

RIGGG  
DESIGN  
PRIZE  
2022

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**MEDIA KIT**  
**7 OCT 2022 – 29 JAN 2023**

# RIGG DESIGN PRIZE 2022

## MEDIA RELEASE

7 OCTOBER 2022 – 29 JANUARY 2023  
THE IAN POTTER CENTRE: NGV AUSTRALIA

### FREE

The first major exhibition of advertising and communication design in the NGV's history, The Rigg Design Prize 2022 highlights the creativity underpinning the work of eight leading Australian-based creative agencies. For the exhibition, each agency has developed a suite of campaign assets – including billboards, street posters and moving image – that celebrate how creativity can shape who we are and the world we live in.

Now in its ninth edition, the triennial Prize is Australia's highest national accolade for contemporary design bestowed by an Australian public gallery and seeks to profile a different field of design practice every three years. In 2022, the Prize exhibition showcases the capacity of advertising and communication design to influence how we consume, act and behave as a society, while drawing attention to the creative minds behind the campaigns working across graphic design, typography, digital media, film, psychology and creative writing.

Including the Australian offices of multinational and independent creative agencies, the finalists invited by the NGV to compete for the \$30,000

Prize are: Clemenger BBDO Melbourne, DDB Group Melbourne, Frost\*collective, Gilimbaa, Leo Burnett Australia, TBWA\ Melbourne, The Royals and Thinkerbell.

The NGV's design curators undertook national research to establish a shortlist that would represent and showcase the breadth of excellence in Australia's advertising and creative communications sector. Participating agencies include long-established leaders and disruptors, and agencies that have carved out their own unique space through their focus and specific approach. When exhibited together the eight agencies provide a unique insight into the creative process and the motivations and aspirations of some of Australia's most dynamic professionals working in the field.

For the exhibition, the NGV challenged each agency to create a campaign that articulated the potential of creativity to accelerate positive social, cultural, economic or environmental change. The eight exhibited campaigns represent a call to action for Australia to realise its 'creative potential'.

Tony Ellwood AM, Director of the NGV, said: 'Australian advertising and communications agencies attract some of the most creative minds in the country. The Rigg Design Prize 2022 is an opportunity to acknowledge and celebrate the extraordinary talent of this multifaceted design discipline, which is rarely examined within the walls of an art gallery. The NGV is committed to elevating all areas of Australian contemporary design, as well as challenging ideas about what design looks like in the twenty-first century.'

Ewan McEoin, Senior Curator, Contemporary Art, Design and Architecture, NGV, said: 'We have challenged some of the most creative minds in our country to convince Australians that creativity is something to be valued and embraced as a powerful force capable of influencing and shaping a better future. We want them to highlight, clarify and amplify the extent to which creativity has the potential to shape who we are and the country we live in. We must elevate the value we place on creativity; it is a critical ingredient for a better, fairer and healthier tomorrow.'

The Rigg Design Prize is a generous legacy of the late Colin Rigg (1895–1982), a former secretary of the NGV's Felton Bequests' Committee. Previously known as the Cicely and Colin Rigg Contemporary Design Award, the invitational prize was established in 1994 to recognise contemporary design practice in Victoria. In previous years, the Prize has celebrated achievements in jewellery, furniture and interior design.

The Rigg Design Prize 2022 will be on display from 7 October 2022 to 29 January 2023 at The Ian Potter Centre: NGV Australia at Fed Square, Melbourne, Australia. The winning campaign will be announced on 13 October. Free entry. Further information is available via the NGV website: [NGV.MELBOURNE](http://NGV.MELBOURNE)

MAJOR PARTNER



MAJOR SUPPORTER

CICELY & COLIN RIGG BEQUEST

managed by  Equity Trustees

# THE CREATIVE AGENCIES

# CLEMENGER BBDO MELBOURNE

## AGENCY BIO

Clemenger BBDO Melbourne was formed in 1972 following BBDO's share purchase of John Clemenger Advertising – established 1946 by John Clemenger. With partner agencies in Sydney (AUS), Brisbane (AUS) and Wellington (NZ), Clemenger BBDO Melbourne was awarded Global Agency of the Year at Cannes in 2017 and named Agency of the Decade by both *Campaign Brief* and *Mumbrella* in 2020.

## CREATIVE TEAM

**Daniel Pizzato** creative group head

**Ellie Dunn** senior copywriter

**Huei Yin Wong** senior art director

**Karolina Bozajkowska** 2iC, production director

**Samantha Scalise** executive production director

**Nicholas Short** production director

**Theresa White** head of project management

**Ben Bryan** motion designer

**Sarah Bresser** photographer



Photo: Eugene Hyland

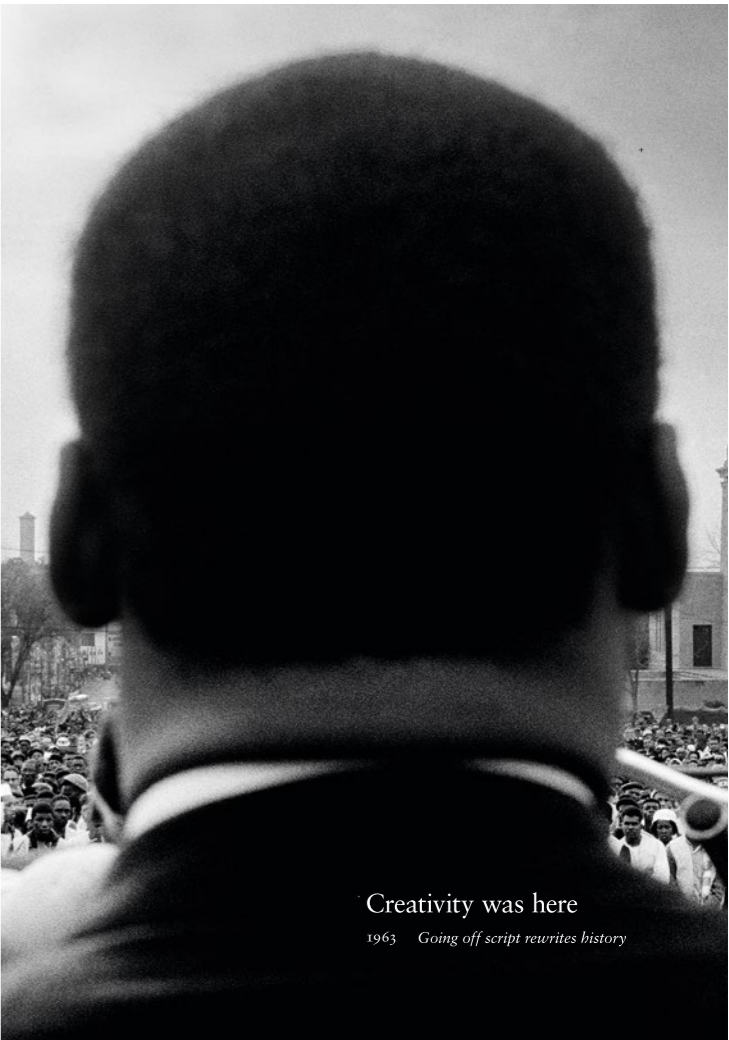
# CLEMENGER BBDO MELBOURNE

## CONCEPT

### CREATIVITY WAS HERE

Creativity is often considered the genesis point for art forms, including painting, poetry, music and dance, however its value to other areas – politics, sport, science, engineering or research – is often overlooked. To direct public attention towards the importance of creativity across all branches of knowledge, *Creativity was here* by Clemenger BBDO Melbourne, is a campaign that points to the numerous examples of creativity that have had a profound impact on the world as it is today.

Making use of the asterisk as a well-known graphic symbol, *Creativity was here* highlights moments when creativity has helped accelerate positive change throughout history. From cultural movements to law reform, brilliant inventions to life-giving medical innovations, the campaign uses striking imagery and emotive storytelling to communicate that creativity is responsible for so much more than is immediately apparent. Billboards, transit posters, social media and moving image are used to depict creativity in action – from the impressive, the slightly shocking, the joyful and the heartwarming – to develop an unarguable testament to the value of creativity. *Creativity was here* is activated by a QR code-initiated AR environment.



Clemenger BBDO Melbourne  
Street Posters from *Creativity was here* for Rigg Design Prize 2022  
Image courtesy of Clemenger BBDO Melbourne



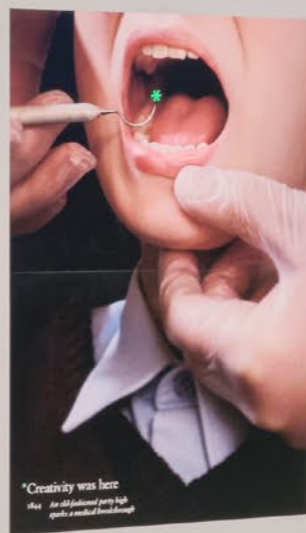
\*Creativity was here  
1978 Imagination births a generation



Creativity is at our fingertips



\*Creativity was here  
1978 An allergy triggers a lovable breed



\*Creativity was here  
1978 An ill-fated party high opens a medical breakthrough



\*Creativity was here  
1978 Camp of a new genre born



\*Creativity was here  
1978 A hand reaches for the stars



Installation view of Creativity was here by Clemenger BBDO Melbourne, Melbourne on display in the Rigg Design Prize 2022 at The Ian Potter Centre: NGV Australia from 7 October 2022 – 29 January 2023. Photo: Tom Ross



# DDB GROUP MELBOURNE

## AGENCY BIO

Established by Doyle Dane Bernbach in 1949 in New York (USA), DDB launched in Australia in 1963. Part of the DDB Group, which is also made up of TRACK, Tribal, DDB Remedy and Mango, DDB has offices in Melbourne (AUS), Sydney (AUS) and Auckland (NZ). In 2016 DDB Sydney was the most awarded Australian agency at Cannes, in 2019 DDB was recognized as Agency of the Year by *Campaign Brief* and from 2020-2021 the agency received accolades from AWARD, D&AD and Spikes.

## CREATIVE TEAM

**Mike Napolitano** managing director DDB Group Melbourne  
**Psembi Kinstan** executive creative director  
**James Cowie** group creative director  
**Gile Watson** creative director  
**Jake McLennan** senior copywriter  
**Becky Morriss** senior art director  
**Adam Hengstburger** head of craft  
**Jiaan Koch** senior business manager  
**Lucy Shearer** business director  
**Matt Pearce** head of planning  
**Chris Regan** planning director  
**Davy Rennie** national managing director – Tribal  
**Juan Garcia** chief technical officer  
**David Jackson** digital creative director  
**Stephen de Wolf** national chief creative officer  
**Alex Lefley** group executive creative director  
**Gabrielle Sandel** creative  
**Olivia Daniele** creative  
**Troy Moloney** head of operations and print production  
**Sonia McClaverty** lead senior producer

Photo: Eugene Hyland

# DDB GROUP MELBOURNE

## CONCEPT

### THE CREATIVE INDEX

Creativity is a powerful financial force; however, its value is generally considered unquantifiable. Unlike mining, construction or agriculture, the economic value of creativity has been generally left out of the collective conversation around prosperity building in Australia. *The creative index*, developed and designed by DDB Group Melbourne, tracks creativity for the first time on the Australian sharemarket – demonstrating in real time its dollar value.

Like many investment tracking tools that chart the fiscal performance of a given company, *The creative index* tracks the share price of the top ASX-listed companies in Australia that embrace creativity as part of its business strategy. Each company in *The creative index* has been selected based on the extent to which their product or service is underpinned by an investment in creativity. Expressed as a live graph that allows comparison against other indices tracking leading industries, such as commodities, health and information technology, *The creative index* reveals that businesses that invest in creativity outperform those that don't. This data places creativity at the centre of economic discussion. It encourages people to shift their investment focus towards one of Australia's greatest natural resources: creativity.

DDB Group Melbourne  
Street Posters from *The creative index*  
for Rigg Design Prize 2022  
Image courtesy of DDB Group  
Melbourne






# INVEST IN AUSTRALIA'S GREATEST NATURAL RESOURCE: ^ CREATIVITY

The Creative Index.

CREATIVEINDEX.LIVE

CURRENT MARKET VALUE



The Creative Index.

CREATIVITY

BAUXITE BANKING BALLERINA

COAL COMMODITIES CARTOON DOGS

TIN TELCOS TIKTOKERS

ON ORE INDUSTRIALS EAS

The Creative Index.

See the value of Australia's greatest natural resource: creativity.

CURRENT MARKET VALUE

CREATIVEINDEX.LIVE

Installation view of *The creative index* by DDB Group Melbourne, Melbourne on display in the Rigg Design Prize 2022 at The Ian Potter Centre, NGV Australia from 7 October 2022 – 29 January 2023. Photo: Tom Ross



# FROST\*COLLECTIVE

## AGENCY BIO

Frost\*collective is a B Corp certified agency of strategists, built-environment specialists, digital innovators and designers based in Sydney (AUS). Founded in London (UK) in 1994 by CEO and ECD, Vince Frost, Frost\*collective has received creative awards from D&AD, Art Directors Club (New York and Tokyo), The Society of Publication Designers New York and AGDA Australia.

## CREATIVE TEAM

**Vince Frost** chief executive officer/executive creative director

**Ant Donovan** group creative director

**Ryan Curtis** creative director

**Connie Sowter** producer

**Hien Nguyen** producer

**Mac Archibald** animator

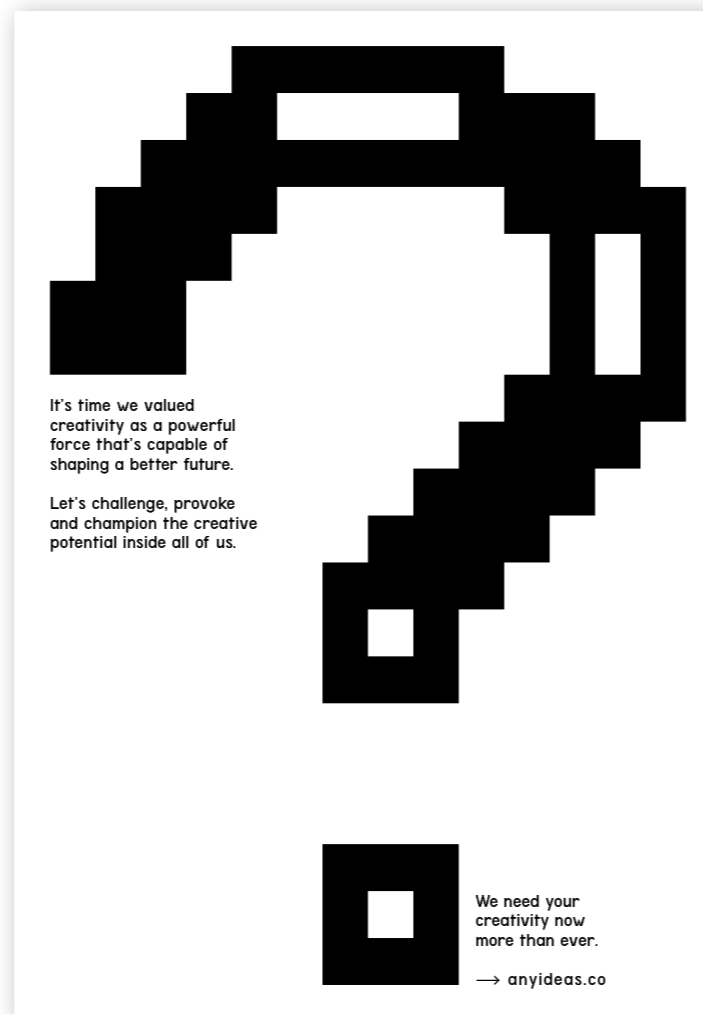
# FROST\*COLLECTIVE

## CONCEPT

### ANY IDEAS?

Problem-solving benefits from a broad range of perspectives. Whether among friends, family or colleagues, many Australians have experienced sitting with a group of people working together to find a solution to the shared problem at hand. After a brief pause for thought, the silence is often broken with a question: 'Any ideas?' This simple query is enough to stimulate a barrage of suggestions, built upon ad hoc in a way that finds solutions through creativity.

Frost\*collective draws on this familiar scenario to set the tone for *Any ideas?* – a campaign that asks Australians to generate great ideas as a force for good. From reducing single-use plastic, improving the efficiency of public transport networks, or breaking society's tech addiction, through one powerful open-ended question, the campaign invites unending possible solutions to current issues. Shared in the gallery through Instagram @\_any\_ideas\_ and online at anyideas.co, *Any ideas?* is challenging, thought-provoking and champions creative thinking.



Holding onto hope in a climate crisis.

Greenpeace needs your creativity now  
→ anyideas.co

Any ideas?

We're wrapping fruit that lasts days in plastic that lasts a millennium.

Australia needs your creativity now  
→ anyideas.co

Any ideas?

Ending HIV stigma.

ACON needs your creativity now  
→ anyideas.co

Any ideas?

An economy that works for people and planet – not just the profits.

B Lab needs your creativity now  
→ anyideas.co

Any ideas?

Teaching teenagers about consent.

Australia needs your creativity now  
→ anyideas.co

Any ideas?

AUSTRALIA NEEDS YOUR CREATIVITY NOW

# Any ideas?

"Community Cupboards tend to be sporadically located. What if EVERY council area had a Community Garden with Community Cupboard? People could contribute to their local with guidance by OzHarvest."

© OzHarvest

Interactive display structure featuring:

- A large vertical panel on the left with the text "Any ideas?" repeated in a pixelated font.
- A central black table with two small digital screens.
- A large vertical panel on the right with a pixelated question mark and a small graphic.

Interactive display structure featuring:

- Two vertical panels with the text "Any ideas?" and various social issues:

  - Ending HIV stigma.
  - We're wrapping fruit that lasts days in plastic that lasts a millennium.
  - Valuing nature for all it's worth.
  - Teaching teenagers about consent.
  - Making regeneration the new sustainability.

An idea

Installation view of *Any ideas?* by Frost\*collective, Sydney on display in the Rigg Design Prize 2022 at The Ian Potter Centre: NGV Australia from 7 October 2022 – 29 January 2023. Photo: Tom Ross



# GILIMBAA

## AGENCY BIO

Gilimbaa, which means 'today' in the language of the Wakka Wakka people of Central Queensland, is a 100% Indigenous-owned communications and creative agency based in Brisbane (AUS). Founded in 2008 by Wakka Wakka man and Executive Director, David Williams, Gilimbaa develops culturally relevant and engaging design and content for, and with, Aboriginal and Torres Strait Islander communities. Gilimbaa was awarded Supply Connect Supplier of the Year in 2015, was a finalist in the 2019 Queensland Reconciliation Awards and was announced as a BADC Award Winner in 2019.

## CREATIVE TEAM

**David Williams** executive director and artist

**Helga Weiss** general manager

**Renée Rogers** art director

**Paul McBride** writer

**Jo Callachor** project manager

Photo: Rhett Hammerton



**UNLEARN THE  
UNTRUTHS**

*think differently. australia*

# GILIMBAA

## CONCEPT

### UNLEARN THE UNTRUTHS

*Unlearn the untruths* is directed towards anyone who believes that they are simply not creative, and urges them to re-engage with their creativity, to think differently about their surroundings and what it means to be Australian. The campaign was created by Gilimbaa, a 100%-Indigenous-owned communications and creative agency based in Brisbane. *Unlearn the untruths* suggests that a reconnection with creativity can spark a reconnection with one another, with the more than 200 cultural backgrounds that make up contemporary Australia, with First Nations histories and with Country.

Based on the premise that there exists a disconnect between Australians, their cultural history and their identity, *Unlearn the untruths* poses creativity as a universally accessible solution to reawaken curiosity and act as a powerful agent for better understanding the nation's past, welcoming the First Nations histories, peoples and achievements, which are at the cultural heart of Australia, and strengthening our collective sense of self.

GILIMBAA

CREATIVITY

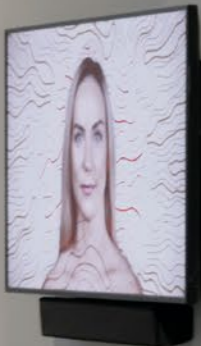
**UNLEARN THE  
UNTRUTHS**

*think differently. australia*

THINK  
DIFFERENTLY  
AUSTRALIA

*think  
differently.  
australia*

**IT'S ALL  
AROUND  
US. IT'S IN  
US ALL.**  
*think  
differently.  
australia*



Installation view of *Unlearn the untruths* by Gilimbaa, Brisbane on display in the Rigg Design Prize 2022 at The Ian Potter Centre: NGV Australia from 7 October 2022 – 29 January 2023. Photo: Tom Ross



# LEO BURNETT AUSTRALIA

## AGENCY BIO

Leo Burnett is a multi-national communications and creative agency founded, 1935 in Chicago Illinois (USA), by American advertising executive Leo Burnett. Leo Burnett Worldwide has 9,000+ employees in over 96 offices across 82 countries. Leo Burnett Australia, established in Melbourne in 1958, opened its original Sydney office in 1980. In 2017 The Gunn Report named Leo Burnett Australia the ninth 'Most Awarded Agency in the World', while the agency ranked #1 Australian agency 2019-20 in The Work Awards presented by *Campaign Brief*.

## CREATIVE TEAM

**Emma Montgomery** chief executive officer

**Jason Williams** chief creative officer

**Catherine King** chief strategy officer

**Andrew Fergusson** executive creative director

Photo: Eugene Hyland



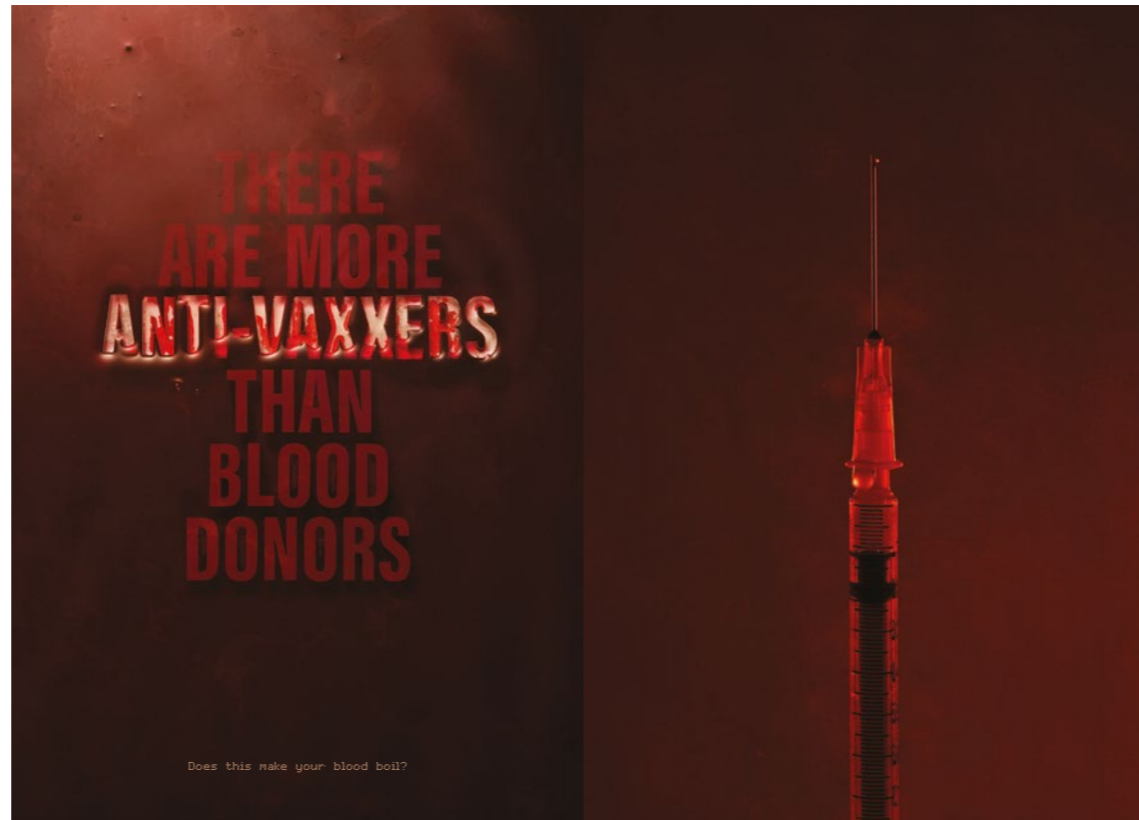
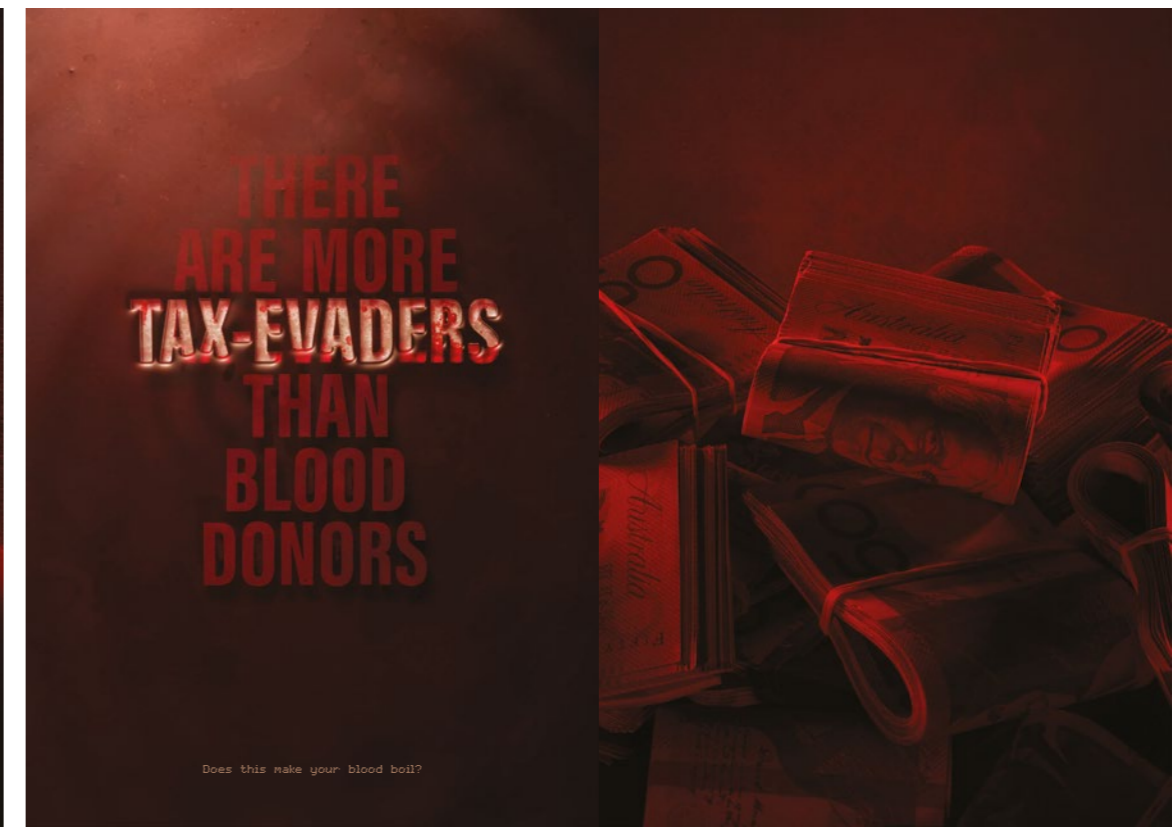
# LEO BURNETT AUSTRALIA

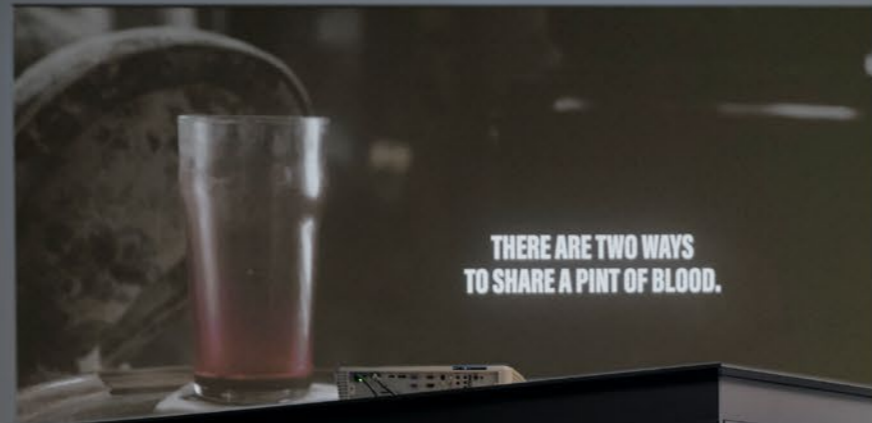
## CONCEPT

### CAN CREATIVITY MAKE YOU BLEED?

Creative communication can challenge perceptions, motivate and influence behaviour. *Can creativity make you bleed?* proposes that creativity is more easily defined by its outcome than its form – whether it be an image, words, music or other, the degree to which it harnesses human emotion becomes a marker of creative success.

*Can creativity make you bleed?* by Leo Burnett Australia, tests the power of creativity to evoke emotion and motivate action. Spotlighting the community's need for blood donation, each campaign asset is designed to trigger an emotional response – anger, joy, fear or disgust – that could prompt Australians to commit to giving blood. Activated by QR code, the campaign invites visitors to reflect on which emotion would be most likely to make people take action. *Can creativity make you bleed?* records and displays the results in a live graph, offering a visualisation of how creativity can inspire change.





Installation view of *Can creativity make you bleed?* by Leo Burnett Australia, Melbourne on display in the Rigg Design Prize 2022 at The Ian Potter Centre: NGV Australia from 7 October 2022 – 29 January 2023. Photo: Tom Ross



# TBWA\MELBOURNE

## AGENCY BIO

TBWA was founded by William G. Tragos, Claude Bonnange, Uli Wiesendanger, and Paolo Ajroldi in 1970 in Paris (FR). The first letter of each founder's name provided the initials for the organisation. Now headquartered in New York, TBWA established its first Australian agency in Melbourne (AUS) in 1994, subsequently opening offices in Sydney and Adelaide. In 2016, the Melbourne based agency rebranded to TBWA\Melbourne. TBWA\Melbourne ranked #4 Australian agency 2019-20 in The Work Awards presented by *Campaign Brief*, were named 'Australian Agency of the Year' at Spikes Asia in 2020 and 'Best in Show' at the London Design Awards in 2019.

## CREATIVE TEAM

**Ricci Meldrum** managing director  
**Paul Reardon** chief creative officer  
**Eloise Liley** co-head of planning  
**Eric Benitez** head of art  
**Pat Sofra** senior designer  
**Mark Jones** senior art director  
**Rob Hibbert** senior copywriter  
**Kate Steven** project director  
**Mika Parow** integrated producer  
**Dhivia Pillai** senior strategist

Photo: Eugene Hyland



contribution to GDP growth  
(year ended - march 2022)

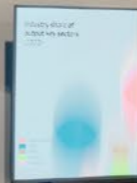
- GDP
- consumption
- dwelling investment
- mining investment
- non-mining investment
- government
- exports
- imports
- creativity



everything  
grows with  
creativity

sources: ABS, RBA - jun 2022

everything  
grows with  
creativity



Installation view of *Everything grows with creativity* by TBWA\Melbourne, Melbourne on display in the Rigg Design Prize 2022 at The Ian Potter Centre: NGV Australia from 7 October 2022 – 29 January 2023. Photo: Tom Ross

# THE ROYALS

## AGENCY BIO

The Royals, founded in Melbourne (AUS) in 2011, is an independent creative agency working at the intersection of data, strategy, design and creativity. In 2014 the agency opened a second office in Sydney (AUS). The Royals was awarded Independent Agency of the Year by AdNews and Mumbrella in 2018, received the People and Culture Award from B&T, 2017, 2018, 2021 and has received industry accolades from D&AD, The One Show, Spikes, NY Fest and Webbys.

## CREATIVE TEAM

**Stephen O'Farrell** co-founder and managing partner

**Stu Turner** executive creative director

**Andrew Reeves** head of strategy

**Adrian Guerin** senior designer

**Claire Ambrosio** senior integrated project manager

**Eddie Brown-Greaves** creative developer

**Kitty Turpin** head of studio, finished artist

**Liam Jenkins** art director

**Siobhan Joffe** copywriter

**Sophie Machin** senior designer, head of craft

**Emma Keesing** business director



Photo: Eugene Hyland

# THE ROYALS

## CONCEPT

### WITHOUT STORE

Creativity is a productive human resource – it fuels progress and is responsible for the innumerable inventions that are used by Australians every day. Many of these systems and objects are so widely relied upon that it is difficult to imagine a world without them. *Without store* is a speculative online shop selling hypothetical versions of some of society's most well used inventions, all-born of Australian creativity.

Referencing the hyper-commercialised nature of the advertising industry, *Without store* by The Royals is accompanied by a campaign that draws inspiration from the familiar style and language of the infomercials that circulate on twenty-four-hour shopping channels. Selling life-changing products, including Google Maps, wi-fi and IVF, each item is listed alongside information detailing its creative origins and the value it brings to society.

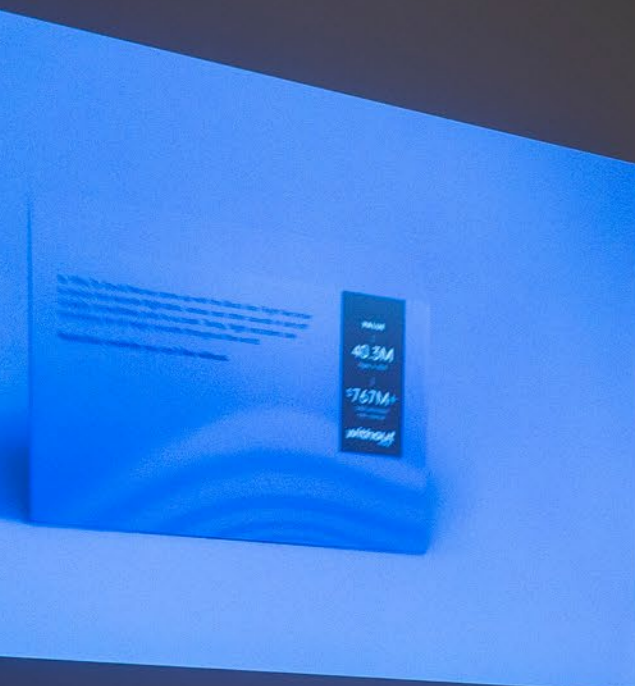


The Royals  
Street Posters from *Without store*  
for Rigg Design Prize 2022  
Image courtesy of The Royals

# Australian creativity you can't live without.

1800-WITHOUT [withoutstore.com.au](http://withoutstore.com.au)

## without store



Installation view of *Without store* by The Royals, Melbourne on display in the Rigg Design Prize 2022 at The Ian Potter Centre: NGV Australia from 7 October 2022 – 29 January 2023. Photo: Tobias Titz





# THINKERBELL

## AGENCY BIO

Established in by Jim Ingram, Adam Ferrier, Margie Reid and Ben Couzens in 2017, Thinkerbell is an independent creative and consulting agency with offices in Sydney and Melbourne (AUS). In 2021 Thinkerbell was named Creative Agency of Year, Full-Service Agency of The Year, and PR Agency of the Year by *Mumbrella* – marking the first time one team has won all three agency accolades.

## CREATIVE TEAM

**Adam Ferrier** chief thinker

**Tom Wenborn** executive creative tinker

**Nick Bennett** head thinker

**Dominic Counahan** executive brand thinker

**Shannon Crowe** head creative tinker

**Nick Livingston** lead production tinker

**Julia Keller** thinker

**Mara Baptista** thinker

**Oliver Eyre** content production tinker

**Annabel Begeng** tinker

**Claire McMahon** lead design tinker

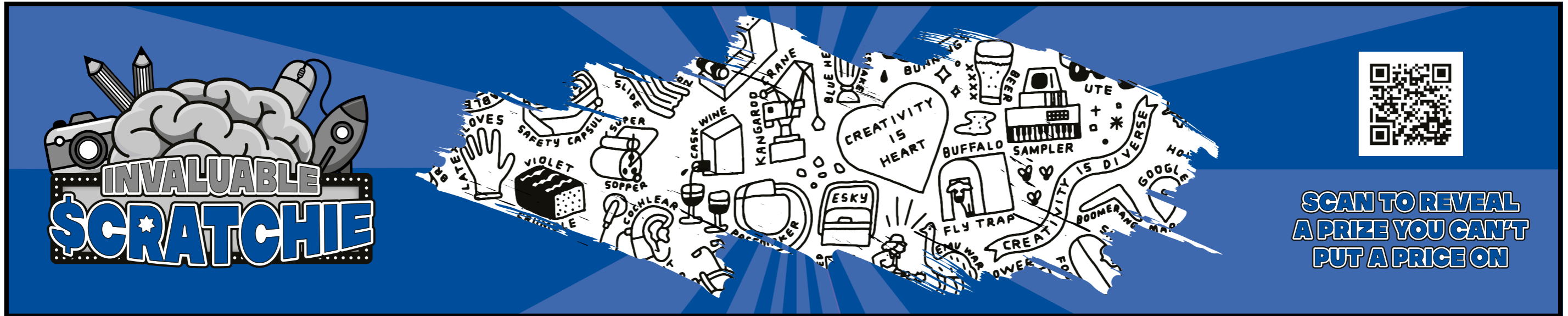
Photo: Eugene Hyland



SCRATCH TO REVEAL A PRIZE YOU CAN'T PUT A PRICE ON SCRATCH TO REVEAL A PRIZE YOU CAN'T PUT A PRICE ON SCRATCH TO REVEAL



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INVALUABLE SCRATCHIE



SCRATCH TO REVEAL A PRIZE YOU CAN'T PUT A PRICE ON SCRATCH TO REVEAL A PRIZE YOU CAN'T PUT A PRICE ON SCRATCH TO REVEAL



# THINKERBELL

## CONCEPT

### INVALUABLE SCRATCHIE

Lured by the promise of winning large cash prizes, approximately 3 million Australians buy a scratch card each year. *Invaluable scratchie* reimagines the scratch card by replacing the dollar value of the prize, typically hidden behind the silver scratch ink, with 'creativity' – a prize that it's impossible to put a price on.

Inviting Australians to uncover the value of creativity, the *Invaluable scratchie* campaign by Thinkerbelle uses physical and digital interactive scratch surfaces that, once scratched, reveal illustrated examples of the nation's many creative achievements. From the Hills hoist to the life-changing cochlear implant, each emblem of creativity is presented as a drawing using black marker pen.





# FEATURE PROGRAM

MON 14 NOV, 6:30-8PM  
THE EDGE AT FED SQUARE

## TELSTRA CREATIVITY AND INNOVATION SERIES: DESIGN AND CREATIVITY SHAPING OUR FUTURE

TICKETED

For the 2022 Telstra Creativity and Innovation Series, NGV invites the design agencies featured in the Rigg Design Prize to provide a presentation on the inspiration, strategy, and reflection of their creative concepts, aiming to win over the live audience.

Hosted by ABC RN's *Life Matters* presenter Hilary Harper, and a welcome from Telstra's Chief Marketing Officer Brent Smart, the event includes an opportunity to view the Rigg Design Prize from 5.30-6.15pm and enjoy a glass of wine on arrival thanks to Yering Station.

NGV THANKS ITS PARTNERS FOR THEIR SUPPORT OF THIS FEATURE PROGRAM

PRINCIPAL PARTNER



EVENT PARTNERS



YERING  
*Station*

# PROGRAMS AND EVENTS

SAT 15 OCT, 12–4:30PM  
THE IAN POTTER CENTRE: NGV AUSTRALIA

## RIGG DESIGN PRIZE 2022: TALK & TOUR

FREE

NGV curators lead a series of conversations with the design agencies in the exhibition space, introducing their concepts and creative.

FRI 21 OCT, 5:30–7:30PM  
THE IAN POTTER CENTRE: NGV AUSTRALIA

## NGV TEENS | ART AFTER HOURS: RIGG DESIGN PRIZE 2022

FREE

Get creative at Art After Hours, a teen event offering an exclusive viewing of the Rigg Design Prize 2022 exhibition. Enjoy art making workshops, hear from creative professionals and listen to live music performances. Come along with your friends or make some new ones. This event is for high school-aged students. Supported by Deakin University.

THE NGV THANKS MAJOR PARTNER DEAKIN UNIVERSITY FOR THEIR SUPPORT OF THIS PROGRAM



THU 3 NOV, 5:30 PM – 7:00 PM

## TERTIARY STUDENT NIGHT

FREE (TICKETED)

An exclusive after-hours viewing for university students featuring an introduction to the exhibition from Ewan McEoin, The Hugh Williamson Senior Curator of Contemporary Design and Architecture and Simone Le Amon, The Hugh Williamson Curator of Contemporary Design.

Recommended for students of advertising, communication, marketing, design, and design education.

MON – FRI 10AM, 11:30AM, 1PM, 2:30 PM

## INTRODUCTORY TALKS FOR SCHOOL STUDENTS (LEVELS 5–12)

TICKETED

Advertising designers are experts in persuasion. Guided by an NGV educator, analyse how top creative agencies apply design elements and principles to create effective visual communications for specific audiences and purposes in response to the theme of Creative Potential. Debate the value and importance of creativity in our society. Compare and evaluate the approaches taken by different agencies in response to the design brief.

## 'CREATIVE POTENTIAL' LEARNING RESOURCE

FREE

What is your Creative Potential? Learn more about the agencies featured in the Rigg Design Prize 2022 and be inspired by the same design brief to create your own response to the theme with this online learning resource for students.

<https://www.ngv.vic.gov.au/learn/>



