

## **PRESS RELEASE**

For Immediate Release  
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### **IDA's New Brand Identity—Designed by Gustavo Piqueira of Casa Rex**

LOS ANGELES, CA, USA- April 5, 2016 - Every few years, the International Design Awards (IDA) undergoes an identity makeover. As part of this process, they invite a talented designer to use their creative genius in crafting a brand new concept for the IDA brand. The selected designer is given total control over the various design elements, and with each metamorphosis, the International Design Awards emerges with a fresh look and stronger identity.

IDA invited Gustavo Piqueira, Head of Design at Casa Rex, to take up this challenge, and are very excited to now present the result of his creative efforts.

When asked to explain his inspiration behind this project, Gustavo commented:

*“When we think of any award, the most iconic images which come to mind are their trophies. After all, they are what people get most excited about, symbolizing the recognition of their work. However, most awards limit their identities to a visual replication of these objects.*

*For IDA's visual identity, I believed it was possible to take one step further, going beyond a mere 'printed version' of its trophy and come up with a symbol that was both simple & iconic, capable of building a compelling visual universe all on its own.*

*This was achieved through the overlapping of the trophy's main remarkable shapes. And so, the new identity fully translates the trophy's principles without merely copying it. A myriad of color combinations was also added, which allows an enormous versatility: the symbol can work as a signature, can be integrated with other elements in unique collages; and can even be used to compose innovative visual patterns — assuring there will always be room to create something new and exciting in every visual expression of the International Design Awards. “*

“We are very excited about the new IDA identity design,” said David Tera, IDA Director of Marketing. “This design will give us unlimited variations and possibilities to explore. It has been truly a pleasure to work with the people at Casa Rex.”

### **About the International Design Awards:**

***The International Design Awards*** (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in architecture, interior, product, graphic, and fashion design. IDA draws attention to the iconoclasm of design worldwide: conceptualizing and producing great work. The Farmani Group founded IDA as the design sibling of the Annual Lucie

Awards for Photography, which has emerged as one of the world's most prestigious photography awards.

**About Casa Rex:**

***Casa Rex*** is an international and highly awarded house of design, with offices in São Paulo and London. Headed up by Gustavo Piqueira, a multi-cultural team of about 50 people develop strategic design for global consumer brands; original design for editorial, corporate and environmental projects; and cutting-edge experimental design for anything from typefaces to homeware.

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