

The Advertising Club of New York

CALL FOR ENTRIES

The poster that announced last month's International Andy Awards is "a portrait of the ad industry in religious terms," says Leo Burnett AD Matt Miller (Burnett deputy CCO Mark Tutssel was the 2006 Andy jury chairman, hence the Leo connection). With a "structure based on religious paintings from the Renaissance, the Grandy is in heaven, the judges are on high, the hacks are down in hell and those striving to transcend mediocrity are in purgatory," explains Miller. Milwaukee-based fine-artist Fred Stonehouse, who rarely does commercial work, was tapped for this Boschian tour de force. "We gave Fred the little winks to the jury members' careers, and we had a few sketches for some of the inside jokes," adds Miller. "Then he put his unique twist on each scenario." The Andy art was seen in print ads, the call for entries brochure and online.

