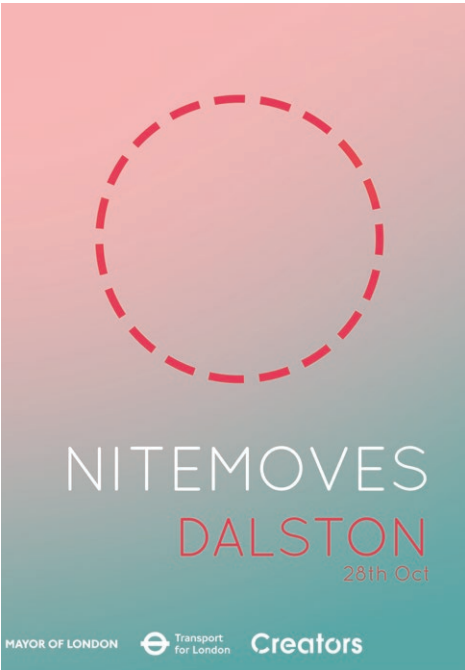
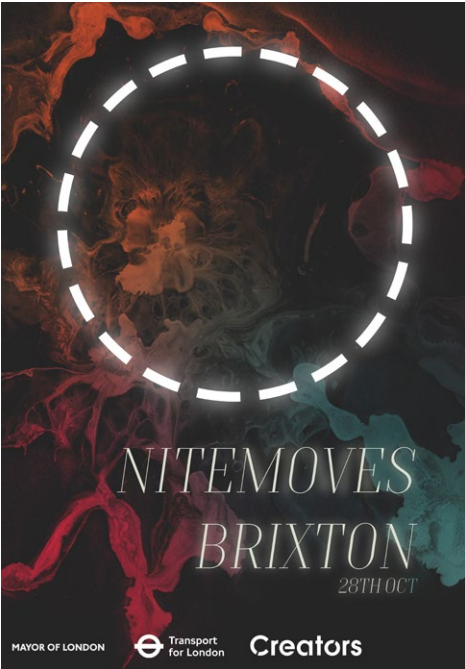
# KIERAN

**Currently:** Freelancer and full timer  
**Dream Job:** Creative Director

Hi my name is Kieran, a graphic designer from Swansea, Wales now living in London. I love learning new techniques that push me and creating things from a simple idea.

I grew up in a DIY community back in Wales where I met other creatives in different mediums which was really influential and got me teaching myself Photoshop and Illustrator.

The Shift program has been eye opening to the industry and given me more confidence in myself to get my career going in graphic design.





Krissi Boakye

[www.okboakye.com](http://www.okboakye.com)

Insta: mychronicles\_\_

## KRISSI

**Currently:** Head of Brand & Strategy at Thandiekey FoundHer

**Dream Job:** Director of Strategy and FoundHer extraordinaire

Adverse experiences create a great opportunity for me to learn. The Lauyrn Hill effect is a theory I coined where you create something so great the first time around - like *The Miseducation of Lauyrn Hill*. You become so overwhelmed with the idea of success and other's expectations you feel as if the next thing you do will never top the success of the first thing you created. People strongly define you by this thing and you might just think it's a fluke. I haven't reached my Miseducation. That's why I enjoy strategy as it looks at so many different factors to determine why or how something can become successful.

MIBA



## WHAT IS MIBA

Merging music, art and technology, to showcase new artists and informing Londoners of under explored areas across the capital.

MIBA

## WHERE DID MIBA COME FROM?

Music and art has always connected friends, and I. We found the whole gallery experience outdated and were curious about the art, process and artist. Which went beyond the mini plaque on the wall

London is a diverse place, yet most people including myself often hang out in familiar places.

Where do you hang and why do you go there?  
Sometimes, there is a great surprise in the unknown.

MIBA



## EMPTY SPACES

In 2013 the number of empty shops stood at 3,400 and in 2016 15 shops close everyday.

The empty shops should be used as a stage, creating immersive experiences using traditional techniques and or technology.





Insta: Lewis\_Beedham

**Currently:** Shift Creative / Art Director / Self Taught Motion Designer  
**Dream Job:** Creatively making creative things

Art Director / Creative Thinker with a love for all things 3D & Motion.

I've always thought there is something beautiful about advertising, telling a story that captivates and resonates with a person in less than a minute. It's truly an art form.

Shift has been a completely life changing experience, getting the chance to pick the brains of established creatives and rub shoulders with all the successful agencies is something I would have never been able to do back home.



"The Accord" proposes that property developers and landlords cover the cost of soundproofing nearby qualified entertainment venues. This will help ensure their continued existence without disturbing local residents.

www.TheAccord.com







## LISA

**Currently:** Job Dream Seeker

**Dream Job:** Creative Director, Production Designer, Ideas Person

Spending my early years dwelling above a cherished Midlands boozer did nothing but fuel an appreciation for my steely, self-deprecating home town.

A Brummie and the daughter of a landlady, I was brought up on a diet of Walkers finest and elongated vowels. All the while my inner creativity was calling.

Soundtracked by a cacophony of Finnish goth metal and Cher, I soon found my hands full with camcorders, paintbrushes and pottery wheels, rather than pumps and empty pints.

Actually. No. The empty pints are still there.

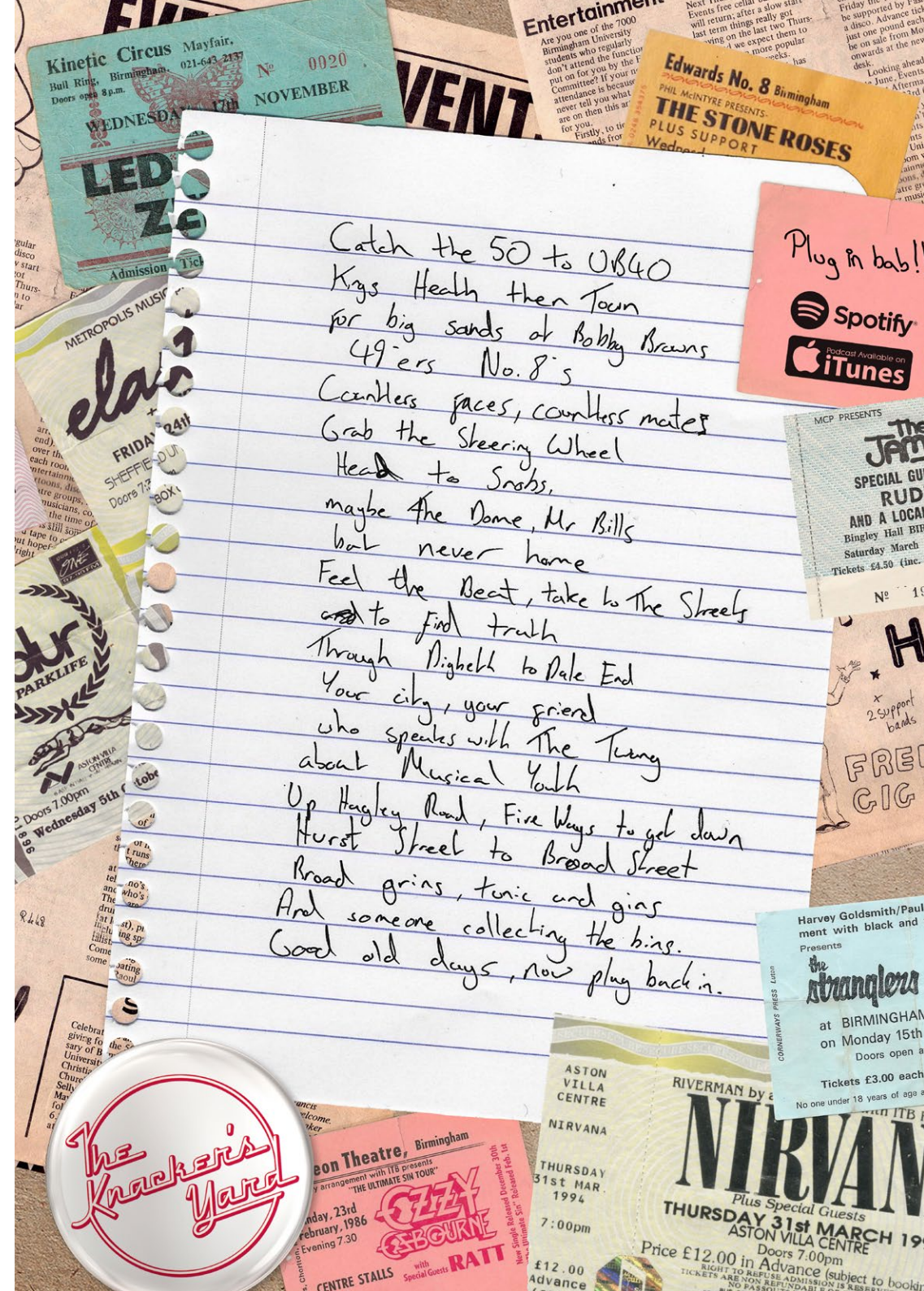
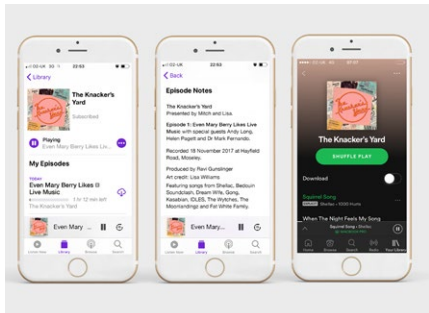
I yearn to learn, to step outside my comfort zone and continue feeding the curious beast that is my imagination.

Lisa Williams

[www.wildathena.com](http://www.wildathena.com)

Twitter: @lisasketches

Insta: lisa\_sketches







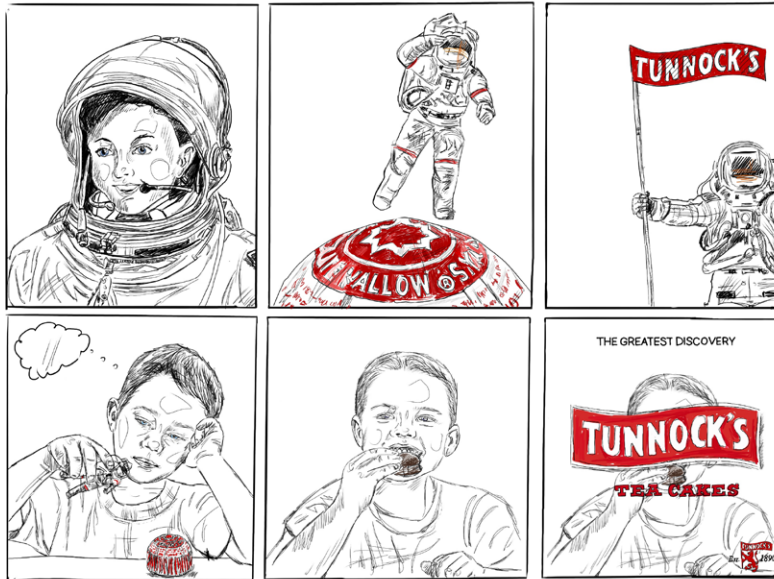
# LUCY

**Currently:** Painter and Professional Rice Cake Eater  
**Dream Job:** Creative / Fine Artist

I'm 5ft 3, my initials are LLJJ, I cut my own hair, my favourite food is rice but most importantly, I'm an artist. I have a deep infatuation for creating art - probably because it's the only thing that I'm good at. Art makes me feel at home. It makes me feel content. And I couldn't imagine doing anything else.

Lucy Jackson

[www.lljj.uk](http://www.lljj.uk)  
 Insta: lucyjackson







## MATT

**Currently:** Freelancer

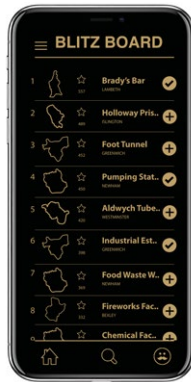
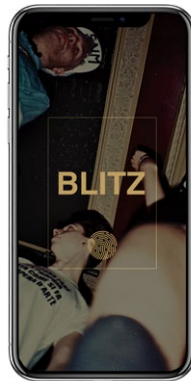
**Dream Job:** Something that pays enough for me to do my weekly food shop at Waitrose

I'm Matt, a Copywriter and Film Director living and working in London. I'm interested in making work that fuses advertising with entertainment and agencies that are utilising the world's most sophisticated and exciting new technologies to help build their clients' businesses.

**Matthew William Jones**

[matthewandabigail.com](http://matthewandabigail.com)  
Twitter: @MatthewWilliamJ

Shift has challenged me to make the best creative work of my life, but this programme is about so much more than the work. It's a celebration of diversity. Diversity of thought; of character; of background; of philosophy; and I implore anyone with an inkling of power or influence in the creative industries to protect and support it.







## NAOMI

**Currently:** Filmmaker  
**Dream Job:** Creative

Hi, I'm Naomi, I'm originally from LA/Tokyo. I studied graphic design for a year but I wanted to make my work move and do stuff with sound so I decided to pursue moving image instead. I'm really inspired by music videos, I like seeing really creative ideas that visualise the song in interesting ways.

**Naomi Mundhenke**

[www.naomiangela.com](http://www.naomiangela.com)

Twitter: @naomiangela

When I came onto Shift, I started seeing a connection between what I like about music videos and what advertising is, the idea! And I guess that's what I'm really passionate about, ideas.



**LET'S GIVE THE  
FA SOME BALLS  
TO TAKE ACTION...**



**HEY GREG,  
JUST DO IT!**





## NATE

**Currently:** Intern @ Wieden + Kennedy  
**Dream Job:** Service Design/ Customer Experience Creative

I'm Nate, a born and bred East Londoner and I've been on my own journey to map out and craft brand experiences since I was 16 - when I started running my own events to raise money for a charity project in Uganda. I'm passionate about people and I try to build physical, digital or emotional touch points within the objects and interfaces that they use. Things that excite people, or encourage them to use their senses; because I feel like interaction design is the most empathic form of communication there is.

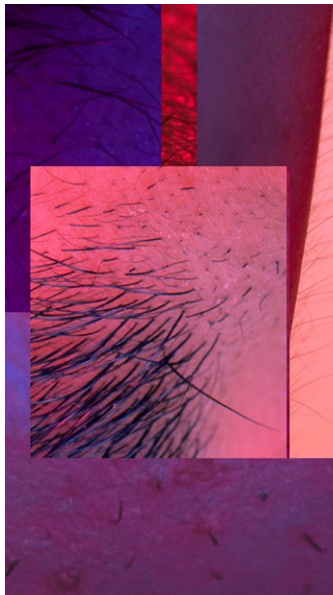
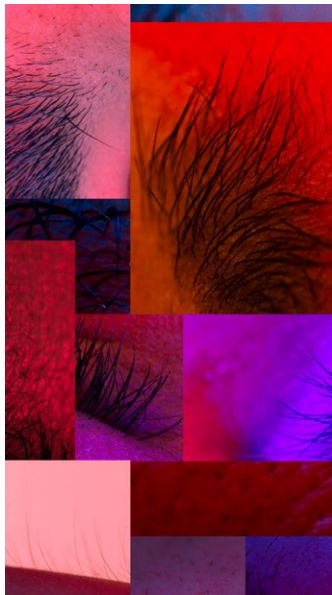
I've turned my hand to building clothing brand, 'Light Work London', churning out dozens of events and exhibitions, doing photography and taking on Brompton Bicycle's first data centric Digital Marketing role. But recently I've found myself working on the weirdest mix of projects from designing and making light boxes, to building chatbots - and IoT's in the crosshairs.

I just want to create with a purpose, and have fun doing it.

**Nate Agbetu**

[www.8o8nate.com](http://www.8o8nate.com)

Insta: 8o8nate







## OLIVIA

**Currently:** 'Kennedy' at Wieden + Kennedy / Freelance photographer

**Dream Job:** Junior designer / Creative

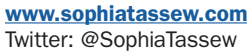
I started photography and image making as a hobby. And it is with joy that I say: by me taking a change on myself, by pursuing what it is I love, I have been exposed to a variety of different creative areas. This has been everything from film making to set design, and the opportunity to intern at Wieden + Kennedy and work amongst some really talented people. I have grown so much being on New Blood Shift and being in industry, it has made me even more determined to push the boundaries of photography and graphic design. My long-term aim is to make work that makes a long lasting cultural impact through my creative outputs and I am ready to do what it takes to produce that standard of work.

Olivia Ema

[www.oliviaema.com](http://www.oliviaema.com)

Twitter: \_Oliviaema

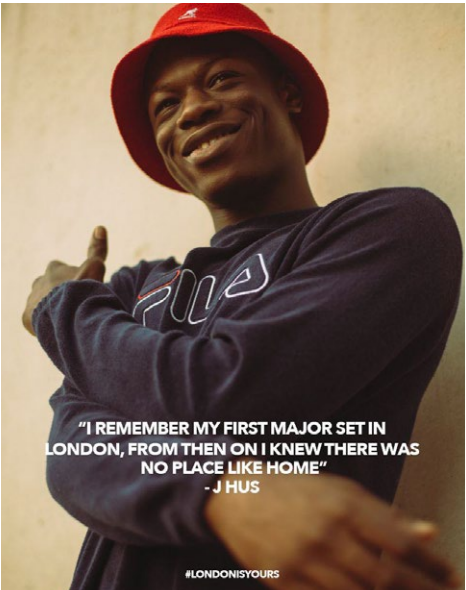




Dropping out of university wasn't part of the plan but it was the start of a journey I would have never imagined myself to be on.

I want to start a riot in the industry. I want to see more black people. I don't want to talk about it anymore. My unapologetic style has gained me a supportive following that motivates me to keep pushing for others like me. I've been fortunate enough to work on campaigns with the likes of ASOS, Nike, UEFA and Youtube. It's my dream to start my own agency full of people who have raw talent.

People who are filled with creative integrity. Art that will change the world.

[illegible]





## ZANE

**Currently:** Entrepreneur

**Dream Job:** The black Richard Branson

I am a fashion designer and film director. I love telling stories whether it's through my fashion or films. It gives me a sense of freedom. A platform to share my beliefs, feelings and insecurities.

Overall I have a burning desire to make a difference in society today which is the big motivation for me to do the things I do with the persistence and enthusiasm I have.

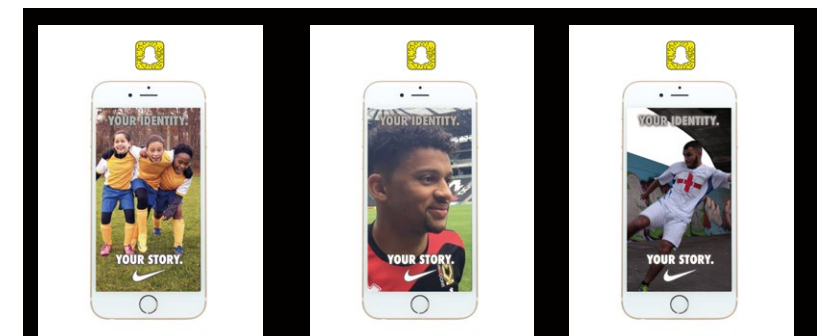
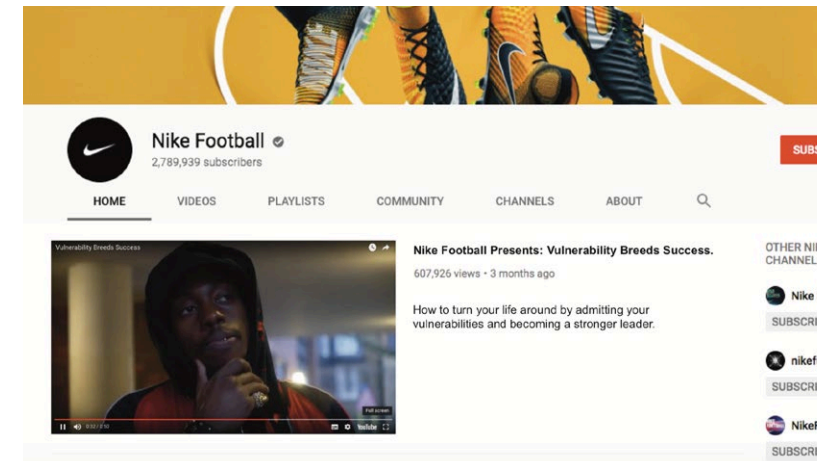
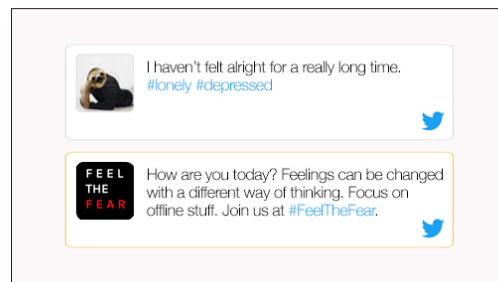
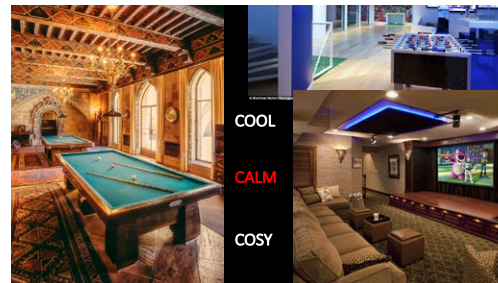
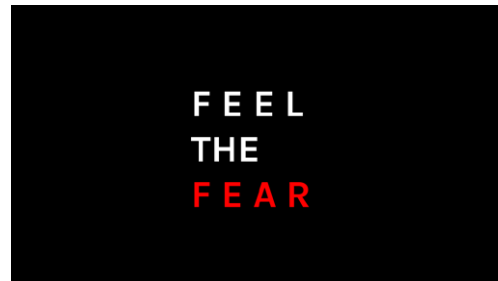
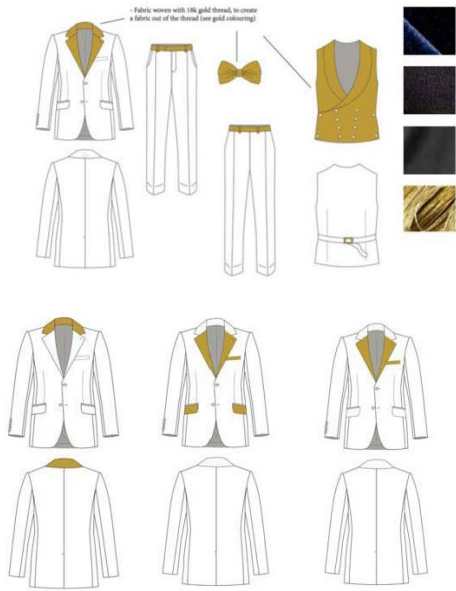
**Zane Suavey**

[www.suavey.com](http://www.suavey.com)

[www.globalswag.com](http://www.globalswag.com)

[www.behance.net/zanef7fc](http://www.behance.net/zanef7fc)

Twitter: @zanesuavey



Snap chat filter will be accessible at our pop ups and will be available for 24hrs when in specific areas. This can also be made downloadable off Nike website



## ZARA

**Currently:** Caring for the elderly  
**Dream Job:** Creative Director and Entrepreneur

On a whim I studied journalism after dropping out of film school. That's what got me into writing. I've interviewed Nobel prize nominees, tech superstars and burlesque dancers. I've done an internship at Saatchi and Saatchi and won national poetry competitions. But that was all in South Africa.

**Zara Bosman**

[www.zara-bosman.com](http://www.zara-bosman.com)

Insta: @zarajbosman

Now I'm keen to make it in London. I'm hoping that after being part of D&AD New Blood Shift I'll be able to branch out and be part of the new wave of creative, conscious advertising.

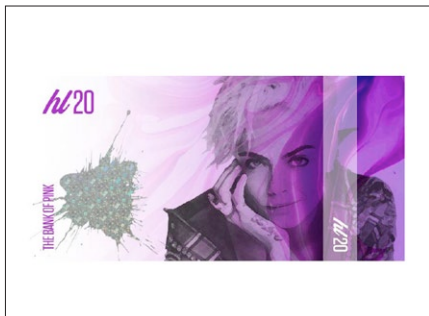
Shift has taught me to write content that is commercially viable AND creative.

Words are hotter than flames, words are wetter than water. Images tell a 1000 words. And ideas are buzzing around everywhere, you just need to reach out and grab them.



### Hello, London

Curated cultural exploration to fit your interests, whatever they may be. Travel down that yellow brick road of adventure, make friends and find your kick on our social site tailored for the LGBT community and allies. Use our newly minted currency from The Bank of Pink to explore London. You're not in Kansas anymore, baby. Paint the town pink!



## THE ROAR OF THE CROWD

YOU HAVE ONE GOAL. YOU ARE UNITED. YOUR GOAL IS TO WIN. YOUR GOAL IS TO PLAY THE BEST DAMN GAME OF YOUR LIVES. YOUR GOAL IS TO TAKE NAMES. ROCK THE STADIUM. REDEFINE THE SPORT. YOU ARE WARRIORS. YOU ARE VIKINGS. THEY WILL SING SONGS ABOUT YOUR GREATNESS.

WHEN YOU ARE OUT THERE EVERYTHING ELSE, RACE, SEXUALITY, THAT YOU LIKE YOUR EGGS SUNNY SIDE UP FALLS AWAY.

BUT WHAT HAPPENS WHEN YOU SNAP BACK TO REALITY?

WHAT HAPPENS WHEN YOU HAVE TO HIDE A PART OF WHO YOU ARE IN YOUR EVERYDAY LIFE?

WHY DO YOU DO THIS?

BECAUSE OF FEAR. BECAUSE YOU THINK YOU ARE GOING TO BE JUDGED. BECAUSE YOU DON'T KNOW WHAT IT MIGHT MEAN.

BUT SNAP BACK TO WHEN YOU HEAR THE ROAR OF THE CROWD.

YOU HAVE THE BALL BETWEEN YOUR FEET. YOU HAVE THE BALL. NOT THEM. YOU ARE ON THE FIELD. NOT THEM.

AND THEY CAN SAY WHAT THEY WANT BUT WHY SHOULD YOU CARE AT ALL?

YOU HAVE POWER.

**NIKE**

BE TRUE







## ZEE

I'm from the pits up north and I moved to London since I started Shift. London is BIG!

I love film and art. I have intense feelings of making content.

New Blood Shift taught me a shit load of stuff and made me look at the world differently; I feel like I've levelled up!

**Mohammed Zeeshan Akram**

[www.shotbyzeesh.com](http://www.shotbyzeesh.com)

Twitter: @shotbyzeesh

Insta: shotbyze



YOU +  = **Many Feels**



**"Go"** is an app that invites you to events.

The Event genres are completely random.

A points based system allows you to enjoy extra privileges, free entry, drinks, VIP access.

Attend events, gain points  
Refuse to attend, lose points



# THE STORY DOESN'T END HERE.

We have given the Shift group knowledge, honed their skills, and built the resilience needed to thrive in the industry. But in order for New Blood Shift to succeed we need you, the industry, to offer the next steps. We're looking for paid placement opportunities.

To ensure we continue to nurture and support this new talent, we're setting some guidelines for these placements:

---

## **The time**

Initially, placements should be ideally 3 months, but a minimum of 4 weeks.

---

## **The money**

Shifters must be paid the current London Living Wage, £10.20/hour or £357 for an average week.

---

## **The support**

For most of our group, this will be the first time they've worked within an agency environment. So it's critical to have a mentor within the company—a single point of contact that they can turn to during the placement period. The first week of the placement should be shadowing. Don't throw these guys in at the deep end without support. D&AD will continue to support our Class of 2017.

If you are interested in offering a placement to one of our Shifters, please contact:

**Hilary Chittenden**  
[shift@dandad.org](mailto:shift@dandad.org)



“The idea that creative excellence only resides in a handful of colleges or with those that already have the networks to open doors has limited us for too long. We want to work with businesses to attract a far greater diversity of talent into the industry. People that can challenge what has gone before, can provide different perspectives and different solutions”

— Tim Lindsay  
CEO, D&AD

## THE FUTURE OF NEW BLOOD SHIFT

In 2016 D&AD introduced New Blood Shift to test the belief that success shouldn't be about who you are, where you're from, or who you know. Success should depend on talent. After the incredible results at our London night school we adapted the programme for a new market, running it for the first time last year in New York as well as here in the UK.

The amazing creatives that have come through the New Blood Shift programme prove that fantastic talent is present in all parts of society. If you are prepared to look and open doors there is a huge amount to be gained.

But this is just the start for Shift. With your support we'll be back next year, as well as launching the programme in other key markets, impacting diverse emerging creatives from all corners of the world.

D&AD can't (and don't want to!) do this on our own. We need agencies and studios to continue to offer support. This could be providing mentoring, placements, aligning Shift with existing internal programs, running workshops, giving space or contributing to the costs of the programme. It might mean doing things slightly differently to level the playing field but, in doing so will ensure the industry attracts the diversity of talent we need to stay relevant.

## THANK YOU

D&AD New Blood Shift relies on support from the whole industry. We're grateful to London's creative industry for giving up their time to advise and support the programme, attend the sessions, and teach the Shift Class.

### Mentors

Andrew Levene, Stink  
Andy Orrick, Rattling Stick  
Chloé Templeman, DesignBridge  
Dan Vasconcelos, JKR  
Donna Payne, Faber&Faber  
Ed Rosie, Iris  
Eli Vasiliou, Iris  
Elissa O'Brien, Bulletproof  
Gabi Mosert, Iris  
James Morris, Stink  
Joanna Zawadzka, The Future Laboratory  
Katy Sumption, The Elephant Room  
Martyn Gooding, Gravity Thinking  
Metzti Bryan, BBC Creative  
Nick Sims, venturethree  
Ollie Olanipekun, Superimpose Studio  
Rachel Gallon, venturethree  
Shannie Mears, The Elephant Room  
Tim Jackson, venturethree  
Will de Groot, The Elephant Room

### Shift London's resident ECD

Andy Sandoz, Deloitte Digital

### Shift Ambassadors

Mercedes Benson  
Peigh Asante

### Pastoral Support

Jade Ilke, Designingfutures

If you would like to support Shift as a sponsor, a speaker, host, mentor or placement in 2018, please contact **Hilary Chittenden** on [shift@dandad.org](mailto:shift@dandad.org)

For more information about D&AD New Blood Shift, visit [www.dandad.org/shiftidn](http://www.dandad.org/shiftidn)

### Supporters

4 Creative  
AKQA  
BBC Creative  
BBH  
Bulletproof  
Design Bridge  
DigitasLBi  
Fallon  
Gravity Thinking  
Havas  
Iris  
JKR  
Jack Morton  
Leo Burnett  
Made by Those  
McCann  
Mother  
Middle Boop  
Nike  
Patrice De Villiers  
Pentagram  
Pretty Bird  
Rattling Stick  
Saatchi & Saatchi  
Sandows  
Scamp School  
Stink  
Superimpose Studio  
Talent Business  
The Dots  
The Elephant Room  
The Mill  
The Partners  
VCCP  
Venturethree  
Vice  
Wieden+Kennedy  
Your Studio



## Ways to be involved with D&AD all year round

D&AD exists to stimulate, enable and award creative excellence in design and advertising. As a not-for-profit, D&AD re-invests all surpluses back into the community we serve, helping new talent prosper and campaigning for a fairer, more diverse, more sustainable industry.

### Membership

Members join a vibrant global community that makes you more connected, more visible and more inspired.

### Learning

D&AD believes passionately that everyone's skills, understanding and potential can be enhanced by training. We offer world-class, immersive, hands-on workshops and bespoke training options led by Pencil-winning creatives with a focus on learning that actually sticks.

### Partnerships

D&AD Partnerships enable companies and agencies to connect with an influential community of creative practitioners. Deliver experiential relevance and value to thousands of industry influencers, set a brief to university students, unearth talent from non-traditional backgrounds, and launch the careers of rising stars from around the world through D&AD's New Blood programme.

This is just a taste of what D&AD has to offer. For more information on how to be part of D&AD, visit [dandad.org](http://dandad.org)

### Festival

D&AD Festival is a three-day creative spectacular for creative minds everywhere, bringing together a community to meet, share, discover and shape the future.

### Awards

D&AD Awards recognise beautiful ideas, brilliantly executed. Coveted the world over, a D&AD Pencil is the pinnacle of many creative careers, recognition of the power of craft and creativity and proof that you're making the best creative work out there.

Date	Event & Location
<b>18 January</b>	New Blood Shift London Showcase and D&AD 2018 Launch Party - <i>D&amp;AD, London</i>
<b>25 January</b>	D&AD Uncovered: Award-winning Creative PR Campaigns - <i>D&amp;AD, London</i>
<b>29 January</b>	Not a Conference: Prototyping Your Idea and Social Media Strategy for Design and Advertising - <i>D&amp;AD, London</i>
<b>30 January</b>	Not a Conference: Digital Storytelling - <i>D&amp;AD, London</i>
<b>1 February</b>	Not a Conference: Trend Report and Tom Goodwin Keynote Lecture - <i>London</i>
<b>7 February</b>	D&AD Uncovered: Award-winning Creative Media Campaigns - <i>D&amp;AD, London</i>
<b>13 February</b>	D&AD Live Case Study: Google Curiosity Rooms - <i>D&amp;AD, London</i>
<b>14 February</b>	<b>D&amp;AD Awards Entry Deadline</b>
<b>March (TBC)</b>	D&AD Impact open for entries
<b>8 March</b>	D&AD Live Case Study: Google Pixel x Boiler Room VR Dancefloor - <i>D&amp;AD, London</i>
<b>20 March</b>	<b>New Blood Awards Entry Deadline</b>
<b>21 - 23 April</b>	D&AD Awards Judging - <i>The Old Truman Brewery, London</i>
<b>22 - 24 April</b>	Rare London - <i>D&amp;AD, London</i>
<b>24 April</b>	Black Pencil Judging - <i>Ace Hotel, London</i>
<b>24 - 26 April</b>	D&AD Festival - <i>D&amp;AD, London</i>
<b>26 April</b>	D&AD Awards Ceremony - <i>The Old Truman Brewery, London</i>
<b>8 - 15 May</b>	New Blood Judging - <i>D&amp;AD, London</i>
<b>16 May</b>	D&AD Awards 2018 Showcase - <i>D&amp;AD, London</i>
<b>18 May</b>	New Blood Judging - <i>D&amp;AD, London</i>
<b>29 May</b>	New Blood Judging - <i>D&amp;AD, London</i>
<b>12 June</b>	D&AD Awards Trend Report Showcase - <i>D&amp;AD, London</i>
<b>11 July</b>	New Blood Private View - <i>The Old Truman Brewery, London</i>
<b>12 July</b>	New Blood Awards Ceremony - <i>Oval Space, London</i>
<b>12 - 14 July</b>	New Blood Festival - <i>The Old Truman Brewery, London</i>
<b>16 - 27 July</b>	New Blood Academy - <i>D&amp;AD, London</i>
<b>July (TBC)</b>	<b>D&amp;AD Impact Entry Deadline</b>
<b>6 September</b>	D&AD Annual 2018 Launch - <i>D&amp;AD, London</i>
<b>September (TBC)</b>	D&AD Impact Judging, <i>New York City</i>
<b>September (TBC)</b>	D&AD Impact Awards Ceremony, <i>New York City</i>

For the latest event details and D&AD news visit [dandad.org](http://dandad.org)



# D&AD FESTIVAL 2018



**24 - 26 April**

**The Old Truman Brewery, London**

D&AD Festival is a three-day creative spectacular for creative minds everywhere, bringing together a community to meet, share, discover and shape the future.

**Passes on sale now:**  
**[dandad.org/festival](http://dandad.org/festival)**

