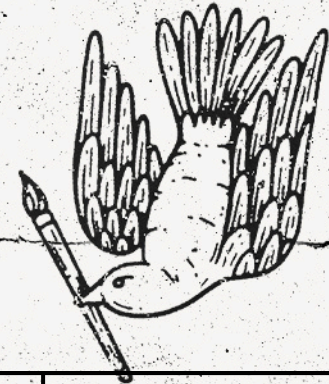




# D&AD Festival 2026 Programme

19 MAY AND 20 MAY 2026



## DAY 1 TUESDAY

**SECRET SOUTH BANK LOCATION\***

### JURY INSIGHTS

10–11 AM

#### CULTURE CLUB:

Discover how creativity is influencing culture today.

11:30–12:30 PM

#### SCROLL-STOPPING OR SOUL-LESS?:

What does creative excellence look like in the creator economy?

1–2 PM

#### FROM FANS TO FANDOMS:

Find out what made branded entertainment rise above the noise.

2:30–3:30 PM

#### TYPE TALKS BACK:

Learn how designers are using type to express identity, emotion and clarity.

4–5 PM

#### FRAME BY FRAME:

Explore how storytelling, craft and originality earned recognition.

## DAY 2 WEDNESDAY

**SECRET SOUTH BANK LOCATION\***

**SOUTH BANK CENTRE, ROOM 1**

**SOUTH BANK CENTRE, ROOM 2**

### JURY INSIGHTS

10–11 AM

#### BRAND, REBORN:

What makes a brand identity breakthrough?

11:30–12:30 PM

#### CREATIVITY THAT COUNTS:

Take a deep dive into the creative work driving real-world change today.

1–2 PM

#### STILL ROLLING:

Discover what cinematic creativity looks like right now.

2:30–3:30 PM

#### DESIRE, REDEFINED:

From heritage brands to modern icons, discover the work that redefined desire.

4–5 PM

#### ATTENTION ECONOMY:

Hear what impressed the judges when brands earned attention through ideas, not interruption.

#### PRESIDENT'S LECTURES (10 AM–5 PM)

Keynotes from:

Stefan Sagmeister  
Lisa Smith  
David Lee  
Marta Litson  
Paula Smiri  
Sarah Yilma  
Chaka Sobhani  
Alex Center  
Nils Leonard  
Court Williams  
Jaël Makelemi  
Mary Lewis  
Shakira Polite

#### CREATIVE IMPACT ACCELERATOR

An immersive session showing how to build the conditions where creativity drives real business growth.

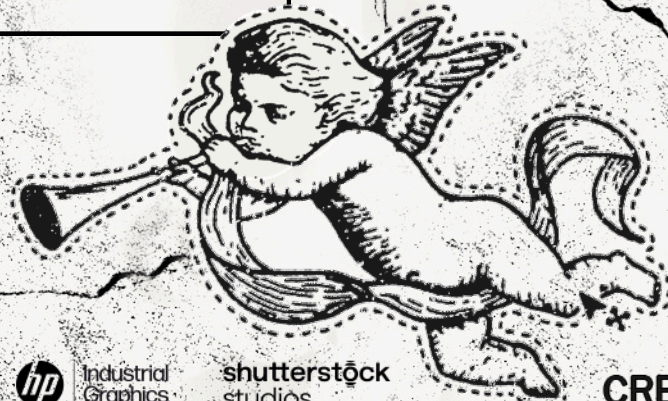
#### AI ACCELERATOR

A hands-on session showing how AI amplifies creativity - without replacing the craft.

### BREAK

6 PM – LATE

**YELLOW PENCILS: WHY THEY WON**



CREATIVITY IS ALIVE

\* LOCATION TBC AFTER BOOKING