

Results of the Competition for the Visual Identification of the WGM

The Lithuanian DaDaDa studio won in the international competition for the visual identification of the Warsaw Ghetto Museum

The competition, organised by the Warsaw Ghetto Museum and the Association of Applied Graphic Designers (STGU), received 216 entries from around the world, including: the United Kingdom; Germany; France; Spain, Portugal; Ireland; Croatia; Bosnia and Herzegovina, Israel; as well as Iran, Lebanon, Australia, Brazil, and from India.

In the first stage, a jury comprising STGU experts and Warsaw Ghetto Museum employees took a closer look at the achievements of the participants in the competition. The presented portfolios were at the highest level. The members of the jury paid special attention to identification projects for cultural institutions, their form and implementation method. Six participants qualified to the second stage: three from Poland (Futu, Redkroft, The Codeine) and three from abroad (Little Greta, DaDaDa, and the individual designer Francesco Ciampa).

In the second stage, the finalists prepared works in the form of specific visual identification, concepts to be evaluated by the competition's jury. 11 projects were submitted: one by Futu and Francesco Ciampa; two concepts from Little Greta, The Codeine and DaDaDa, and three concepts by Redkroft.

The jury of the competition in the following composition: Małgorzata Naimska – Deputy Director of the Culture Office of the Municipal Office of the Capital City of Warsaw; Barbara Schabowska – Director of the Adam Mickiewicz Institute; Israeli designer artist Philippe Boulakia from the Bezalel Academy of Arts and Design in Jerusalem; Prof. Sławomir Kosmyńka from the Academy of Fine Arts in Lodz and Albert Stankowski – Director of the Warsaw Ghetto Museum chose one

of the concepts from the DaDaDa studio.'

The Lithuanian Da Da Da studio was established in 2006. It specialises in brand building and visual identity design. Its achievements include i.a.: arrangement of an exhibition for the Lithuanian Sea Museum in Klaipeda. All final works will be presented at the post-competition outdoor exhibition in the spring of 2020.

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Spokeswoman of the Warsaw Ghetto Museum

Zdj. STGU

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