

One Club award shows judging begins

NEW YORK, US: Judging for The One Club's One Show competitions will begin this week for One Show Design, followed later this month by The One Show and One Show Interactive, bringing together over 100 of the top creatives in the industry to judge the best advertising of the year.



Entries for this year's competitions are up 20% from last year. Each of these award ceremonies are produced by The One Club, a non-profit organisation dedicated to promoting the craft of advertising and design.

The One Show

Judging for the 36th Annual One Show, which aims to set the industry standard for creative advertising in print, television, radio, outdoor, innovative marketing, integrated branding and branded content, will take place from 3-10 April 2011 in New York.

Each year, creative work from around the world is judged by an international jury of award-winning art directors, copywriters and creative directors. One Show finalists will compete for the Gold, Silver and Bronze Pencils in 15 categories. The One Show will take place on Thursday, 12 May at Alice Tully Hall at Lincoln Centre in New York.

One Show Design

Judging is currently taking place for One Show Design, in New York and will conclude on 4 March 2011. One Show Design honours the best in print design, environmental design, corporate identity, publication design, and package design, with Gold, Silver and Bronze Pencils. This year's One Show Design jury is being led by one of the most influential forces in graphic design, Kit Hinrichs, founder of Studio Hinrichs, and former partner of the international design firm, Pentagram. One Show Design will take place on 9 May 9 at the IAC Building in New York.

One Show Interactive

One Show Interactive, the most recognised competition celebrating the year's best in digital advertising and new media, will take place on 13 May at Terminal 5 in New York. Jury chair, Nicke Bergstrom of Mother NY, will lead the judging for One Show Interactive, which will take place from 22-26 March 2011, in New York, and will be hosted by Google. In response to the fast-paced evolution of interactive and digital work, One Show Interactive moved to a quarterly entry system in 2009, with deadlines in May, August, November and February.

Because of popular demand, the final deadline has been extended until Friday, 4 March. For more information on how to enter One Show Interactive go to www.enteroneshow.org.

All three award shows will take place during the 3rd Annual Creative Week NYC, 9-15 May 2011. Creative Week is a celebration of creativity in advertising, design, digital media and the arts. The One Club and the Creative Week Board of Advisors invite all organisations involved in the creative life of New York - museums, theatre and dance companies, advertising and design agencies, bands, filmmakers to participate by hosting an event. For more on Creative Week NYC, go to www.creativeweeknyc.org.

For more on each of the Award Shows highlighted above, go to www.oneclub.org.

For more, visit: <https://www.bizcommunity.com>