



For Immediate Release
www.howdesign.com

MAD CONSORT Named Merit Winner in HOW Promotion Design Awards

Project selected as one of 84 winning designs from top agencies.

The Clear Line, a project developed by Anna Addison, was chosen as a Merit winner in the most recent HOW Promotion Design Awards. This highly selective and well-regarded competition sponsored by HOW magazine recognizes outstanding creative work produced by individuals and creative agencies from around the world.

HOW's editorial and design team, along with Siegel+Gale creative director Kate Hilliard, Archrival head of design Joel Kreutzer, and Mattson Creative principal & creative director Ty Mattson, evaluated nearly 1,000 entries and selected winning projects that demonstrated an ideal mix of concept, strategy and execution. Entries were judged by type of work (e.g., Designer Promotions, Client Promotions, Personal Promotions) and also by how effectively the design achieved the stated business goals.

Project title: The Clear Line

Design Studio: MAD CONSORT

Creative Team:

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

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

CONTACT:

MAD CONSORT

Van Ostadestraat 283A

1073TP Amsterdam, The Netherlands

anna@madconsort.com

www.madconsort.com

All Merit winners will be featured in the Fall 2015 issue of HOW magazine and will be spotlighted on HOWdesign.com. And as Promotion Design Award winners, the MAD CONSORT creative team receives a \$100 gift certificate toward registration for HOW Design Live 2016. Please visit HOWDesignLive.com for event details.

HOW will be accepting entries for next year's Promotion Design Awards; information is available at HOWdesign.com/design-competitions/promotion-design-awards.

About HOW

Founded in 1985, the HOW brand began its life as a print magazine. Today, the brand still includes an award-winning design magazine, but has grown to encompass a host of products and events including several design competitions, HOW U's online design courses, design books (available at MyDesignShop.com) and more. Whether you work for a design firm, for an in-house creative department or for yourself, it's our mission to serve the business, creativity and technology needs of graphic designers.