

**2014 KYOORIUS DESIGN AWARDS: BLUE ELEPHANT WINNERS**  
(This list is embargoed until 6AM 14th September 2014. Please do not publish until this time)

Category Code	Category Title	Entry Title	Client	Brand	Agency/Studio/Entrant	Secondary Client
<b>DESIGN FOR SPACE</b>						
2703	Branded Environments	The Glasshouse	Siddharth Poojari	RSP Gourmet Food Pvt. Ltd	The Architects Office	
2703	Branded Environments	Royal Enfield	Eicher Motors Ltd.	Royal Enfield	Lotus	
2702	Temporary/Permanent Installations	The Rising Plate up installation for Asian Paints	Indiabulls Group	Indiabulls Group	Alok Nanda and Company	
2702	Temporary/Permanent Installations	ColourNext 14	Asian Paints Limited	ColourNext	Trapeze	
<b>DESIGN FOR GOOD</b>						
3201	Design for Good	Design for Non-Designers	Central Square Foundation	Central Square Foundation	NH1 Design	
3201	Design for Good	TAGSY	BAGGIT INDIA PVT. LTD.	BAGGIT	TBWA India	
3201	Design for Good	:{to:) CleftToSmile	Operation Smile India	Operation Smile India	Ogilvy & Mather Pvt. Ltd.	
<b>DESIGN FOR PACKAGING</b>						
2501	Packaging Design	Packaging a revolution	Parle Agro	Café Cuba	Creativeland Asia	
2501	Packaging Design	Farmlove	Ambika Seth	FarmLove	Please See	Shreya Soni
<b>DESIGN FOR EDITORIAL</b>						
2901	Magazine Design	HUNDRED PERCENT ZINE	HUNDRED PERCENT ZINE	HUNDRED PERCENT ZINE	HUNDRED PERCENT ZINE	
<b>DESIGN CRAFT</b>						
3001	Graphic Design	LASTS FOR AGES	Procter & Gamble Ltd	Duracell Batteries	Grey Worldwide	
3001	Graphic Design	HANUMAN TALKIES	HANUMAN TALKIES	HANUMAN TALKIES	Umbrella Design	
3002	Illustration for Design	LASTS FOR AGES	Procter & Gamble Ltd	Duracell Batteries	Grey Worldwide	
3002	Illustration for Design	Discover India Series	Self Promotion	Liquid Ink	Ranganath Krishnamani	
3002	Illustration for Design	TAJ Vivanta Illustrations	TAJ Vivanta	TAJ Vivanta - Luxury Hotels	Locopopo	REDiffusion Y&R
3004	Typography for Design	Vadilal Ice-Cream Election Campaign	Vadilal Dairy Pvt Ltd	Vadilal Ice-cream	Famous Innovations	
<b>WRITING FOR DESIGN</b>						
3101	Writing for Communication Design	Q Poster	Thukral & Tagra Amalgamated Bean Coffee Trading Co. Ltd.	"Q" Exhibition	Eleven:43	
3101	Writing for Communication Design	Sitdown-o-pedia		Cafe Coffee Day	Creativeland Asia	
<b>DESIGN FOR BOOKS</b>						
2802	Book Covers	The Presidium Curriculum Books	Marvel Group	Presidium Senior Secondary School	Out of the Box	
2801	Complete Books	BLUED Book	Self Published	Bombay Duck Designs	Bombay Duck Designs	
<b>BRANDING &amp; IDENTITY</b>						
2401	Branding/Visual Identity Scheme	Melt-in. The Art of Gelato	Vadilal Industries Pvt. Ltd.	Melt-in	Redlion (A division of Publicis India)	
2401	Branding/Visual Identity Scheme	Kulture Shop: Branding and Identity	Kulture Shop	Kulture Shop	Kunal Anand	
2404	Logos	Kulture Shop: Logo	Kulture Shop	Kulture Shop	Kunal Anand	
2404	Logos	:{to:) CleftToSmile	Operation Smile India	Operation Smile India	Ogilvy & Mather Pvt. Ltd.	

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<b>DESIGN FOR COMMUNICATION</b>						
2602	Direct Mail	INNOVATIVE DIETICIAN VISITING CARDS	PRITI JADHAV	DIETICIAN PRITI JADHAV	Publicis Communications Pvt. Ltd.	
2601	Graphic Design for Communication	Wildlife Posters	Marvel Group	Sparsh NGO	Out of the Box	
2601	Graphic Design for Communication	Sitdown-o-pedia	Amalgamated Bean Coffee Trading Co. Ltd.	Cafe Coffee Day	Creativeland Asia	