

Behind The Idea



►Links in the creative chain

Metro has joined forces with D&AD, the organisation behind the Oscars of the advertising world, to bring you the latest ideas in advertising and design, as chosen by the experts. It could be a TV commercial that is better than the programmes. Or maybe an iconic laptop you just have to get your hands on or a website you actually want to spend time on. Even the design of the coins in your pocket could feature. You'll find it here, every Tuesday...

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Not to be sniffed at: Festival-goers inhale Fairtrade fruit at The Ziggurat Of Flavour, an art installation created by food architects Sam Bompas and Harry Parr from Bompas & Parr (below)



►Hex Appeal



They're here, they're there, they're everywhere... the hexagons and ampersands of the D&AD logo, of course!

D&AD was founded in 1962 by a group of London-based designers and art directors, including David Bailey, Terence Donovan, Alan Fletcher and Colin Forbes (who designed the D&AD logo). The group was dedicated to celebrating creative communication, rewarding its practitioners and raising standards across the industry.

In 2006, design consultancy Rose developed an identity that retained D&AD's original logo – placing it inside a hexagon to represent the shape of an upended Yellow Pencil.

For your chance to win free one-year D&AD membership (or a renewal for current members) and a limited-edition D&AD Annual 2010, why not share your hexagons and ampersands with us?

Look around and you'll see the brand everywhere. To enter, send your submissions to press@dandad.co.uk. Winners will be announced on September 1.

For more information, visit www.dandad.org/metro

D&AD rewards the people behind the best advertising and design in the world

Walk through a cloud and taste the rainbow

Tom Drew from advertising agency M&C Saatchi was amazed to discover a new way to ingest his Fairtrade five-a-day – simply by breathing in a cloud of fruity air

Visitors to The Big Chill Festival in Herefordshire earlier this month were treated to a massive pyramid installation called The Ziggurat Of Flavour.

Commissioned by Big Chill Arts, the Fairtrade Foundation worked with food architects Bompas & Parr to create a tasty fruit cloud to launch a campaign to raise awareness of the ever-growing range of Fairtrade fruit available.

Drew read about the breathable fruit experience before the festival. 'I was obviously a little cynical,' he says. 'I love fruit – and breathing – but inhaling a pineapple? Really?'

More than 40 tonnes of steel was used to build the Ziggurat,

which attracted more than 6,000 participants at the four-day festival. Big Chill visitors liquified 2,053 oranges, 134kg of pineapples and 12 boxes of lemons, then Bompas & Parr clarified the juice using reverse osmosis. The cloud was created using the same technology as artist Antony Gormley's Blind Light installation to create a dense vapour of fruit smells.

'The cloud at the heart of the Ziggurat was calibrated to provoke people to think hard about the nature of food and what they put in their mouths,' says Bompas & Parr's Harry Parr. 'Fairtrade similarly encourages you to look again at what's on the end of your fork.'

Once inside the Ziggurat, visitors felt their way through a maze in total darkness. 'The deeper you went,



Tom Drew



Creative juices: Ray Shaughnessy and Dan Norris from Wieden+Kennedy

the denser the air became, until it was thick with sweetness. You couldn't see your hand in front of your face for vaporised Fairtrade oranges,' says Drew. 'It was a really nice idea, a perfect blend of fruit and interactive conceptual art, you could say.'

Ad agency Wieden+Kennedy has worked with the Fairtrade Foundation for just over a year and set up the collaboration between the charity and Bompas & Parr.

Wieden+Kennedy's Ray Shaughnessy thinks the Ziggurat is 'brilliantly bonkers'. 'It's an

exciting way to let people find out about the range of Fairtrade fruit and, importantly, how growing it improves the livelihoods of developing world producers,' she says.

After exiting the Ziggurat by a big slide, festival-goers were handed a Fairtrade picnic mat. 'It was a cute reminder of the experience,' says Drew. 'Although a Fairtrade umbrella would have been more useful, as it turned out.'

To give your opinion, go to www.dandad.org/metro