

## web site

> <http://www.aigaredesignawards.com>

## tagline

Reconsidered for the environment. Recommitted to a cause. Reinvested in the future.

## synopsis

AIGA (Re)designAwards is a design competition honoring sustainable and socially responsible work done by professionals across the nation.

## short description

As designers, we understand the inherent power that exists within what we produce – the power to influence behavior. And it's why we, as designers, should be cognizant of the impact our work has – on individuals, corporations, society. Ourselves.

The AIGA (Re)designAwards are about rethinking that power and redirecting it to do the right thing by supporting and motivating the emerging ethos of a sustainable economy. This design competition is looking to recognize the best of the best in sustainable graphic design created by professional and student designers in the US.

Help us unveil the design achievements that deserve recognition.

## call for entries

June 1 - July 31, 2009

## contact

**Susan Snipes**  
(Re)designAwards Chair  
[info@aigaredesignawards.com](mailto:info@aigaredesignawards.com)  
303.641.6325

(Re)designAwards 09

AIGA

Reconsidered for the environment  
Recommitted to a cause  
Reinvested in the future

(Re)

## awards

### Environmental Sustainability Awards

#### Sustainable Design

execution of an environmentally sustainable design for a business or organization whose mission is NOT environmental sustainability

#### Sustainable Organization

execution of a design for a sustainable organization (for profit or non-profit)

#### Student Environmental Sustainability

execution by a student of a design for an environmental sustainable group or with environmental sustainability as the topic

### Social Responsibility Awards

#### Social Responsibility

execution of a design for a for-profit socially responsible company

#### Non-Profit Social Responsibility

execution of a design for a non-profit socially responsible organization

#### Student Social Responsibility

work designed by a student with social responsibility as the topic

## judges

### Ann Willoughby

President and Creative Director, Willoughby Design Group

Ann Willoughby is an AIGA Fellow, a former member of the AIGA National Board of Directors, a founding board member for the AIGA Center for Brand Experience and active in the AIGA Center for Sustainable Design.

### Jim Ales

Art Director, Monterey Bay Aquarium

Jim Ales is responsible for creative direction, design and maintenance as art director for the nonprofit Monterey Bay Aquarium in Monterey, California

### Marc Alt

President, Marc Alt + Partners

Marc Alt is president of Marc Alt + Partners, a design, research and brand strategy agency dedicated to sustainable innovation.