

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](https://www.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 Bozajkovska 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

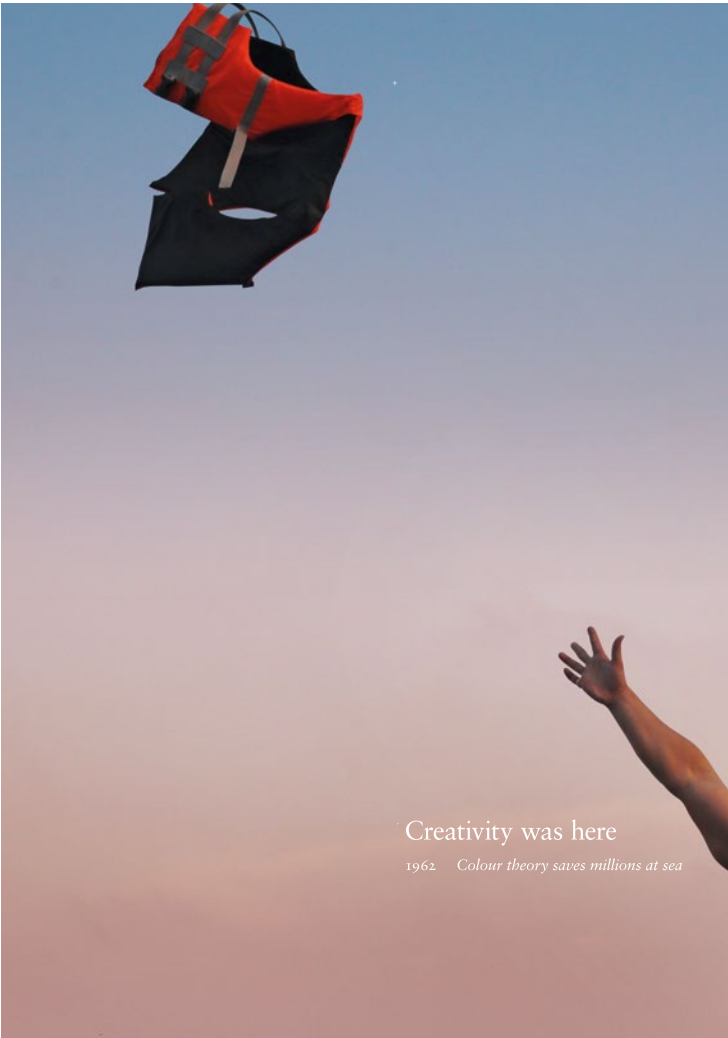
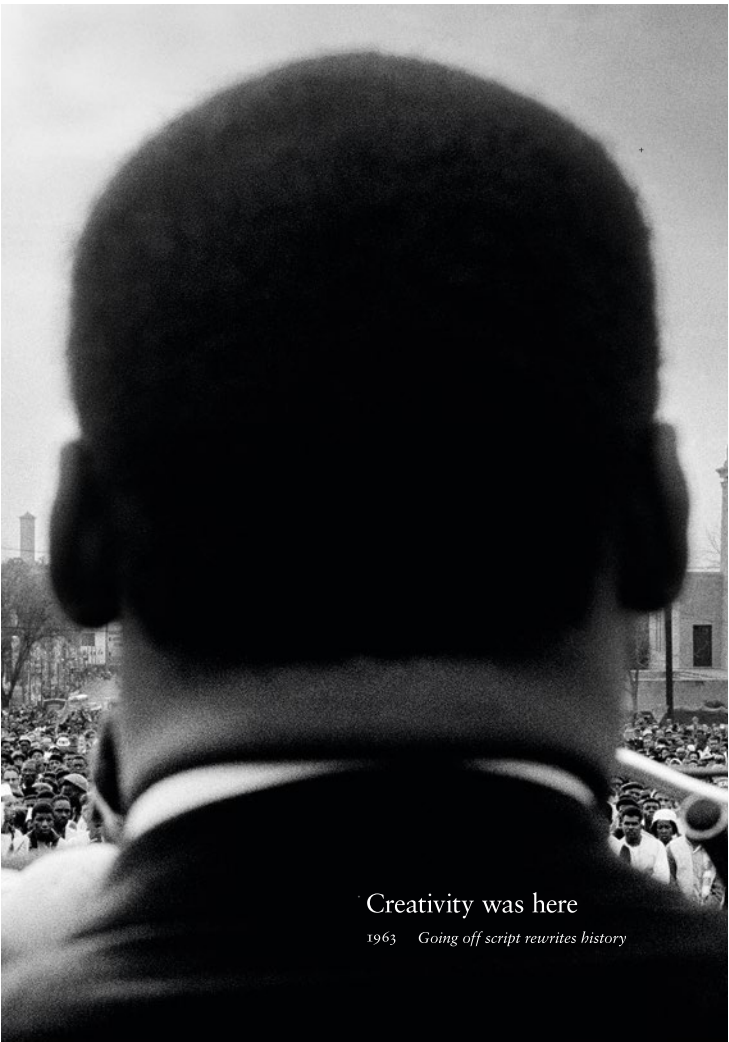
CONCEPT

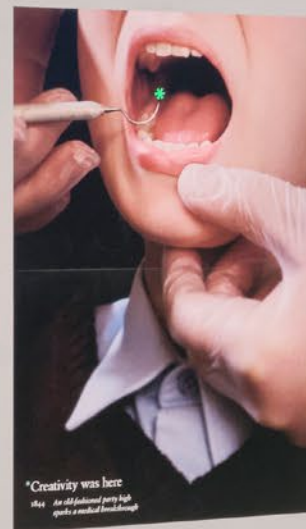
CREATIVITY WAS HERE

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







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.



The Creative Index.

ONE OF AUSTRALIA'S TOP NATURAL RESOURCES IS GROSSLY UNDERVALUED.

CREATIVITY

BAUXITE
BANKING
BALLERINA

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

The Creative Index.

COAL
COMMODITIES
CARTOON DOGS

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

The Creative Index.

TIN
TELCOs
TIKTOKERS

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

CURRENT MARKET VALUE

The Creative Index.

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

CREATIVEINDEX.LIVE

CURRENT MARKET VALUE



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

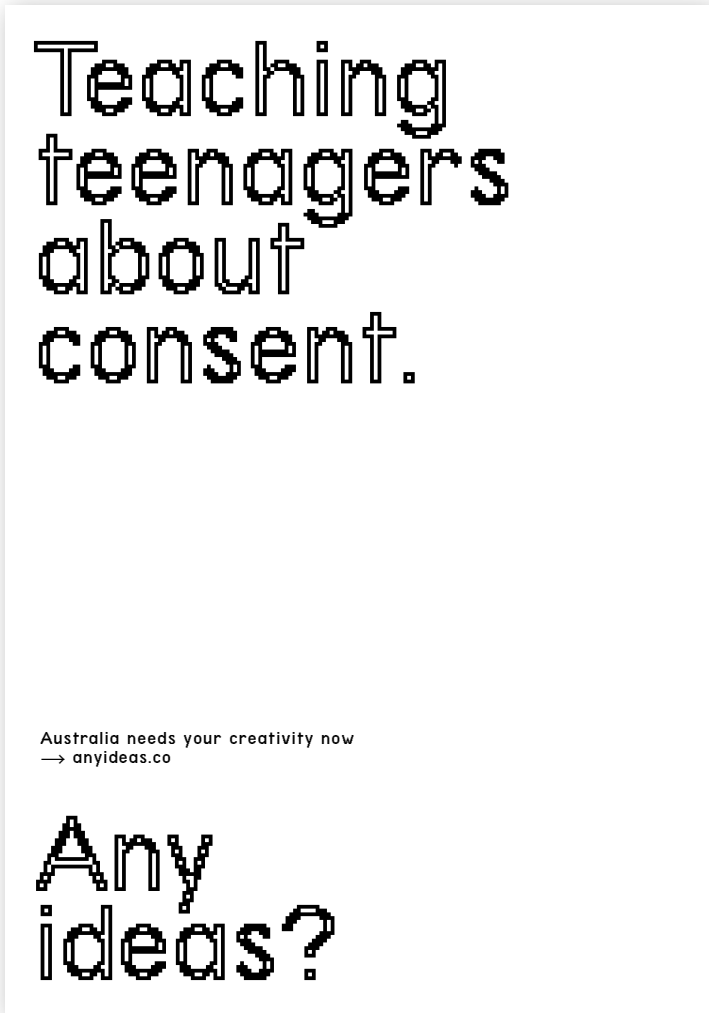
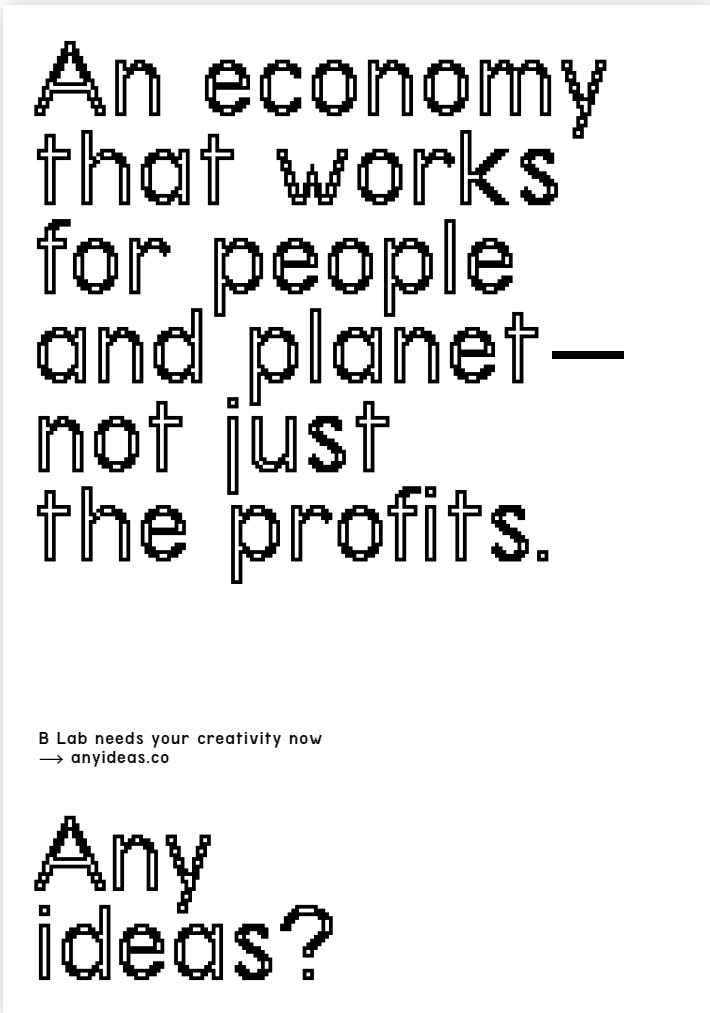
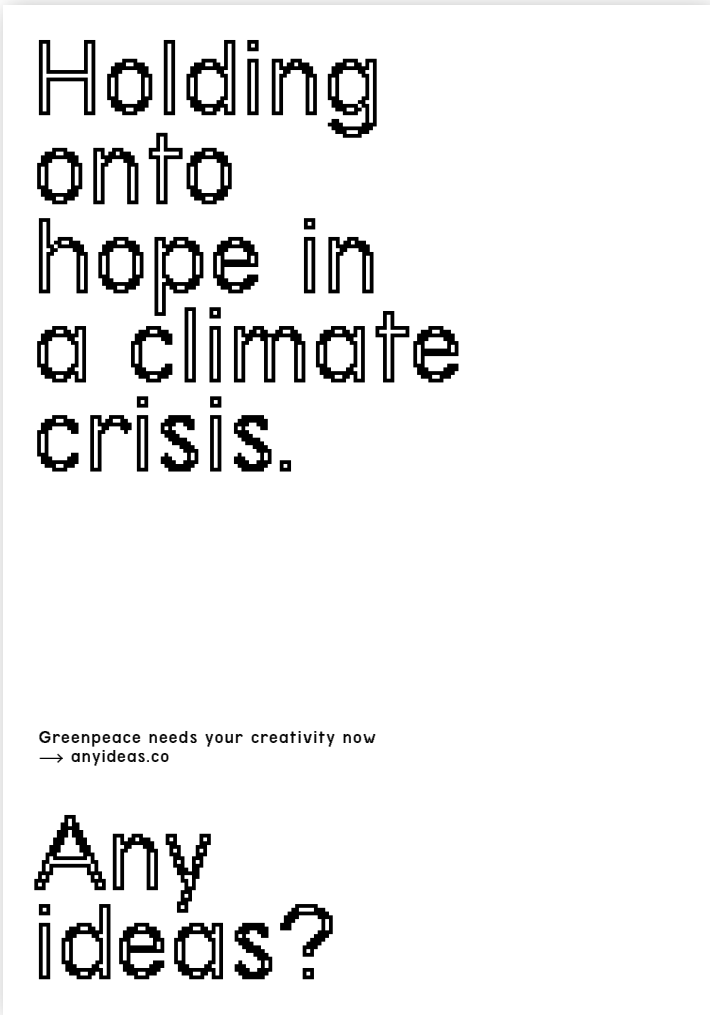
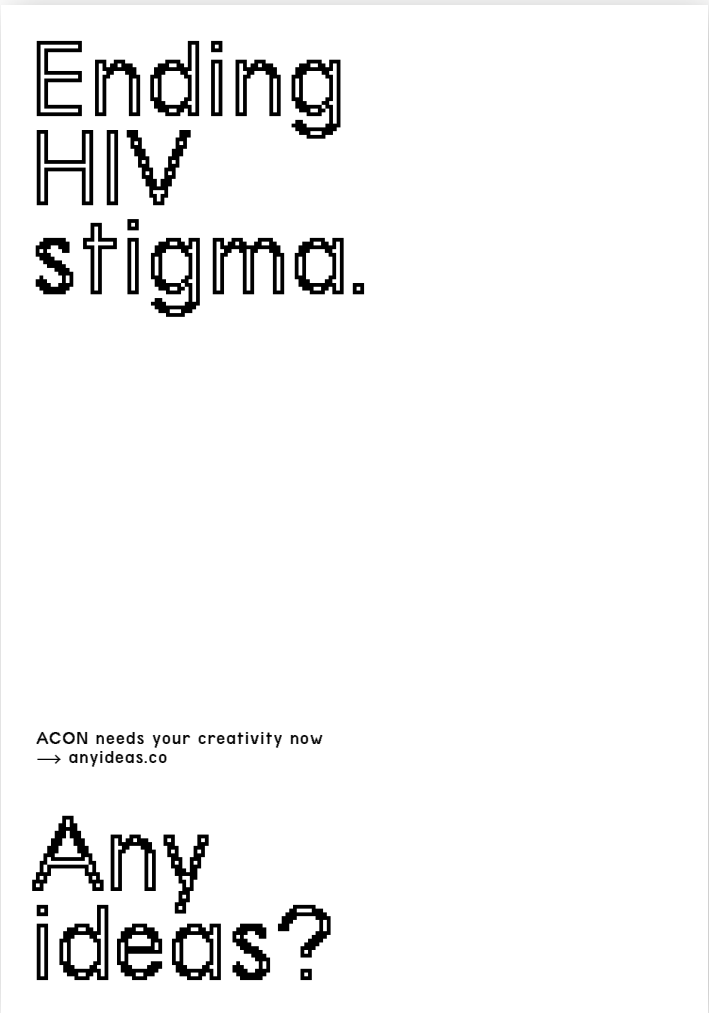
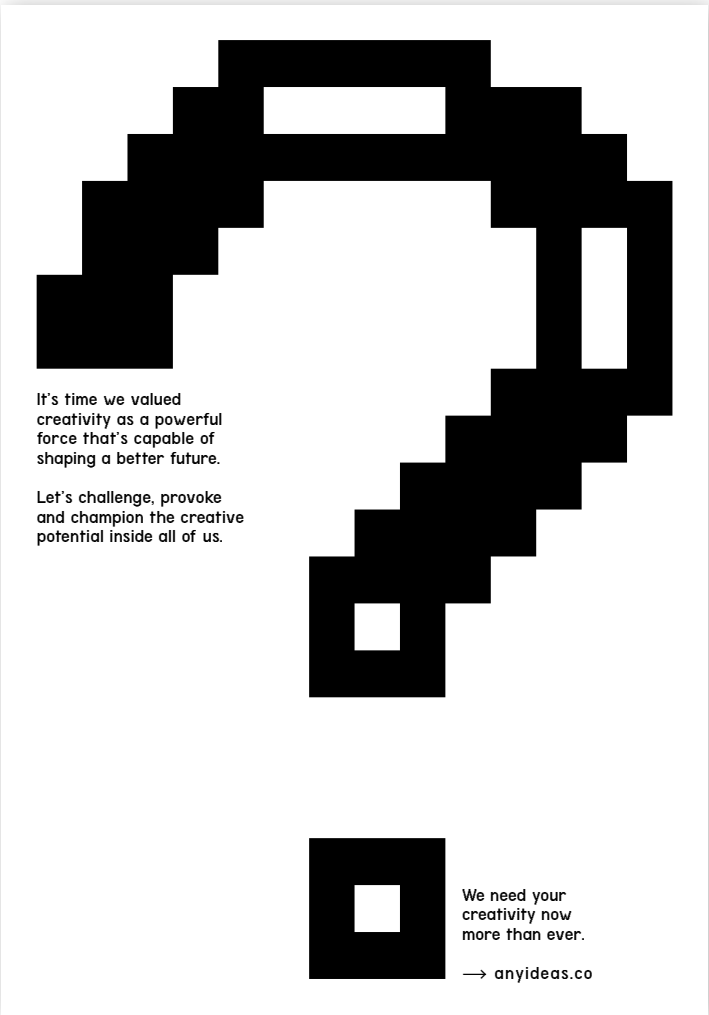
FROST*COLLECTIVE

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.

Frost*collective
Posters from *Any ideas?*
for Rigg Design Prize 2022
Image courtesy of Frost*collective



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."

KAREN LUNDEBERG



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



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
Billboard from *Unlearn the untruths*
for Rigg Design Prize 2022
Image courtesy of Gilimbaa

GILIMBAA

CREATIVITY

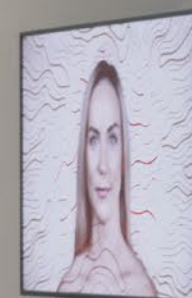
UNLEARN THE
UNTRUTHS

think differently. australia



*think
differently.
australia*

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





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

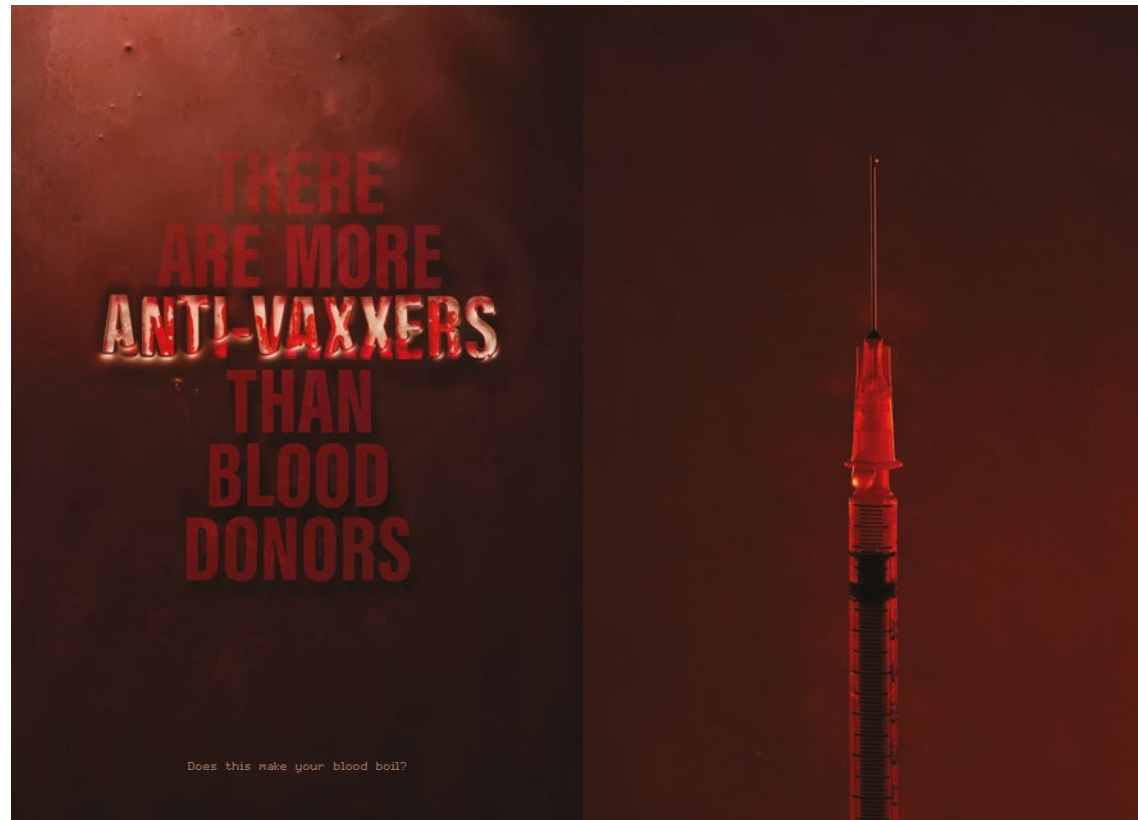
LEO BURNETT AUSTRALIA

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

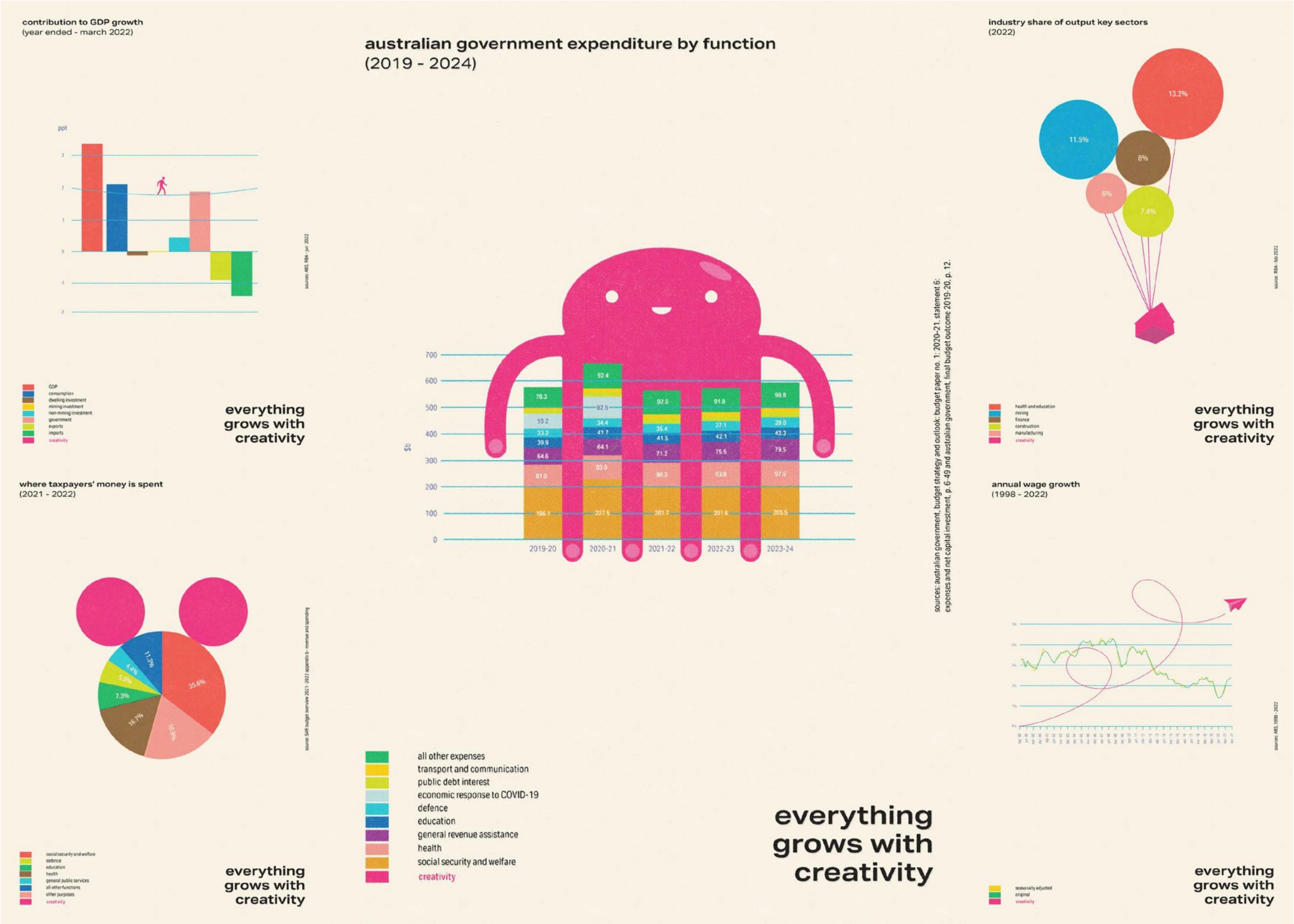
Photo: Eugene Hyland

CONCEPT

EVERYTHING GROWS WITH CREATIVITY

Creativity is financial resource however its contribution to Australia’s economic outlook is consistently overlooked. Urging corporate Australia and government agencies to look beyond conventional data linked to economic growth, *Everything grows with creativity* presents a series of graphs, charts and diagrams amended to include creativity – communicating that, when applied to financial matters, creativity can change trajectories and lead to unexpected opportunities.

Using Australian Bureau of Statistics, Reserve Bank of Australia and other publicly accessible economic data, TBWA/Melbourne have developed a suite of infographics and animations that use creativity to transform the existing economic picture and invite Australians to reappraise the value of creativity in shaping the nation’s economy.



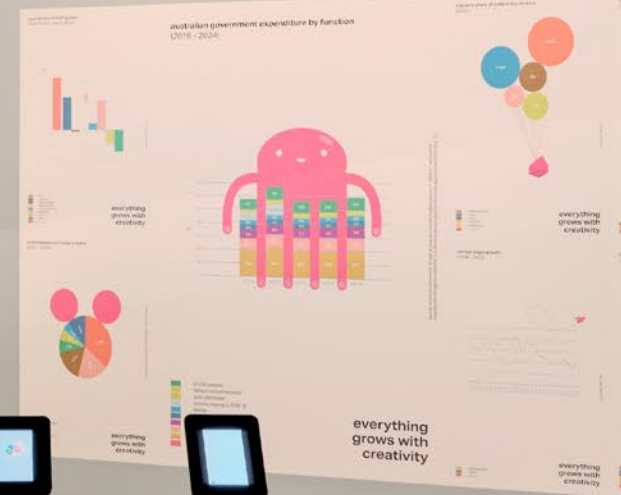
contribution to GDP growth
(year ended - march 2022)



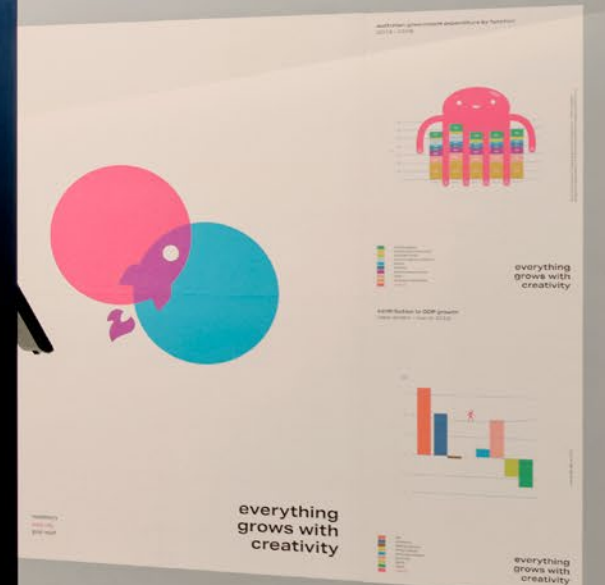
everything
grows with
creativity

sources: ABS, RBA - jun 2022

everything
grows with
creativity



everything
grows with
creativity



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

without
store





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



CONCEPT

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 Thinkerbell 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.



CREATIVITY IS
EVERYTHING





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/>



