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ONE of TWO

PRINT

T H E N E W Y O R K F E S T I V A L S & *International Advertising Awards*

RADIO

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T H E N E W Y O R K F E S T I V A L S

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Volume I

T H E N E W Y O R K F E S T I V A L S

T H E W O R L D ' S B E S T W O R K

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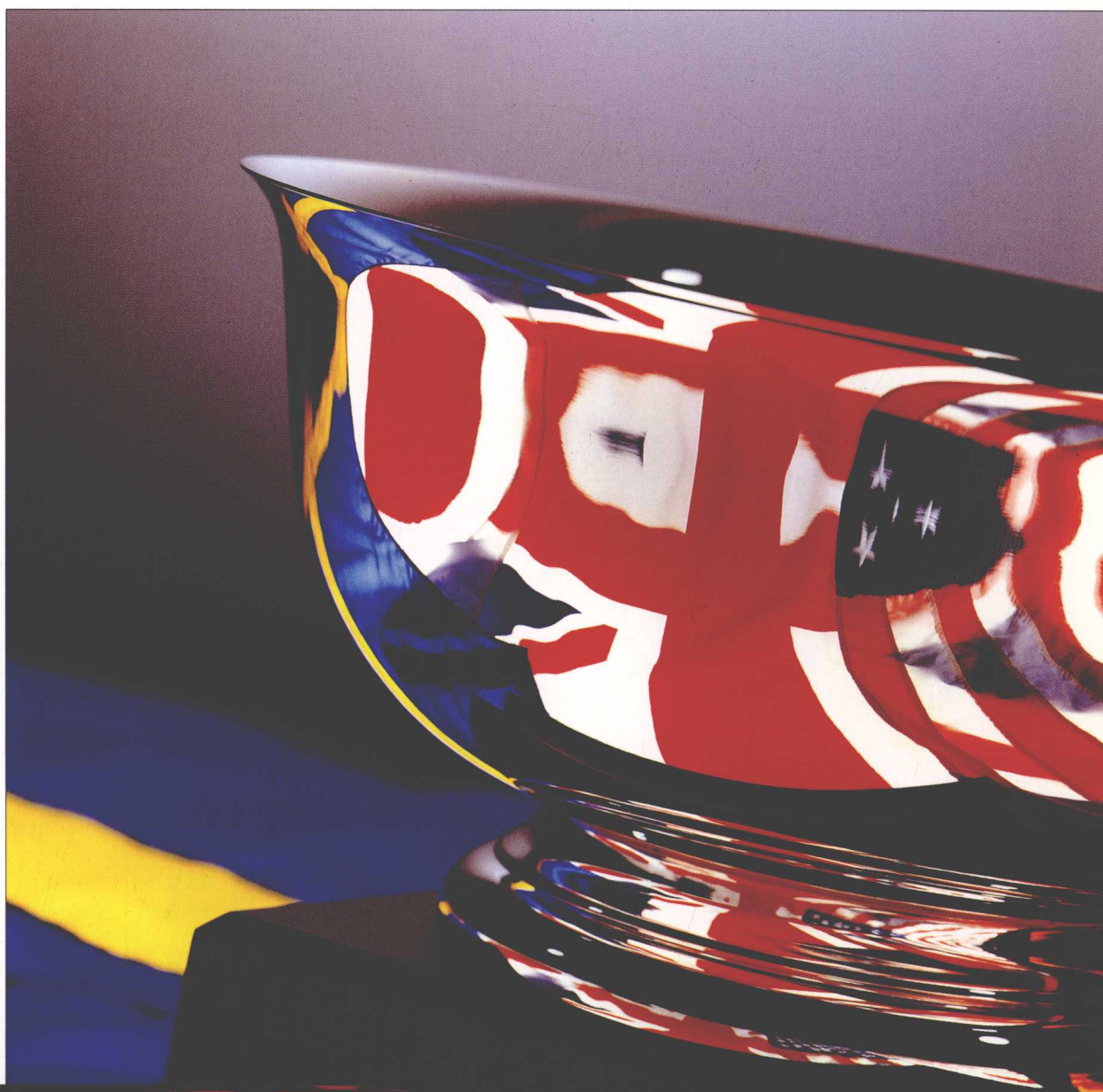
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THE WORLD'S BEST WORK

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Grand Award



*Gold, Silver,
and Bronze
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HISTORY OF THE NEW YORK FESTIVALS

Now entering its 36th year, The New York Festivals has always recognized excellence in communications media—by honoring work that successfully touches the hearts and minds of readers, listeners and viewers worldwide. Founded in 1957, this international awards competition was designed initially to reward outstanding achievement in non-broadcast media. The Festival gained preeminence in the industrial/educational area in the course of its first 20 years. During the 1970's, two other international Festivals were added which would experience unrivaled growth in prestige and importance: Television and Cinema Advertising and Television Programming & Promotion. Competitions for Radio Advertising, Programming/Promotion were launched in 1982, and for Print Advertising, Design, Photography, and Illustration in 1984. In keeping pace with changing trends and technologies, Music Video, Home Video, and Interactive Multimedia have been added to the competitions. The New York Festivals experienced exponential expansion in the 1980's, from 1,000 entries in 1979 to nearly 13,000 entries in all media in 1992, establishing it as one of the largest and most important creative competitions in the world.

Industry acceptance and participation are symbolized by the Festivals' prestigious Board of Distinguished Judges and Advisors, comprising a veritable "Who's Who" of world leaders in communications. This year, 5,067 print and radio entries from 44 countries, somewhat less than half of all submissions, competed for honors in The New York Festivals 1992 International Advertising Awards for Print & Radio. Congratulations to the Medalists and Finalists whose award-winning entries appear in this First Edition of The World's Best Work.

A SALUTE TO THE WORLD'S BEST WORK

This book is dedicated, proudly and respectfully, to the creative men and women in 47 countries who produced the great work presented in these pages.


The 1992 winners showcased here--Print and Radio in Volume I and Television and Public Service in Volume II--rose to the top in an exacting global competition which attracted more than 9,000 entries.

The New York Festivals, America's *international* awards show, is one of only two competitions with truly multinational coverage. In 1992, our 35th anniversary, submissions from outside the U.S.A. exceeded 60 percent of all entries. Our judges are the world's most creative and experienced advertising professionals; we are grateful for their commitment and discernment.

Global, as well, is our continuing relationship with the United Nations whose Department of Public Information co-sponsors our prestigious awards for Public Service Advertising, which best exemplifies the ideals and goals of the U.N.

Most exciting of all is the realization of a long-standing ambition to produce a permanent record of achievement in our competitions.

Can your work survive in a tough global market? This first edition of the world's best work provides copious answers.



GERALD M. GOLDBERG

The New York Festivals, President

If you won an award here, congratulations. If you are just browsing, marvel at the incredible talent this profession is blessed with.

Marcio M. Moreira

MARCIO M. MOREIRA

The New York Festivals, Chairman



Gerald M. Goldberg



Marcio M. Moreira

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