

New York Festivals: Breaking moulds, and closing entries soon

NEW YORK CITY, US: The closing date for entries into [New York Festivals World's Best Advertising](#) competition, which recently claimed to have broken advertising moulds by unveiling five newly crafted trophies designed by the renowned New York design firm Sagmeister & Walsh, is getting closer.

The trophy design was inspired by New York City's classic Art Deco skyscrapers. And its different... designer Stefan Sagmeister says he always hated glued-on metal name plates, so each NYF trophy contains a Pico type video projector that projects digital video credits onto any nearby viewing surface. Winners will see their names in lights...from the agency creatives to the client side...the entire production team can be included in the credit roll just like at the end of a feature film. To view a brief interview with Stefan Sagmeister & Jessica Walsh and a video of the NYF Trophy credit roll click [here](#).



Jessica Walsh and Stefan Sagmeister... coming up with a new concept in trophies.

"New York Festivals new advertising trophy has smashed the mould for advertising trophies. The trophy's innovative Pico projector displays an unlimited number of credits, everyone involved on the winning campaign can be recognised for their creative contribution," said Michael O'Rourke, President, New York Festivals.

The five trophies sizes and unique designs include: World's Best Idea, Grand Prize, First Prize, Second Prize, and Third Prize. Awards will be cast in aluminium and powder-coated in monochromatic colours and will range from 240-355mm in height.

The variety of sizes and individual colours will allow award-winners to create their own multi-dimensional New York City-scape in their trophy case or on their conference table.

These trophies will be revealed at the 2014 New York Show events on 1 May, including creative panel discussions, keynote speakers, networking, the awards ceremony, and NYF's after-party to honour the World's Best Advertising. New York Show events will be held at the New York Public Library's Beaux-Arts landmark Stephen A. Schwarzman building located at 455 Fifth Avenue in New York City.

The competition receives entries from over 75 countries in all media in the following competitions: Avant-Garde, Branded Entertainment, Collateral & Direct, Creative Effectiveness, Design, Digital, Film & Film Craft, Integrated, Outdoor, Print, Public Relations, Public Service, Radio, and Student.

The 2014 competition entry deadline is January 31st, and all entries submitted after that date will be subject to a 15% Rush Fee. For more information on the 2014 competitions go to: [Rules & Regulations](#) and to enter go to [log In](#).