

THE ANNUAL INTERNATIONAL DESIGN AWARDS WINNERS ANNOUNCED

The IDA Juries have finalized this year's annual Design Awards winners selections

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LOS ANGELES, Mar 26 2015 Los Angeles, MAD CONSORT : Anna Addison, Claire Morelli, Kendra Rainey, of Netherlands was awarded: Third Prize in Print Competition for the The Clear Line Project.

IDA honorary juries examined over 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries throughout the world. After final decisions had been made, the jury rewarded the best professional and emerging designers for their achievements in terms of design, creativity, usability and innovation. Judging was a rigorous process, with winners receiving publication of their work in the International Design Awards Book of Designs. The coveted IDA Trophy will be awarded to all Designer of the Year title winners at the official biennial International Design Awards Ceremony in Los Angeles.

This annual competition recognizes, honors and promotes legendary design visionaries and uncovers emerging talents in Architecture, Interior, Product, Graphic and Fashion Design on global level.

The members of the jury included Alice Blackwood Editor, Design Quarterly, Kahi Lee - Host, HGTV's "Design on a Dime", Style Network's "My Celebrity Home", Melissa Sterry - Interdisciplinary Design Scientist, Founder, Societas, Josh Rubin - Editor-in-Chief, Founder, and Publisher, Cool Hunting, Martin Venzky - Stalling, Senior Advisor, CMU STeP, Jeffrey Nemeroff - Co-Founder, Creative Director, Entra Magazine, Jordan Landes-Brenman CEO, Haute House PR & Marketing, Raj Nandan - Managing Director, Indesign Group, William Menking - Founder, Editor-in-Chief, The Architects' Newspaper, Nicole Lloyd - Senior Art Buyer, Deutsch, Inc., Rebecca Epstein Kong - Co-founder, Artware Editions, Aaron Kenedi - Editor-in-Chief, Print, Geraldine Grisey - Editor, Punky B Fashion Diary. The MAD CONSORT : Anna Addison, Claire Morelli, Kendra Rainey, of Netherlands, was awarded: Third Prize prize in Print competition for the The Clear Line project

PROJECT DESCRIPTION

WE ARE MAD ABOUT SPIRIT. There's this thing that much of the world has forgotten. A pleasantry, really. A nicety that says "I've been thinking about you," and "I really thought about who you are" at the same time. It's the art of gifting—and it's something we at MAD CONSORT take very seriously.

Please accept this gift of time, creativity, and of course, booze. In front of you lies The Clear Line, a hand-crafted artisan gift designed and made in Amsterdam—by us, for you to share. We've distilled our passion for branding, exquisite corporate and self-promotional gifts and luxury packaging into four crystal-clear bottles. They're pretty special: with a sense of place and a sly reference to the straight line of smart thinking that runs from concept to creation in great design. It's just a hint at how we work around here: thoughtfully, with wit, vibrancy and a whole lot of spirit.

ABOUT MAD CONSORT

Hello, We are MAD CONSORT, a branding, design and packaging studio working in Amsterdam but creating for companies big and small all over the world.

Designer's Honorable Mention:

Anna Addison – Concept & Design
Claire Morelli – Design Associate
Kendra Rainey – Writer & Strategist
George Zenko – Photographer

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About IDA

A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to the lack of recognition and celebration for smart and sustainable multidisciplinary design. The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work.

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