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The Designers Institute of New Zealand (DINZ) mission is to have professional designers valued and rewarded for the contribution they make to the economic, cultural and social growth of New Zealand. This is achieved through encouraging the development of professional skills in the membership and by bringing together the different design disciplines under a common proposition that excellent design brings tangible benefits to its users. Other aims are to improve standards of professional service, increase demand for design excellence and generally increase the profile of design.

Best Design Awards 2003

The Best Awards is the event of the year for professional New Zealand design. It is the opportunity to celebrate and recognise outstanding examples of creativity with the aim of benchmarking, raising standards and building on a flourishing international reputation.

Best Awards committee

Staging events, such as the Best Awards, is highly demanding, relying on energy, time and commitment of the organising committee. For 2003 the Best Awards panel included; Cathy Veninga, Fraser Gardyne, John Baker, Jill Blomfield and Esther Laurie.

The Awards

A specially designed typeface by Jeremy Tankard was commissioned by Strategy Advertising & Design, to be used for signage, literature and point of sale for a new multi-dollar art gallery at Christchurch, New Zealand. The typeface was called *Christchurch Gallery*, which is now being marketed worldwide under the name *Aspect*.

The typeface was given outright winner in the Graphic Design Arts section, having been entered by Guy Pask of Strategy Advertising & Design. The typeface was also outright winner in the Graphic Identity Development section being part of the gallery's new corporate identity entered by Guy Pask and Douglas MacLean of Strategy Studio.

Christchurch Gallery font - winner

Aspect - the general retail version

Jeremy Tankard for strategy Advertising & Design
Graphic Design Arts award

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