

23 May 2002

## The Glenfiddich Bar is Always Open at The D&AD 40th Birthday Awards Ceremony and Dinner

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On 22 May, London's Earls Court was the spectacular setting for the presentation of the 40th Annual Design & Art Direction (D&AD) Awards, the most internationally respected awards in the creative industry, attracting entries from over 50 countries.

Sharing D&AD's commitment to creativity, innovation and forward-thinking, Glenfiddich Single Malt Scotch Whisky sponsored the Bar and Lounge area, designed by 'NB: Studio'<sup>1</sup>. The vast Glenfiddich Bar consisted of a black cube with a luminous surface and back-lit with a green hue, situated within a stylish lounge area fitted with 'Day' black leather sofas and chairs and 'System Supporto' furniture<sup>2</sup>.

In keeping with 'the independent spirit' of Glenfiddich, the bar was a theatrical spectacle, with select barmen from London's top bars creating Glenfiddich 'serves'<sup>3</sup>. A bottle of Glenfiddich 40 Year Old Rare Collection worth £1,000 was also up for grabs throughout the D&AD 40th Birthday celebrations.



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"The whole idea of the Glenfiddich 'independent spirit' is epitomized in creativity, innovation and forward-thinking. We are proud to be involved with the D&AD Awards, an event which celebrates the teams of individuals who take pride in their progressive approach to meeting a client's challenge," said Rachel Bevans, International Senior Brand Manager of Glenfiddich.

Winning a D&AD award is no mean feat. 18,629 pieces of work were submitted from over 50 countries this year. 230 industry leaders selected 648 pieces of work for publication in the 40th D&AD. The Results: 88 Silver Nominations, 38 Silver Awards and 3 Gold Awards - set a new benchmark in quality and creative inspiration for 2002. There was a great run of winners from all over the world, including the UK, USA, Netherlands and Australia<sup>4</sup>

Glenfiddich is a distinctive single malt Scotch whisky with great heritage and can be served on its own, over ice or with the addition of pure spring water. It can also be enjoyed in other refreshing ways like the 8 different serves<sup>3</sup> enjoyed by the 2,000+ guests at the Glenfiddich Bar at this year's D&AD 40th Birthday Award Ceremony and Dinner.

Glenfiddich is the only Highland malt to be distilled, matured and bottled at its own distillery.



## **Editor's Notes**

<sup>1</sup>The dramatic centrepiece bar was designed especially for the night by award-winning, innovative designers NB:Studio. Founded in March 1997, by former Pentagram London designers Nick Finney and Ben Stott, NB:Studio believes in the power of a good idea and solving problems through design. Having worked for a wide range of clients, on a variety of projects, including 100% Design, Barbican Art Gallery, The Body Shop, The British Council, PolyGram Films, National Portrait Gallery, Universal Pictures and Waitrose, NB:Studio's multidisciplinary talents and charismatic approach made them ideal for the design of the Glenfiddich Bar at the D&AD Awards.

<sup>2</sup>Supplier: Supplied by Keen Group.

<sup>3</sup>The following 8 Glenfiddich serves were available at this year's D&AD 40th Birthday Award Ceremony and Dinner:

### **Glenfiddich Classic**

Glenfiddich: Double shot of Special Reserve 12 year old

Glenfiddich served straight from the bottle – just as it leaves the distillery.

### **Glenfiddich Classic Cut**

Glenfiddich: Double shot of Special Reserve 12 year old

Method: Serve cut with slightly chilled still mineral water and cracked or crushed ice

A dash of spring water releases and enhances the flavour and aroma of Glenfiddich.



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### **Glenfiddich Zest**

Garnish: Fresh ginger and lime peel

Glenfiddich: Double shot of Special Reserve 12 year old

Method: Build over crushed or cracked ice, add ginger and lime, stir and serve

Fresh ginger brings out the clean, crisp zestiness and lime the spicy, citrus freshness that underlies Glenfiddich's taste.

### **Glenfiddich Oriental**

Garnish: Fresh ginger and orange peel

Glenfiddich: Double shot of Special Reserve 12 year old

Method: Build over cracked or crushed ice, add ginger and orange, stir and serve

Orange peel emphasises the sweet, fruity notes of Glenfiddich complementing the crisp citrus zest of the fresh ginger.

### **Glenfiddich Seville**

Garnish: Flamed Orange

Glenfiddich: Double shot of Special Reserve 12 year old

Method: Build without ice

Flaming the orange peel produces complex caramelised fruit flavours to complement the taste of Glenfiddich.

### **Glenfiddich Limelight**

Garnish: Flamed Lime

Glenfiddich: Double shot of Special Reserve 12 year old

Method: Build without ice

Lime brings out the zesty, citrus freshness in the Glenfiddich taste.



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### **Glenfiddich Soho**

Garnish: Orange rind with three cloves

Glenfiddich: Double shot of Special Reserve 12 year old

Method: Build over cracked or crushed ice

Sweet spice notes are part of Glenfiddich's flavour and aroma. These are brought out by the sweet orange flavour, complemented by the spicy perfume of the cloves.

### **Glenfiddich Sunset Solera**

Glenfiddich: Double shot of Solera Reserve 15 year old

Method: Shake briefly with ice in a cocktail shaker then strain into glass

Glenfiddich Solera Reserve is both cooled and slightly cut by shaking with cracked or crushed ice to reveal its sherried sweetness.

#### <sup>4</sup> Awards

A Silver Award, which is the benchmark of absolute excellence in the specified category, went to Saatchi & Saatchi (Sydney) for the progressive design of Spicers Paper 'Precision Brochure'. In addition nine other leading-edge Australian pieces of work went into the 40th D&AD Annual (In Book), which provides a historical record of excellence in creativity.

The Netherlands excelled in pioneering, stylish sports TV advertisements with three Silver Awards to Wieden + Kennedy, Amsterdam for 'Nike Freestyle' and a Silver Award to 180 for 'Adidas Performance'. This year Netherlands also had 17 pieces 'In Book' and three further pieces received a Silver Nomination.

The Americans did exceptionally well, taking home the pinnacle of creative achievement, the Gold Award for 'Apple iPod'. They also won nine Silver Awards



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this year - not to mention a further 12 Silver Nominations and an incredible 52 pieces of work 'In Book'.

Silver Award winning work from the States included a string of innovative and humorous entries such as Fox Sport TV advertisements by TBWA\Cait\Day\San Francisco and the Bud light 'Mr Horse-drawn Carriage Driver' radio advertisements by DDB Chicago and The Heinz Tomato Ketchup packaging by Leo Burnett, Chicago - which replaced the product name with witty copy lines including '14 Billion French Fries Can't be Wrong'.

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