

TEKNION AWARDED THE GOLD AWARD AT THE 2022 INDIGO DESIGN AWARDS



DIGITAL CAMPAIGN DESIGN

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Oona Walsh

Director, Corporate Marketing

Teknion LLC

877.TEKNION

oonawalsh@teknion.com

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Teknion is proud to announce that Future Smart received the Gold Award in the Digital Ads and Campaigns category at the 2022 Indigo Design Awards. The program recognizes “exceptional projects that shine with an uncommon artistry” and awards conceptual and completed designs from the past five years. Future Smart is a knowledge-based piece and advertising campaign that focuses on a promising path forward, future workplace layouts, innovative product design, and empathetic people-first office spaces.

“We are honored to receive the Gold Award in the Digital Ads and Campaigns category at the 2022 Indigo Design Awards,” says Steve Delfino, Vice President of Corporate Marketing and Product Management at Teknion. “The future of work requires thoughtful planning and products that enable a ‘future fit’ office. Future Smart shows a variety of configurations to achieve hybrid balance while diving deeper into the challenges and benefits of this new work model.”

In Future Smart, Teknion addresses the sudden change in the workplace – and the world – and how the past few years have challenged us to think differently. “This campaign highlights the idea of informed optimism,” says Michael Vanderbyl, Principal of Vanderbyl Design. “Historically, global hardships often yield great strides in the human condition that reveal the resiliency of the human spirit. This ad campaign celebrates that optimism from the Renaissance to today. The iconic photographs are the focal points of major breakthroughs in history, hopefully giving us all optimism after our globally challenging year.”

The Indigo Design Awards aim to showcase the work of innovative, cutting edge design agencies as well as individual designers from around the world while placing emphasis on designers’ objectives and needs in mind. This year's Indigo Design Awards ceremony will take place in Istanbul, Turkey, on Thursday, May 26.

For a full list of winners please visit <https://www.indigoawards.com/winners?competition=5>

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