

PromaxBDA to Honour Graphic Design Legend Graham McCallum with Industry Achievement Award at 2014 Europe Conference

LONDON – 27 February 2014 – PromaxBDA has announced that British graphic design legend Graham McCallum will be the 2014 recipient of its Industry Achievement Award. McCallum will be honoured for his iconic body of work spanning the last 50 years and for his creative passion and dedication to advancing the entire graphic design industry. The award will be handed out the evening of 25 March during PromaxBDA's 2014 Europe Awards ceremony.

Graham McCallum has spearheaded some of most important developments in graphic design for the broadcast industries over the past 50 years. At the launch of his career, McCallum worked on some of the most popular children's programmes of the 1960's including "Playschool," "Jackanory," "Crystal Tipps" and "Alistair." He went on to create many iconic idents and title sequences throughout the 1970s and 1980s, including the much-loved titles to the "Blackadder" television series, and then transformed the overall look of broadcast news with CNN's first major redesign in 2004.

Editor's Note: Please see below for McCallum's complete bio. To download a headshot photo, please visit <http://tinyurl.com/k4mdofa>.

"From his early work here at the BBC to what is now a whole library of title sequences and branding packages across Europe and the world, Graham McCallum has led a 50 year creative revolution that transformed the graphic design industry," said Justin Bairamian, Creative Director at M&A Creative, BBC and 2014 PromaxBDA Europe Awards Chair. "He is a true pioneer in visual communications and a natural recipient for our Industry Achievement Award. We are looking forward to honoring him at this year's conference."

Created to recognize an individual's long-term innovation, creativity and contribution, the Industry Achievement Award honours an individual whose career has had significant impact on the business of promotion, marketing and design. The recipient is chosen by PromaxBDA's Europe Advisory Council.

Slated for 24-25 March at London's Park Plaza Westminster Bridge Hotel, the two day PromaxBDA Europe Conference is Europe's largest gathering for entertainment media marketing, design and promotion professionals. Themed "Mind the Gap," the 2014 conference will be packed full of informative and inspiring sessions and a complete immersion into critical trends and topics needed to stay relevant in today's fast changing marketing environment.

Previously announced guest speakers will include Neville Brody, internationally renowned designer, typographer, art director and brand strategist, Christian Kurz, Vice President of Research & Insights for Viacom International, Nicola Mendelsohn, Vice President of Facebook EMEA, Dennis Hodges, Founder and Creative Catalyst for New Perspective and Adam Scott Creative Officer for FreeState, amongst many others.

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of the Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

About PromaxBDA Europe Conference

The PromaxBDA Europe Conference is Europe's largest gathering of marketing, promotion and design professionals in TV and entertainment media. The two day event offers attendees premium lectures, hands-on workshops and provides an inspiring environment where creative leaders of the broadcast and entertainment industry can learn about the latest developments in technologies, trends and topics critical to their business. The conference culminates each year with the announcement of the PromaxBDA Europe Awards to honour the very best in promotion, marketing and design.

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Graham McCallum's five decades of design

From the heady days of the BBC's 1960s creative revolution to transforming the look of contemporary broadcast news with CNN's first major redesign in 2004, Kemistry founder Graham McCallum has led the way in many of the most important developments in graphic design and visual communication for the broadcast industries over the past fifty years. Most recently, he's brought his creative genius to the soon-to-be-launched London Live, London's first local TV station.

McCallum started his career in the graphics department of the BBC in 1966, at the time when the Corporation justifiably boasted of being the 'Hollywood of the small screen'. Television Centre was then only five years old, the first purpose-built television facility in the world and the global hub of technological innovation in what was the most radical and influential communications medium of the day.

McCallum initially worked on some of the most iconic children's programmes of the era. As well as designing for the earliest episodes of such classics as Playschool and Jackanory, McCallum co-created the classic Crystal Tipps and Alistair (1971-1974). His role as graphic design director for BBC 2's groundbreaking live comic strip Jane (1982-1984), earned McCallum two BAFTAs, just two of the twenty plus major international awards he has won throughout his career, which include several from Promax/BDA and Design Week as well as The Queen's Award for Enterprise.

Much of McCallum's most memorable work at the BBC also involved creating many iconic idents and title sequences throughout the 1970s and 1980s, including the much-loved titles to the Blackadder series. A central aspect of McCallum's work at the BBC, and indeed throughout his career since, was an avid commitment to embracing state-of-the-art technologies and placing them at the heart of the graphic design process.

Alongside his broadcast work at the BBC, McCallum also cultivated a lucrative creative sideline in illustration and publishing, first within the BBC for tie-ins of TV shows such as Jackanory, and then independently for various

books and magazines. Most notably, his work had caught the eye of Bob Guccione, founder of Penthouse, who had ironically been attracted to McCallum's work for the BBC's children's programme about the Old Testament, *In the Beginning*. For the next few years McCallum created a double-page spread for Playboy's young rival.

After his in-house experience at the BBC McCallum went on to establish his first agency, MKD, in 1986, with John Kennedy and Paul D'Auria, also straight from the BBC's design department. One of the first projects for the new agency was creating the titles for the ITV's snooker coverage, which won McCallum his first Royal Television Society Award. Other major projects included developing the branding for the launch of The Discovery Channel in Europe in 1989, McCallum's first major project for television and cable network branding for which he would become so well known.

McCallum built on the success of MKD in his next business enterprise, Kemistry, founded with Ricky Churchill in 1997, which has over the past sixteen years established itself as one of Europe's leaders in branding and visual communication for the broadcast industries. The agency has become renowned for its work for both public and commercial broadcasters around the globe.

Television news has been another area of particular innovation, following Kemistry's comprehensive overhaul of CNN's whole approach to delivering news in 2004. Cleaning the screen of excess visual clutter and privileging the story over any graphic distractions, McCallum's radical approach has been much emulated, and the agency continues to work on news channel brands including NRK and Digi 24, Romania's first 24 hour HD news channel.

As well as creating bold and original graphic design, McCallum has also been dedicated to championing the work of others, most notably through Kemistry Gallery, established on the ground floor of the agency's Shoreditch offices in 2004. Since its inception the gallery has offered a unique showcase in London for both classic and contemporary design.

In its commitment to both the past masters and future greats of graphic design, Kemistry Gallery echoes the philosophy of McCallum and the Kemistry agency's attitude to its work – an ardent admiration of the heritage of design, and an ambitious, forward-thinking approach to design today.