D&AD NEW BLOOD SHIFT
NYC CLASS OF 2019
D&AD New Blood Shift is our intensive night school program that places an emphasis on raw, untrained talent. Shift compels its students to make the best creative work of their life and challenges the industry to search further for creative talent.

This year 19 Shifters – all with creative talent but no formal arts education or college degree – have been through the intensive 3 month night school and learning program. They’ve learned from the best, honed their thinking and applied their craft. Now they’re ready to prove that there’s more than one way to break into the industry.
Whats Good?!? Ash Level here. I've been working as a freelance artist here in NYC for 4 years now. I've recently learned while going through the Shift program that I truly enjoy working and building other peoples ideas. I love working as a team and digging into the meaning of the project. Assuring that the project stays aligned to its initial purpose while also growing to wild opportunity and delivery.

I thrive when I get to work on ground level opportunities and see direct change from the creative I work with. I work in the community for the community to create a better standard of living and service.

Ash Level
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I consider myself a connoisseur of fine things, like a taste maker who listens to Jay-Z with a glass of wine. So many things inspire me but my top three is music, fashion and food. The type of work I create is something that connects culturally and gets people excited. I guess I’m beginning to get a understanding of this “energy” thing. It’s something about being around the creative fire that motivates me and learning about the “Why” in a “Wtf” world.
A charismatic and hardworking artist who—when he is not busy waiting tables, serving coffee, or impulsively ditching those jobs to take a Greyhound from Austin to New York City to join D&AD’s New Blood program - creates witty, unorthodox pieces through an eclectic mix of mediums.

Working-class-Amarillo-TX-born Colby Pelfrey appropriately uses the artistic pseudonym Trailer Park Hero, accenting his blue-collar values of integrity and determination.

He creates art for sale, exhibition, and enjoyment.

He's definitely down to get a beer or a coffee anytime and is sorry for saying “y’all” so much. :-)

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D&AD
New Blood
Shift
Hey my name is George and I am a graphic designer. The tone or style I like to take with design is probably the furthest away from clean logo, cookie cutter stuff I see so often. I'm not knocking it by any means! I love that style of design, but when I make work like that it doesn’t do much for me.

I’m always thinking “how far can I push this before it’s too far?” I think everyone should practice making something as perfect as possible, then, MESS IT UP!
I am a self-taught designer and an up and coming model. I have a huge background in music and I also spent some time teaching kids audio engineering. I consistently curse at my laptop and I think one day she will begin to curse at me back. But without my laptop, I wouldn’t be half the creative that I am now.
Growing up in the U.S. as the daughter of Latino immigrants gave me the opportunity to develop and mature in a diverse environment, with juxtaposing elements such as culture, socio-economic class, art, and landscape. As a result of growing up with such contrast and cultural richness, I was able to foster an eclectic and well-rounded perspective of the world around me. This has deeply influenced my need to create content celebrating diversity, as well as relevant connections to current society & culture: an attempt to channel the storyteller within me while learning how to engage the world around me.
Hey, call me Jah! I grew up in Atlanta and Chicago, then studied Vis Comm at The School of the Art Institute of Chicago. This is my fourth year in NYC and I want to call it home for the rest of my life. I love painting, illustration and writing but also dabble in film, photography and set design.
I grew up an hour outside of NYC and began idolizing the queer community, iconic divas, fashion from the underground, and independent magazines that revolved around youth culture early on.

Now, I’m living in NYC and am creating my own works of art through the lens that inspired me then.

I came into heavy hardships after high school and did not follow the path I thought I would, but I’ve built myself into a strong creative and a strong businesswoman.

Everything I create is a genuine extension of myself and is made to serve my own happiness and passion.
THEY ARE OUT OF PIZZA!!!
You walk into a room and you start feeling better and you don’t quite know why? Then you realize the lighting, the shapes, the lines, the shadows. Everything about how things have been installed into the physical form shows us the ways in which design is really about the design of inner spaces. What we design, designs us back. And that’s one of the many things I’m passionate about.

I am inspired by work that leaves me in awe. An experience of such vastness, you literally have to reconfigure your mental models of the world to take in.

Storytelling is something I’ve always loved, and how it can have an impact on human behavior.
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I'm an undefeated boxer, multi-instrumentalist, and I sing Mariah Carey at karaoke. (We Belong Together, of course)
INT. A DIMLY LIT FRENCH RESTAURANT IN THE CITY

Sitting at a nearby table are two married mosquitoes dressed like snooty, rich people (think Mr. and Mrs. Howards from Gilligan's Island). The waitress—a praying mantis announcer—tells the mosquitoes what the specialty dishes are.

PRAYING WAITRESS
And our Chef's Special for tonight is West Nile severed toe!

BOTH
*talking at once*
Ooh! Ahh! Sounds wonderful!

PRAYING WAITRESS
Would either of you like to hear our blood pairings for these dishes?

MISSQUITO
Oh, that would be lovely!

MANSQUITO
Actually, dear, let's get a couple of flights instead. I'd love to do a good blood tasting tonight.

MISSQUITO
Splendid, darling!

MANSQUITO
Right then. We'll get a flight of AB positive blood and another of O negative, please.

PRAYING WAITRESS
Right away, sir. Are there any allergies I should know about?

MISSQUITO
I'm vaccine intolerant.

MANSQUITO
I'd just prefer organic, free-range blood.
My name is Kristina,
I’m really pleased to meet ya!
I got so many skills,
A multi-talented creature.

I got that boss bitch energy,
And you can’t stay mad at me.
Existing with that synergy,
And still have time for pleasantries.
What I’m most inspired by is the feeling of nostalgia, history and the history of pop culture. I’m a Cancer so I tend to dwell a lot on the past and I love to explore and study history in all forms.

However, pop culture and major moments within the fashion and entertainment industry has always been my main interest. I want to do more with this base of knowledge and push myself to create more conceptual work that reflects my interests in my photography and other creative works.
At first glance, I’m a flower bud but when I get to know you I will open up and show you my true colors. I love getting out of my comfort zone and tackling things head on. I hate doing things without reason, there just has to be a “Why?” and not just a “Because!”.

As a creative, I strive to create the impossible and be inspired by others who make ground breaking work. In my free time I like to shoot with my friends, explore art galleries, and binge watch any popular anime shows.
Hey Nyasia here. I’m just a regular degular 25 yr old girl from Queens who loves capturing people and their essence through images. I’m inspired by being a better version of myself, and making my family and myself proud.

I’m currently going through a shift in my style of work from fashion to documentary style photography. I’m inspired by sharing real stories by real people, and I’d love to do that through my images.

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D&AD New Blood Shift
I invested a lot of time going to different events growing up, and that has been preserved that into my adult years. I love seeing work that feels like it “lives” off print or digital. Something that captures all of your senses and leaves you immersed.
Q: Tell us your story in 100 words

A: If it were only that easy! It's a story of many twists and turns, full of disturbances, and dark suspense told over a beautiful score. You would have to see it yourself to understand.
A Vaquera, bound by tradition, in a fluid technological and political landscape. Bouncing between the US/Mexico borderline under the unforgiving sun, I developed a fascination with the design of life. Why is the sky blue and grass green? Why not a green sky and blue grass? I work with my hands, mind, and soul and get silly, because why not? Humanity is complex, but I can appreciate beauty whether realized or not. I empathize with and aspire to uplift underrepresented groups. I’m a rootin’ tootin’ Texan Mexican in the Big Apple and I wanna take a big ‘ol bite.
I'm a freelance designer, film maker, photographer, and content creator based in New York. My work captures a nostalgic impression in a variety of expressions. Inherently the love of nature infused with the chaos of the concrete jungle resonate in my work.
I am a New York based designer, traveler, inventor, and creator. My lifestyle spent living outside my comfort zone changed the way I saw my creative work, it pushed me to look for meaning behind everything I do and create.

The meaning of creating something, that you feel is true and resonates with all of us. My ideas come from long observations of the real world around me, strong bonds with moments that have texture and feeling, with quick wit I try to capture it all.

Through painting, collaging, illustrating and creating an infinite collection of my narrative, I see myself as a seed with all of the necessary patterns to keep growing.

Michelle Nova Luna
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We have given the Shift group knowledge, honed their skills, and built the resilience needed to thrive in the industry. But in order for New Blood Shift to succeed we need you, the industry, to offer the next steps. We're looking for paid placement opportunities.

To ensure we continue to nurture and support this new talent, we're setting some guidelines for these placements:

**The time**
Placements are ideally 3 months, but we ask for a minimum duration of 4 weeks.

**The money**
Shifters must be paid a fair living wage - a minimum of, $18/hour or $630 for an average week.

**The support**
For some of the Shift group, this may be the first time they've worked within an agency environment. So it's critical to have a mentor within the company- a single point of contact that they can turn to during the placement period. We recommend the first week of the placement be shadowing. D&AD are on hand to continue to support our Class of 2019, as well as advise host agencies with placements.

If you are interested in offering placements to our Shifters, please get in touch and we can help find the right fit for your role.

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D&AD New Blood Shift relies on support from the whole industry.

We’re grateful to New York’s creative industry for giving up their time to advise and support the program, attend the sessions, and teach the Shift Class.

If you would like to support Shift as a speaker, host, mentor or offer a placement in 2020, contact us at shift@dandad.org

If you would like to set a brief for the Shift 2020 class or sponsor the program, please contact sammi.vaughan@dandad.org

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The Shift NYC Team
Jenn Dewey-Rudd
Hilary Chittenden
Phoebe Vaughan
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