

D&AD Shift culminates in showcase event

Last night, the 2021 D&AD Shift with Google in London five-month night school programme culminated in a showcase event that saw 19 aspiring creatives present their responses to industry set briefs to top creative professionals in an in-person event at D&AD. The event saw leading industry professionals come together to view the work and meet with this year's cohort.



Since 1980, D&AD New Blood's goal has been to stimulate creative excellence by nurturing emerging talent. Against the backdrop of the coronavirus pandemic, Shift aims to uncover, support and ultimately help secure jobs for a rich mix of creatives. The programme delivers a vital opportunity for emerging talent without degree-level education to come together to hone their skills, build a network and develop their portfolios. Consisting of industry set briefs, talks and mentorship, Shift provides a supportive learning environment for creatives who face barriers to both education and employment.

At a time when the industry must prioritise diversity and inclusivity in the workforce, Shift provides creative organisations access to an exceptional pool of fresh talent, outside of the university system, with the aim of working towards a more stimulating and equitable future for the industry. In 2019, over half the graduates from the Shift programme went on to secure placements in leading creative companies such as Droga5, The Mill and McCann.

The Shift London class of 2021

- Aaron Hettey,
- Ashley De Guzman,
- Aurelie 'Kutchu' Bouzin,
- Ben German-Hamilton,
- Chibuikem Akata,
- Csaba Domboroczki,
- Ebika Pinneh,
- Ellen Walpole,
- Lucy Aa,
- Kims Mihailovs,
- Luke Patrick James McCabe,
- Maria Paula Dominguez Diez,
- Peggy Pollard,

- Phoebe Langley Gussin,
- Renaldo Otoo,
- Runako Bedeau,
- Safiya Abdinasir Farah,
- Sukyella Randle-Caprez,
- Tarrine Khanom.

Due to continued Covid-19 precautions, the 2021 London Showcase was a small in-person event, which took place on 14 October at D&AD in London. All 19 participants had the opportunity to present their responses to the three-set briefs with select industry professionals.

The Showcase event will be followed by both in-person and virtual 1-2-1 portfolio sessions, allowing Shifters the opportunity to network with industry professionals face-to-face, to discuss their work and get in front of prospective employers. For those unable to attend the Showcase the Shift cohort's work is viewable in person at D&AD from 18 - 29 October, to book a slot register [here](#).



D&AD Shift with Google launches in Sydney

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Paul Drake, Foundation Director at D&AD, said, "We are an industry that thrives on diverse voices and divergent thinking and yet by recruiting from narrow pools of talent we have squeezed differences out and often the work is poorer for it. Shift remains vital for the sector to prioritise more diverse voices to ensure our industry is as relevant and reflective of the society we live in."

Shift Select, new for 2021, is an optional continuation of the main Shift programme kicking off in November. Leading agencies have committed to extending the learning experience through in-agency placements focusing on a particular discipline. A number of London based agencies have signed up to offer paid placements allowing Shifters to double-down on a particular discipline including Superunion (Design), Engine Mischief (PR), and Iris (Advertising).

To find out more about this year's participants and see their work, go [here](#).