



# New Blood Awards 2018

antalis <sup>EM</sup>  
Just ask Antalis

Conqueror

arjowiggins

Brief set by

**Antalis**

In collaboration with

**Craig Oldham, The Office of  
Craig Oldham**

**Conquer digital  
dominance with a creative  
paper experience**

## Related Disciplines

Graphic Design

Packaging Design

Environmental Design

## Additional Prizes

The chance to work with Antalis to realise your idea. If you win a Yellow Pencil you'll also get your hands on the latest Arjowiggins Paper Book.

## Deadline

20 March 2018, 5pm GMT

## Background

We're living in a so-called digital age, and now more than ever our lives are lived out and represented through digital conduits. The world is fast and ever-changing; transient, fleeting, and restless. But in this digital world we live in contradiction. In a digital world we are physical beings with physical senses and needs.

Paper is a creative technology that has evolved alongside us for centuries. It offers a physical sensation of touch and feeling; weight, texture, smell. The nature of paper appeals to us in ways we almost can't comprehend because it's been with us so long – but also because paper is the fundamental creative material.

Antalis, proud supplier of Conqueror creative paper, believes it's time to explore and celebrate the physical in a digital world. It's time to show how creative paper can be, and how paper can express things that its digital counterparts never could.

## The Challenge

Create a physical experience for Conqueror that explores and celebrates the possibilities of paper as a physical, tactile, and creative material for design. Create the unexpected and the imaginative, the inspiring and the innovative – but create it using paper, in a way that brings the medium back to the forefront of creative minds.

It needs to be something that creatives can experience first hand, that inspires them to use paper, whilst challenging their understanding of its possibilities.

## Who is it For?

Creative people and creative practitioners that have been lulled into a digital comfort zone. Time to get physical.

## What to Consider

- Your solution could be anything paper permits, from installation to direct mail, product, packaging or publication, or beyond...
- You're promoting Conqueror paper to the creative industry using Conqueror paper as your medium. So think about discovery and re-discovery of the world of paper and the possibilities of print.

- Explore, embrace and celebrate techniques and finishes and what they can lend to the experience.
- Keep things physical. Your solution should be something that would inspire those who value craft and creativity to share and show off over social – but that's the closest to digital it should get.
- Think about the best way to reach your audience, and more to the point connect with them. How and where would they experience your idea?
- Think outside the box. For example, origami-based ideas are a go-to for paper – that doesn't mean they're off limits, but if you use them it needs to be in a way that's original and perfect for the context.

## What's Essential

This brief is all about the tangible. So although it's not mandatory, do submit a mockup or physical prototype if you can.

## What and How to Submit

Read Preparing Your Entries before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

## Main (essential):

Up to 8 JPEG slides showing your solution.

## Optional (judges may view this if they wish):

**Physical** supporting material (mockups, prototypes etc) is encouraged; you can also submit **video** (30 sec. max.)