

2 Saffers named ADC 101st Annual Awards jury members

TJ Njozela, creative director, Grey (fusion) and Amr Singh, director, FORT (motion/film/gaming craft) have been named as two of five top creatives from the continent to serve on the diverse jury for The One Club for Creativity's (The One Club) ADC 101st Annual Awards.



Source: © One Club [One Club](#) 2019 One Club ADC Awards

Joining them are creatives Kevo Abbra, creative stylist, visual artist (fashion design) from Kenya; Adebola Adegbulugbe, deputy creative director at Insight Publicis (advertising) in Nigeria and Prof Saki Mafundikwa, founder and director of ZIVA (typography) from Zimbabwe.

Along with this year's jury chairs announced last month, nearly 250 creatives from 48 countries will judge work from around the world.

Diverse balanced jury

The One Club awards show each has its distinct focus. The ADC Annual Awards juries look to champion excellence in craft, design and innovation, while The One Show judges focus on the creativity of ideas and quality of execution.

The Awards are the world's longest-running and most prestigious global competitions celebrating excellence in craft and innovation in all forms of design and advertising.

“For more than a century, the ADC Cube has been awarded for the world’s best work based on excellence in craft, design and innovation,” says Kevin Swanepoel, CEO, The One Club.

“This strong tradition continues today in the hands of this year’s global jury members, a diverse, gender-balanced group who are recognised creative leaders in their fields.”

The incorporation of the Art Directors Club of New York, also known as the ADC took place in August 1920, founded by Louis Carl Pedlar. The goal was to raise the standards of commercial art to those traditionally associated with fine art. ADC still sets the tone for creative excellence that the industry continues to follow a century later.

Entries open

Entries can be submitted now, with fees increasing after each deadline period. The regular deadline is 31 January 2022, with an extended deadline of 18 February 2022 and the final deadline of 4 March 2022.

No physical entries will be accepted this year due to the ongoing pandemic, all entry media must be uploaded into the online entry system.

Judging will be conducted online, starting in March 2022, with finalists announced in May.

ADC 101st Annual Awards Gold, Silver and Bronze Cube winners will be announced during Creative Week in May 2022.

A special tiered pricing structure makes it easier for smaller agencies, studios and freelancers to participate in the ADC 101st Annual Awards.

Larger agencies and brands pay the standard entry fee; smaller shops get a discount on entries (amount varies by discipline), and freelance creatives and one-person shops are eligible for an even greater reduction in their entry fee.

Unlike for-profit awards shows, The One Club is a non-profit organisation that puts revenue generated from awards entries back into the industry in the form of programs under its four pillars: Educations, Inclusion & Diversity, Gender Equality and Professional Development.

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