



# **ASTRID AWARDS 2012**

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# **ASTRID AWARDS 2012**

## **JUDGES**

### **AIR HEALTH**

*Silver Springs, MD*

Gwen Brown – Administrative Associate  
Martha Mater – Manager, Creative Services  
John Stapp – Graphic Designer

### **AVILA CREATIVE INC.**

*Chicago, IL*

John Avila - President

### **BCUBE**

*Milan, ITALY*

Andrea Marzagalli – Art Director  
Sergio Spaccavento – Associate Creative  
Director  
Salvatore Zanfrisco – Art Director

### **BEAU GARDNER ASSOCIATES**

*Massapequa, NY*

Beau Gardner - President

### **CURTIS GROUP**

*Bloomfield Hills, MI*

Paige Curtis - President  
Cathy Hunter - Art Director  
Pat Maloney - Marketing Director

### **DANIEL KENNEDY**

### **COMMUNICATIONS SERVICES**

*New York, NY*

Daniel Kennedy - Managing Director

### **GLOBAL POINT**

*New York, NY*

Samantha Edwards – Creative Director  
Ryan Lemere – Creative Specialist  
En Tsao - Designer

### **I.LINK GROUP LTD.**

*Central, HONG KONG*

Hidy Shum - Sales Director  
Edvard Tam – Art Director

### **INBRAX CHILE**

*Santiago, CHILE*

Cristian Chávez – AA Director  
Pancho González – Executive Creative  
Director  
César Ujeda – Creative Director

### **INCA FILMS AND COMMUNICATIONS**

*Seoul, KOREA*

Ran Young Kim – Director  
Young Il Kim – Director  
Jong Kook Yi - Director

### **IN-DESIGN HK LTD.**

*Chaiwan, HONG KONG*

Jonny Law – Executive Director  
Ivan Ng – Art Director  
Jose Wong – Senior Account Manager

### **IONE FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Kelvin Chung - Assoc. Creative Art Director  
Axel Kiang – Creative Director  
Davy Li - Sales Director

### **JIM BARBER STUDIO**

*Newtown, CT*

Jim Barber - Principal

**KETCHUM PLEON**

*Düsseldorf, GERMANY*

Petra Heinrich – Senior Consultant

Petra Sammer – Partner & CEO

Christina Zerres – Consultant

**KS MARKETING &  
COMMUNICATIONS SERVICES**

*Vienna, AUSTRIA*

Karen Stojaspal-Rainer – Managing Director

**RAT FÜR RUHM UND EHRE GMBH**

*Düsseldorf, GERMANY*

Myrto Athanassiou – Managing Partner

Sepideh Honarbacht – Managing Partner

Brigitte Lohmanns – Publication Specialist

**RED INDIANS PUBLISHING GMBH  
& COMPANY**

*Reutlingen, GERMANY*

Michael Köckritz – Publisher/Chief Editor

**REF FINANCIAL PRESS LIMITED**

*Central, HONG KONG*

Alex Choi – Associate Creative Director

Vivianne, Leung – Sales Coordinator

Alan So – Creative Director

**RR DONNELLEY ROMAN  
FINANCIAL LTD.**

*Central, HONG KONG*

Yan, Wai Kei - Creative Director

**SOAPBOX DESIGN**

*Toronto, CANADA*

Gary Beelik – Art Director/Partner

**SPEEDY DESIGN**

*Wanchai, HONG KONG*

Joyce Ngan Kit Ming – Managing Director

**SRP**

*Phoenix, AZ*

Dawn Crighton - Sr. Designer

Jeryl Jones - Sr. Designer

**STAN GELLMAN GRAPHIC DESIGN  
INC.**

*St. Louis, MO*

Amber Branson - Graphic Designer

Barry Tilson - President

Bryan Wakeland - Graphic Designer

**STUDIO 210**

*Norwalk, CT*

Karen Krieger – Creative Director

James Monroe – Product Director

Jen Tignalli - Designer

**THE HONG KONG AND SHANGHAI  
HOTELS**

*Central, HONG KONG*

Irene Lau – Sr. Manager., Corporate Affairs

**TOPPAN VITE LIMITED**

*Kowloon, HONG KONG*

Derek Ma – Assistant Art Director

Iris Wong – Assistant Director

Nicky Wong – Art Director

**TWICE GRAPHICS**

*Kwun Tong, HONG KONG*

Maggie Lam – Marketing Manager

Steve Lau - Design Director

**YELLOW CREATIVE (HK) LIMITED**

*Central, HONG KONG*

Rebecca So Yuk Yee – Executive Director

Ellen Zee – Executive Director

# BEST OF SHOW

## **DREAMBOX** *"Shoot 'Em Down"*

### **NOMINATOR:**

Mr. Ivan Papadopoulos  
Creative Director  
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# BEST OF ANNUAL REPORTS

## NEXT MEDIA LIMITED

*"movin' on"*

### **NOMINATOR:**

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*shwong@nextmedia.com*

# **BEST OF ANNUAL SPECIALIZED REPORTS**

## **THE LINK REIT** *Annual Report 2011*

### **NOMINATOR:**

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THE DESIGN ASSOCIATES  
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# BEST OF BROCHURES

## LOTTE CARD *"Start From You"*

### **NOMINATOR:**

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Seoul, 121-839

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# **BEST OF CALENDARS**

## **BANK OF CHINA (HONG KONG) LIMITED** *Desktop Calendar 2012*

### **NOMINATOR:**

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1 Garden Road  
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# BEST OF CAMPAIGNS

## NEW WORLD CHINA LAND LIMITED *Video*

### **NOMINATOR:**

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Corporate Communications Executive  
EDICO FINANCIAL PRESS SERVICES LIMITED  
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# BEST OF COVER DESIGN

## SENNHEISER ELECTRONIC GMBH *Annual Report 2010*

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# BEST OF CUSTOM PUBLICATIONS

## **INFINITI GLOBAL** *"Infiniti Formula One Annual"*

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# BEST OF EMPLOYEE PUBLICATIONS

## **F. HOFFMANN-LA ROCHE LTD** *"myRoche Newspaper for All Roche Employees"*

### **NOMINATOR:**

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# BEST OF GRAPHIC DESIGN

## FRANZ HANIEL & CIE. GMBH *"enkelfähig"*

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# BEST OF MAGAZINES

## AUTOMOBILI LAMBORGHINI S.P.A. *"Lamborghini Magazine #8"*

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# BEST OF PHOTOGRAPHY

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# BEST OF SELF PROMOTION

## HONG KONG TOURISM BOARD *"McDull Family Promotion Pop-Up Book"*

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# **BEST OF SPECIAL PROJECTS**

## **THE HONG KONG HERITAGE PROJECT** *"Our Home, Our History - An Illustration"*

### **NOMINATOR:**

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# BEST OF VIDEO DESIGN

## DR. ING. H.C. F. PORSCHE AG *Porsche Spot "Doha"*

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# BEST OF WEBSITES

## AUDI AG

*"Audi Magazine iPad App"*

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