

SA's bronze student campaign winner

By  Ann Nurock

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The AAA School of Advertising CT and Lauren Bloom, now a junior designer at Superunion in Johannesburg, have been awarded 2 Bronze Cubes for campaigns, "Calculated Creative" (Illustration - Self Promotion) and "Black: A study of the darkest colour" (Limited Edition, Private Press or Special Format Book) at The One Club for Creativity Student ADC awards.

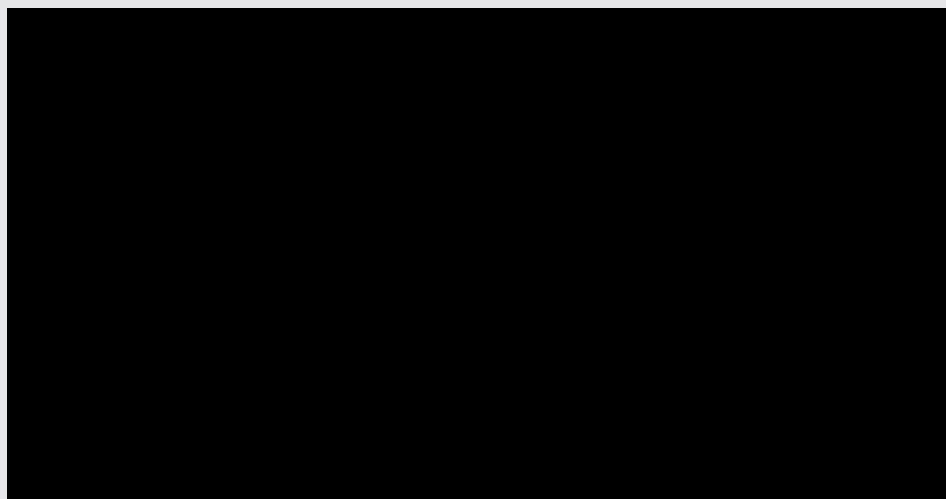


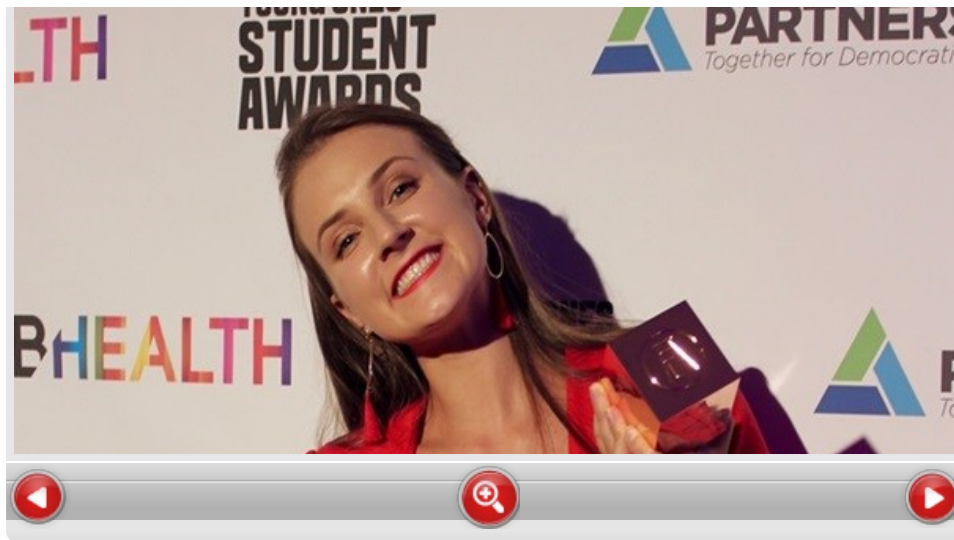
Lauren Bloom is a junior designer at Superunion in Johannesburg.

I sat down with Bloom and asked her to tell me more about the winning campaigns and what these awards mean to her.

Tell me what your campaigns were about.

The first piece is an illustration design that promoted who I am and my unique interests as a designer. Before pursuing graphic design, I wanted to do architecture as a career. This precise, controlled and mathematically-based thinking has often informed my designs. So, in order to encapsulate who I am – I decided to illustrate the meticulous mathematical blueprints that informed the 3D-typeface placed on top that define me as a: Calculated Creative.





The second design piece was also informed by another of my graphic interests: the colour black. I designed a publication that takes a deeper look into black and how it's interpreted in fields such as science, psychology and visual arts and how the darkest colour communicates in design. The content also included experiments, articles and data visualisations whereby I attempted to find the answer to an overarching question: what does the colour black mean to me and you?

■ **What do these awards mean to you?**

I am at a loss for words. Winning these awards has just given me a massive boost of confidence in my design abilities that I didn't have before. It's allowed me to trust my gut and to continue pursuing topics that interest me. Beyond that, being able to see the incredible work the other students internationally have produced has been incredibly humbling, and I am so proud to stand alongside them. I've grown up with the saying Hard work pays off, and tonight being awarded these achievements has really proven that true.

■ **What are you doing at the moment?**

I am currently working at a branding agency named Superunion in Johannesburg South Africa.

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ABOUT ANN NUROCK

Ann is a Partner at Relationship Audits and Management, a global consultancy that measures and optimizes client /agency relationships. Her proprietary Radar tool is used by 30 corporates globally and as a result she interacts with over 80 agencies of all disciplines. Ann spent 25 years plus in the advertising industry as CEO of Grey Advertising South Africa, and head of the Africa region followed by President and CEO of Grey Canada. Contact details: ann.nurock@relationshipaudits.com | Twitter @Annnurock

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