

# Voxpop

**Garrick Hamm took over as D&AD president last week. What does he need to do to restore the faith of the design community in the organisation?**



D&AD needs a persuasive voice and a killer message which will lead to a large increase in membership. In return, it will attract audience groups it finds increasingly hard to engage with – talented young designers and design groups happy seeking inspiration, benchmarks of quality and recognition from that great leveller of opinion, the Internet. A larger, reinvigorated membership, motivated to move design thinking forward, will restore 'faith' in the community. Bless you, Father Hamm.

**Dom Bailey, Director, 300million**



If D&AD wants to represent the design industry, it should focus on our industry in all its shades. What makes great design? Immediacy is one powerful aspect, but it's not the be all and end all, and it can hardly be possible to enter into a serious debate about the award entries when you only have a few seconds to look at them. Then there's the organisation's tone. Envy can be a powerful motivator, but the focus should be on celebrating great design, not on who's got the longest lead in their pencil. Inspire, don't alienate.

**Gilmar Wendt, Creative director, SAS Design**



Garrick is a good man for the job. He needs to carry on in the way he's begun – consulting with individuals to explore new ways in which D&AD could operate. And then make them happen. There is also a task to communicate exactly what the D&AD team does. So many designers still believe it's 'just' the awards and do not appreciate all the amazing work it does in education. Lastly, he needs to produce a really good awards do next year (with more food).

**Heidi Lightfoot, Creative director, Together Design**



I'd like to see D&AD take more of a walk on the wild side. Can it be both establishment and anti-establishment? I think so. It has wisdom and it encourages fresh perspectives, yet I'd like to see it make more of a stand on innovation and ideas. It would be great to see a new category in the competition, one that brings brands to life in the environment, recognises an emotional connection with people and considers the whole experience, rather than a single-minded architectural approach. Let's see more passion and more balls.

**Sarah Page, Creative director, Household**