

2010 ONE SHOW DESIGN PENCIL WINNERS

Annual Report

GOLD Human Rights Campaign
"End the Lies"
Design Army/Washington, DC

Booklet/Brochure

GOLD Chippendale Printers
"Chippendale Printer Leaflet"
Saatchi & Saatchi/Sydney

SILVER Ogilvy Germany
"HOWTO Magazine"
Ogilvy/Frankfurt

BRONZE Quantum Group
"Brand Building Print"
Bristol White/Las Vegas

BRONZE Selecon
"We Make Light"
Alt Group/Ponsonby

Logo/Trademark Design - Single

GOLD Barnes & Noble
"nook"
R/GA/New York

SILVER Gyttop
"Gyttop"
Neumeister/Stockholm

BRONZE Wine to Water
"Wine to Water"
BradfordLawton/San Antonio

Corporate Identity - Single

GOLD Blim Screenprinting
"Blim Screenprinting Business Cards"
Rethink/Vancouver

SILVER Barnes & Noble "nook"
R/GA/New York

BRONZE The Backpacker Company
"Soap Cards"
Karigari Design inc/Mumbai

Corporate Identity - Campaign

SILVER Urban Tree Salvage
"Design Where Nothing Goes to Waste"
Leo Burnett/Toronto

SILVER D&D Hair Design
"D&D Hair Design"
Net#work BBDO/Cape Town

BRONZE Sydney Writer's Festival
"Festival Letterheads"
Saatchi & Saatchi/Sydney

BRONZE Functionalab
"Functionalab - Corporate Identity"
Sid Lee/Montreal

Package Design - Single

GOLD Gorilla Coffee
"Gorilla Coffee 1 lb Bag"
1 Trick Pony/Hammonton

SILVER Gyttop
"Gyttop"
Neumeister/Stockholm

BRONZE Panasonic Marketing Europe
"The Earphones Note"
Scholz & Friends/Berlin

Package Design - Campaign

SILVER Hoyu Co. "Countdown to Beauty"
ADK/Tokyo

BRONZE Roggenkamp Organics
"Fresh Soups To Go"
Scholz & Friends Identify/Berlin

Posters, P.O.P. and in-Store - Single

GOLD Nihon Sogo Ryoji
"acupuncture needles"
Nippon Design Center/Tokyo

SILVER Levi's Strauss
"Button Fly"
Sagmeister/New York

BRONZE East Works Entertainment
"HANATOMIZU"
good design company/Tokyo

BRONZE WA
"WA FABRIC COLLECTION 2010"
702 Design Works/Tokyo

Posters, P.O.P. and in-Store - Campaign

GOLD The Zimbabwean
"The Trillion Dollar Poster Campaign"
TBWA\Hunt\Lascais - Johannesburg/
Sandton

SILVER Mitsubishi Estate Co. & Idee Co.
"Thunder Night Fever!"
Dentsu/Tokyo

Promotion

GOLD Mitsubishi Estate Co. & Idee Co.
"Thunder Night Fever!"
Dentsu/Tokyo

SILVER egoFM
"iElectronic Guitar Birds"
Serviceplan Gruppe/Munich

SILVER Kagatani Knife
"Elevator"
Grey/Tokyo

BRONZE yalook.com
"Yalook - Fashion Faces - Calendar"
FutureBrand/Hamburg

Self-Promotion

GOLD Google
"The Google Job Experiment"
Alec Brownstein/New York

SILVER School of Visual Arts
"Undergraduate Catalog"
Visual Arts Press/New York

Spatial Design - Single

GOLD LeadAcademy
"ProContra"
Serviceplan/Munich

SILVER Chocolate Research Facility
"Chocolate Research Facility
(Wheelock Place)"
Asylum Creative/Singapore

BRONZE Shelter
"House of Cards Exhibition"
Leo Burnett/London

Spatial Design - Campaign

SILVER The OCT Art & Design Gallery
"Social Energy Space"
SenseTeam/Shenzhen

SILVER E.I. Edutainment International, Berlin
"Deutsches Currywurst Museum"
Atelier Markgraph/Frankfurt

Outdoor - Single

GOLD HBO
"Cube Film Installation"
BBDO/New York

GOLD Doosan
"Book Shelf"
Big Ant International/Seoul

SILVER Coca-Cola (Japan) Company
"Georgia Max Coffee/Toilet"
TUGBOAT/Tokyo

SILVER Solidarité Sida
"Clocks"
BETC Euro RSCG/Paris

BRONZE The Economist
"Plugs"
BBDO/New York

Outdoor - Campaign

GOLD The Zimbabwean
"The Trillion Dollar Campaign"
TBWA\Hunt\Lascais - Johannesburg/
Sandton

SILVER IBM
"OOH Campaign"
Ogilvy/New York

SILVER Haagen Dazs
"5 Ingredient Outdoor Campaign"
Goodby, Silverstein & Partners/
San Francisco

Book, Magazine, Newspaper

GOLD D-BROS
"ROSE"
Draft/Tokyo

SILVER Oakfield Press
"The Vigneron"
Alt Group/Ponsonby

Cover Design

SILVER Wusthof Knives
"Wusthof Fishbook"
COZUM/Istanbul

Direct Mail - Single

SILVER Hazco
"Demolition"
TAXI Canada/Toronto

BRONZE Diesel
"Be Stupid Manifesto"
Anomaly/New York

Broadcast Design - Single

GOLD Zealot/Neutral Nine Records
"SOUR 'Hibi no Neiro'
(Tone of Everyday)"
Masashi/Hal/Magico/Masayoshi/USA

GOLD Squeak E. Clean Prod.
"NASA 'Spacious Thoughts' feat.
Tom Waits & Kool Keith"
Fluorescent Hill/Montreal

SILVER HBO
"The Affair"
BBDO/New York

Broadcast Design - Campaign

GOLD SBS Broadcasting
"Brain Idents"
US Sydney/Redfern

SILVER HBO
"Imagine TV Campaign"
BBDO/New York

BRONZE Tanqueray
"Resist Simple"
Wieden+Kennedy/Amsterdam

Public Service: Outdoor and Posters - Single

SILVER Solidarité Sida "Clocks"
BETC Euro RSCG/Paris

Public Service: Outdoor and Posters - Campaign

SILVER MR_DESIGN
"Nico Products Posters"
MR_DESIGN/Tokyo

BRONZE The Swedish Museum of Architecture
"Return of the Ornament"
Happy F&B/Gothenburg

Public Service: Collateral - Single

SILVER Women's Grievances Cell
"The Hidden Truth"
Bates 141/Mumbai

SILVER The Pregnancy Care Association
"Open Me"
DDB/Shanghai

BRONZE Friends of Cancer Patients (FOCP)
"Stressball"
JWT/Dubai

Public Service: Collateral - Campaign

SILVER Zhao Qing
"Nanjing contemporary art annual
exhibition"
Qing Zhao/Nanjing

BRONZE Presidium Senior Secondary School
"Presidium Bedsheets"
Out of the Box/Delhi

Industrial Design - Campaign

SILVER MR_DESIGN
"Sushi Memo Block"
MR_DESIGN/Tokyo

Typography - Single

GOLD Solidarité Sida
"Clocks"
BETC Euro RSCG/Paris

BEST OF SHOW

**Zealot/Neutral Nine Records
"Sour 'Hibi no Neiro' (Tone of Everyday)"
Masashi/Hal/Magico/Masayoshi/USA**

