



YoungGuns 2011

Design Award

Winners & Finalists

Jury Chairman Statement



Toby Talbot
ECD
DDB New Zealand

Well, it wasn't exactly the cruisiest award show I have ever judged.

On paper, the idea of being a stone's throw from Bondi Beach with some of the smartest creatives on the planet had potential.

The reality: A record number of entries, 12 hour days. Horizontal rain. The delightful Swiss Grand Hotel (renamed the Swiss Cheese on account of the holes in the roof letting in the aforementioned rain). And then of course there was the internet, or lack of it at crucial times. Like when we judged digital.

That said, our hosts - Michael, Jason, Kristian and the lovely Livia – coped admirably and overcame all obstacles. And the jury were as patient as saints.

For me, the winning YoungGun idea had to be the sort of game changer that people would reference in years to come. And yes, it was digital.

Air Walk Invisible Pop Up Store, an idea conceived by Alexander Nowak & Felix Richter from Y&R New York wasn't just a great digital innovation. As a concept, it points the way for how retail could be in the future.

That's about it from me.

Enjoy the work. It's testament to me that YoungGuns is still as relevant today as it was when it started eleven years ago.

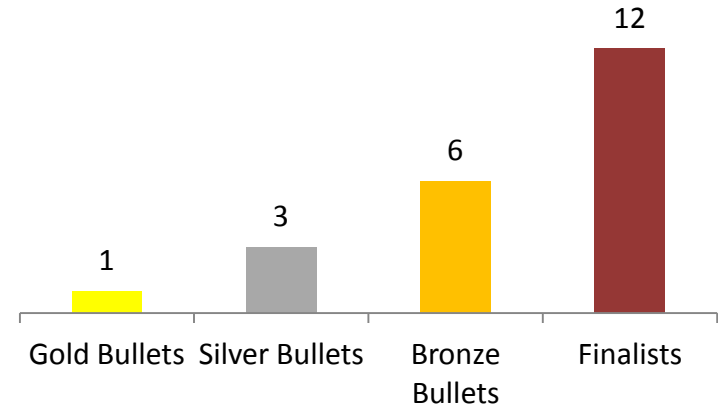
Oh to be 29 again.

Cheers,

Toby

The Design leaders and influencers of tomorrow

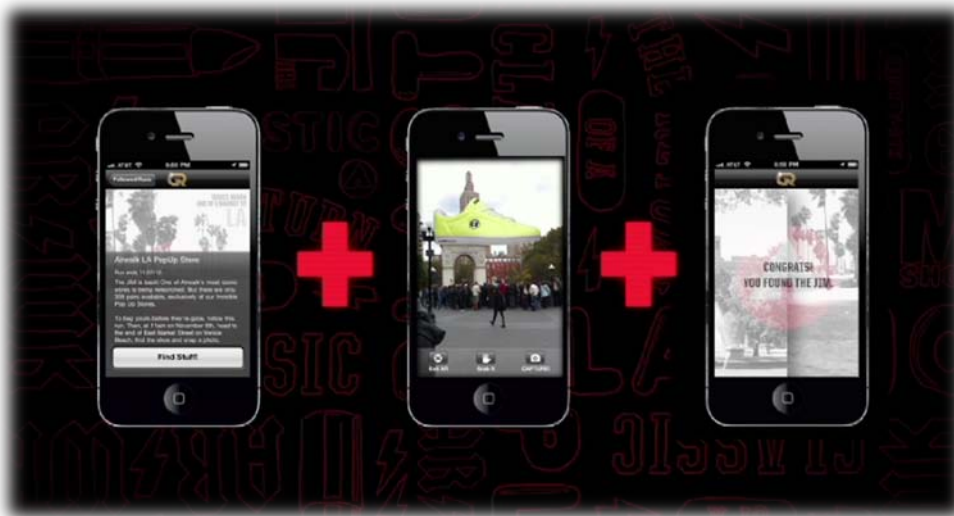
- 2011 is YoungGuns biggest year since we started out recognizing young talent in 2000.
- First our 100+ online jury evaluated and then the 12 strong deliberation jury led by Toby Talbot, ECD DDB New Zealand, debated and discussed the amazing work across a long week.
- In the Design Award **10 bullets** were awarded to young talent in 9 countries.
- A YoungGuns Bullet signifies the leaders of tomorrow, the ones to “Become the Hunted” for their talent.
- All work can be viewed in the showcase @ www.ygaward.com



Countries	Gold Bullets	Silver Bullets	Bronze Bullets	Finalist	Total Bullets	Total Recognized
Australia			1	1	1	2
Canada			1	2	1	3
China		1			1	1
France				2	0	2
India			2	1	2	3
New Zealand				1	0	1
Philippines	1	2			3	3
Singapore			1	3	1	4
Spain			1	2	1	3

2011 Professional YoungGuns Of the Year

- 2011 Professional YoungGuns of the Year are **Mr Alexander Nowak & Mr Felix Richter** from Y&R New York for Airwalk Invisible Pop Up Store





Gold Bullet

- **Illustration Campaigns**
Fine China (Vase, Plate, Bowl)
Miss Nina Fides Garcia
DDB Philippines





2011 Gold, Silver & Bronze Bullets

Title	Category / Division	Eligible Designers	Agency	Country	Bullet
Fine China (Vase, Plate, Bowl)	Illustration Campaigns	Miss Nina Fides Garcia	DDB Philippines	Philippines	Gold
Disposable Forest	Environmental Design - Temporary or semi-permanent	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	China	Silver
Fine China Plate	Illustration	Miss Nina Fides Garcia	DDB Philippines	Philippines	Silver
Fine China Bowl	Illustration	Miss Nina Fides Garcia	DDB Philippines	Philippines	Silver
Love/Hate	Book Cover	Mr Steve Perisco	Leo Burnett, Toronto	Canada	Bronze
Mr Lee, tailor to superheroes and villains	Corporate Identity	Mr Juan Christmann	Leo Burnett Iberia	Spain	Bronze
Fold Aide Box	Packaging Design	Mr Anirban Sanyal & Miss Nadine Pereira & Miss Payal Juthani & Ms Zainab Karachiwala	Leo Burnett India	India	Bronze
Never Wasted	Packaging Design	Mr Athul Chathukutty & Mr Viduthalai Raj Marudachalam	Happy Creative Service	India	Bronze
Apple Box	Self Promotion	Mr John-Henry Pajak	Leo Burnett Sydney	Australia	Bronze
Kinetic V5	Web Design (non-Flash)	Miss Clay Kuok & Mr Desmond Tan & Mr Edwin Toh & Miss Elen Winata & Miss Esther Goh & Mr Jack Tan & Mr Joseph Davies & Mr Noel Chan & Mr Pann Lim & Mr Victor Low	Kinetic Singapore	Singapore	Bronze

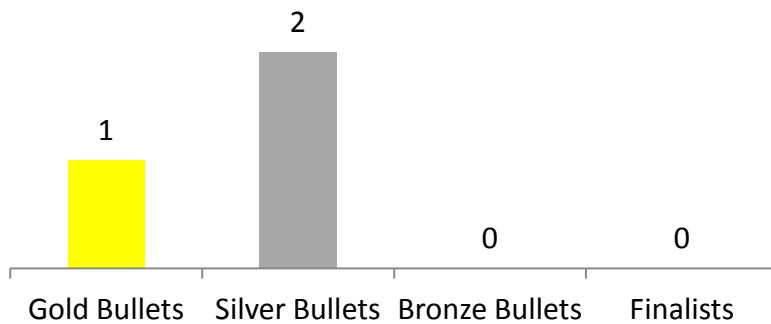
2011 Finalists

Title	Category / Division	Eligible Designers	Agency	Country	Bullet
Sketch-A-Card	Corporate Identity	Mr Amit Malik & Miss Shyamashree Dmello	Beehive Communications	India	Finalist
A-Z of endangered wildlife	Illustration	Ms Elen Winata & Mr Eugene Tan & Mr Pann Lim	Kinetic Singapore	Singapore	Finalist
L&P Nothing Much Playing Cards	Point of Sale	Mr Adam Barnes & Mr James O'Sullivan & Mr Sam Cox	Ogilvy New Zealand	New Zealand	Finalist
Monkey Week	Point of Sale	Mr Bruno Nakano	Leo Burnett Iberia	Spain	Finalist
Tropicana Billboard powered by Organges	Poster	Mr Alexander Kalchev & Mr Siavosh Zabeti	DDB Paris	France	Finalist
A to Z of endangered wildlife	Poster	Ms Elen Winata & Mr Eugene Tan & Mr Pann Lim	Kinetic Singapore	Singapore	Finalist
Mr Lee, tailor to superheroes and villains	Poster	Mr Juan Christmann	Leo Burnett Iberia	Spain	Finalist
Love/Hate	Poster	Mr Steve Perisco	Leo Burnett Toronto	Canada	Finalist
BETC Paper 2	Print / Book / Magazine	Ms Linnea Kavsjo & Ms Therese Jonsson	BETC EuroRSCG	France	Finalist
A to Z of endangered wildlife	Typography	Ms Elen Winata & Mr Eugene Tan & Mr Pann Lim	Kinetic Singapore	Singapore	Finalist
Love/Hate	Typography	Mr Steve Perisco	Leo Burnett Toronto	Canada	Finalist
Spotlight	Web Design (Flash)	Mr David Mugford	Leo Burnett Sydney	Australia	Finalist

2011 Young Talent Ranking

Rank	Young Talent	Agency	Country
1st	Alexander Nowak	Y&R New York	United States
1st=	Felix Richter	Y&R New York	United States
3rd	Matt Miller	Leo Burnett Chicago	United States
4th	Julia Neumann	Y&R New York	United States
5th	Chris Joakim	BBDO Toronto	Canada
5th=	Mike Donaghey	BBDO Toronto	Canada
5th=	Nina Fides Garcia	DDB Philippines	Philippines
8th	Chris Rodriguez	Leo Burnett Chicago	United States
9th	Gongxing Wang	Ogilvy Beijing	China
9th=	Lianhui Hao	Ogilvy Beijing	China
9th=	Shiyang He	Ogilvy Beijing	China
9th=	Shujie Qi	Ogilvy Beijing	China
13th	Guillaume Ganty	La Chose	France
13th=	Victor Sidoroff	La Chose	France
13th=	Ryan Wolin	Leo Burnett Chicago	United States
13th=	Steve Perisco	Leo Burnett Toronto	Canada
17th	Bart Mol	TribalDDB Amsterdam	Netherlands
17th=	Pol Hoenderboom	TribalDDB Amsterdam	Netherlands
17th=	Robbin Cenijn	TribalDDB Amsterdam	Netherlands
20th	Alex Romans	Johannes Leonardo	United States
20th=	Ben Clare	Johannes Leonardo	United States
20th=	Elen Winata	Kinetic Singapore	Singapore
23rd	Carlos Andres Rodriguez Monroy	Lowe/SSP3	Colombia
23rd =	Emmie Nostitz	Johannes Leonardo	United States

YoungGuns 2011 Design Agency of the Year DDB Philippines



Gold Bullets X 1

_ Illustration Campaigns

Fine China (Vase, Plate, Bowl) - Miss Nina Fides Garcia

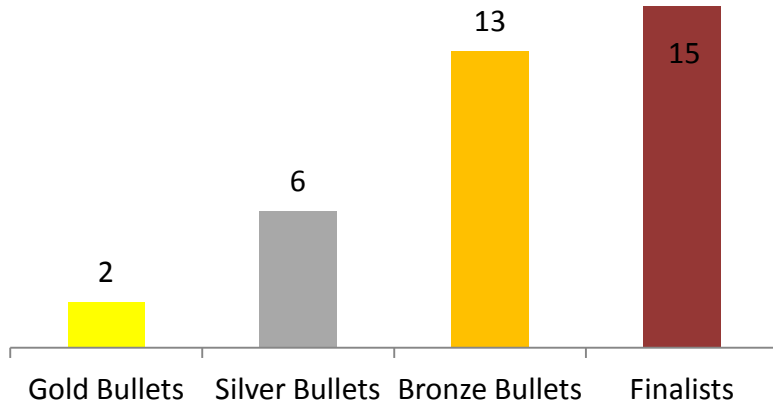
Silver Bullets x 2

_ Illustration

Fine China Plate - Miss Nina Fides Garcia

Fine China Bowl - Miss Nina Fides Garcia

YoungGuns 2011 Network of the Year Leo Burnett Worldwide

Countries	Gold Bullets	Silver Bullets	Bronze Bullets	Finalist	Total Bullets	Total Recognized
Australia		3	2	3	5	8
Canada		1	3	2	4	6
India			2	2	2	4
Poland	1				1	1
Spain			1	2	1	3
South Africa				1	0	1
United States	1	2	5	5	8	13

Gold Bullets X 2

- 1 X TV campaigns > 30 seconds, or of differing lengths
- 1 x Consumer magazine campaigns

Silver Bullets x 6

- 2 x TV 30 seconds
- 1 x Promotions
- 1 x Best Event Activation
- 1 x Government Websites
- 1 x Corporate Communications

Bronze Bullets x 13

- 1 x Public & Community Service - Integrated
- 1 x Self Promotion
- 2 x Outdoor campaigns (can be a mixture of different mediums)
- 1 x Book Cover
- 1 x Art Direction - Campaigns
- 1 x Packaging Design
- 1 x Corporate Identity
- 2 x TV 30 seconds TV 30 seconds
- 1 x TV more than 30 seconds
- 1 x Radio campaigns (any length)
- 1 x Radio over 30 seconds

Finalists x 15

- 1 x Public & Community Service - Radio
- 1 x Public & Community Service - Television / Cinema
- 1 x Web Design (Flash)
- 2 x Poster
- 1 x Typography
- 1 x Consumer magazine campaigns
- 1 x Print Crafts - Illustration
- 1 x Campaigns TV more than 30 seconds
- 1 x Point of Sale
- 2 x TV 30 seconds
- 1 x Radio over 30 seconds
- 2 x Copywriting - Individual