"Expect an aggressive shift from the minimalistic trend" - Sebastian Padilla

By Leigh Andrews

6 Jul 2018

I chatted to the international jury presidents ahead of the upcoming Loeries Creative Week. Next in the series is Sebastian Padilla, co-founder of Anagrama in Mexico and this year's Loeries' design jury president.

Sebastian Padilla. Co-founder of Mexico's Anagrama Studio and Loeries 2018 design jury president.

Loeries Creative Week is once again taking place in Durban this August, with the four international jury presidents set to guide over 160 judges in selecting the best of brand communication from across Africa and the Middle East.

This year's international jury presidents for the Loeries will head up key jury panels and are the first four of eight speakers to be announced for this year's DStv Seminar of Creativity, an annual highlight of Loeries Creative Week.

Cramped bedroom beginnings to dazzling design success

Padilla has never been to South Africa, so in addition to sharing his experiences in starting up the Anagrama agency with us, the visit will be a learning experience for him.

He's the son of a prominent architect, so while the decision to study the creative arts may have seemed a clear winner, it

took some careful thinking before he decided on graphic design as a specific interest. The reason? That way, he could work across the various creative disciplines.

Padilla graduated, worked in advertising for a year, then founded Anagrama with Mike Herrera and Gustavo Muñoz in a cramped bedroom.

The metallic foil on our project for Cocofloss gives the whole aesthetic a holographic finish that enhances its lively and clean product nature. #anagrama #anagramastudio #branding #graphicdesign #printdesign #packagingdesign #cocofloss #holographic

A post shared by Anagrama (@anagramastudio) on Mar 7, 2018 at 6:04am PST

> Since then, their studio has evolved into a team of 30 designers, architects, programmers and software engineers with offices in Monterrey and Mexico City.

Anagrama now works in everything from graphic and interior design to interactive design in more than 40 countries throughout the five continents, with the likes of Rihanna, Armani, Nike, and Vitra as clients.

Last year was a splendid one. You represent the reason we exist and the motivation for our work. We unfeignedly wish you a wonderful 2018 new year start. Thank you for everything! ﷺ #anagrama #anagramastudio #kinetictype #graphicdesign

A post shared by Anagrama (@anagramastudio) on Jan 2, 2018 at 7:36am PST

Who better as a design jury resident, then?

Jury presidents for Loeries 2018 announced

17 May 2018

Loeries CEO Andrew Human says that the Loeries' jury presidents are selected from the world's top creative, as the Loeries is globally recognised:

> *We have jury presidents who represent the creative diversity of three continents and four countries. Each is a leader in their fields and cover the range of film, radio, digital, out-of-home, print and design sub-sectors of the advertising and brand communication industry.*

Here, Padilla lets us in on his judging expectations and what he's expecting from this year's design entries…

- ***Congratulations on being appointed as jury president for the Loeries! What does this mean to you personally?***
  Thank you! It means a lot to be in this position and being able to participate in a very important role at the Loeries.

- ***What are you most looking forward to from the 2018 Loeries judging experience and Creative Week in August?***
  To see great new work from different designers and studios.

> *Sebastian says the best taco joints have the worst branding. So, he and his team at @anagramastudio developed the ugliest design they've ever made.#rgdDT pic.twitter.com/QUcULuRYxK— RGD (@RGD) May 29, 2018*

- ***You'll also speak at the DStv Seminar of Creativity during Creative Week, share the essence of what attendees can expect.***

I will share some insights about our creative process and also a little bit about how Anagrama came to be.

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Colorful landscape illustrations for Manto Niebla. Full project coming soon. . . #anagrama #anagramastudio #branding #graphicdesign #illustrationdesign #mantoniebla

A post shared by Anagrama (@anagramastudio) on Jun 21, 2018 at 11:36am PDT

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What’s the biggest trend in advertising that you expect to see from this year’s entries?

A more aggressive shift from the minimalistic trend from the past 10 years.

Lots to look forward to. Keep an eye on our Loeries special section for the latest updates and live coverage of the 40th annual Loerie Awards in Loeries Creative Week Durban, taking place from 16 to 19 August 2018. Padilla says you can also follow him on Twitter and Instagram.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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