

Press release

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Millau Viaduct Wins Gold at the 'Design & Art Direction Awards'

The Holy Grail of design and advertising - the D&AD Gold Award has been won by Foster and Partners for Millau Viaduct at a glittering Awards Ceremony last night. The 2.4km bridge in Southern France was chosen from a record 14,000 entries, and was one of only 4 to receive the coveted Gold prize. It was selected after four judging rounds, by a highly specialist jury.

The D&AD Awards are the principal, most internationally respected in the design and advertising industry and have been running for close to four decades. The Awards are presented annually at London's biggest creative award ceremony, before an audience of 2,500 of the world's leading design professionals. The D&AD Gold Awards are held in the highest esteem as they are not automatically given each year. Only work considered to break the mould or set a new standard of excellence in creativity receives the Gold Award.

All the winners will feature in the D&AD Annual, a 600 page publication that showcases graphic design, architecture, photography and much more. Now in it's 42nd edition the Annual is a source of inspiration and definitive reference book for the creative industry. Also selected for inclusion in the Annual were Foster and Partners' The Sage Gateshead, 30 St Mary Axe and the McLaren Technology Centre.

An exhibition of the D&AD Award winners will be held at Old Billingsgate on 28-29 June from 12-8pm.

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