

# ADC 96th Annual Awards open for entries

The Art Directors Club (ADC) has announced the call for entries for the ADC 96th Annual Awards. Early bird entries must be submitted by 23 December 2016, with the final deadline for all categories on 31 January 2017.

Judging takes place in March 2017 and winners will be announced and celebrated at the ADC 96th Annual Awards Gala in May 2017 as part of Creative Week in New York.

## Category upgrades

The enhanced awards format features upgraded Advertising, Design, Digital, Integrated and Motion categories. Examples of category upgrades include:

- A substantial expansion of the Craft categories, with separate subcategories for Craft in Motion, Gaming, Digital, Video for Advertising, Writing and Radio
  - Photography categories specifically for Architecture, Fine Arts/Conceptual, Landscape, Wildlife and Travel/Tourism
  - Art Direction categories specifically for Digital, Mobile, Motion, Press/Print Advertising and Poster Advertising
  - Addition of Sustainable/Eco-friendly Packaging and Product Design
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- A re-examination of the Window Display/Merchandising



“For nearly a century, ADC has championed those who have made great strides in creative craft, design and innovation,” said Philippe Meunier, ADC president and creative chief/co-founder, Sid Lee. “Under the new auspices of The One Club for Creativity, the ADC 96th Annual Awards advances that commitment with a jury of visionary creative leaders who will concentrate their focus intensely through that unique lens.”

For more information, go to [www.adcawards.org](http://www.adcawards.org).

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