

D&AD announces Bruce Duckworth as this year's president

Bruce Duckworth has been appointed D&AD president along with a new Board of Trustees. The job of the president is to galvanise the creative communities and bring them together to inspire and celebrate the finest in design and advertising.

Duckworth aims to raise the profile of designers, to elevate great design and to strengthen the relationship between D&AD and the design community. To give design a louder voice, whilst still bringing all the different communities within D&AD together under one roof.



L/R Steve Spence, Alexandra Taylor, Graham Shearsby, Bruce Duckworth, Kath Tudball, L.A. Ronayne and Thomas Manning

He explains "We need to make D&AD a hub for our creative community. A place where the different creatives come together. One of the things I love about D&AD are the conversations I have with people from other disciplines, from different industries, people with different ways of seeing things. I find it energising, inspiring, and creative.

"We have to work together, and the best creative work comes about when we do work together, from established greats to people embarking on a creative career, that's where the magic is. So we have to get the different communities within D&AD talking, design and advertising, sharing ideas. Embracing the "&" in D&AD.

"And by educating people about the opportunities that exist within the creative industry, and with exciting programmes like D&AD New Blood Shift, I want to help D&AD to continue to bring new kinds of people into the industry. New kinds of people

with new ideas, which is so vital for us all. ”

In addition to the new President, there have been eight new creatives elected to sit on the D&AD Board of Trustees:

- Alexandra Taylor - consultant head of art, Mrs. McGuinty
- Bruno Maag - chairman, Dalton Maag
- Graham Shearsby - chief creative officer, Design Bridge
- L.A. Ronayne - creative director, Havas London
- Kath Tudball - design director, The Partners
- Paco Conde - group creative director, BBH London
- Steve Spence - lecturer, London College of Communication
- Thomas Manning - junior creative, Havas London (New Blood Trustee)

The D&AD Board of Trustees represent the full breadth of the advertising, design and digital industries. As a member-run organisation, the elected board are responsible for the overall direction of D&AD, its programmes and where its money is spent. Any awarded member of D&AD is eligible to stand for election to the Board of Trustees, which is voted on by D&AD Awarded and Full members. Each elected trustee serves a term of three years and New Blood Trustees serve for a year.

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