

[For immediate release]

Bridgeman Images forms exclusive partnership with the Art Directors Club Italy (ADCI)



IN PARTNERSHIP WITH



QUOTES

“Partnering with the Art Directors Club Italy marks an exciting chapter for Bridgeman Images. This collaboration not only reinforces our commitment to nurturing emerging talent but also underscores our dedication to celebrating creativity on a global scale.” – Harriet Bridgeman, Founder and CEO of Bridgeman Images

“We are happy to announce this collaboration with Bridgeman Images. Joining forces with a major player allows us to power joint initiatives that create value for young creatives and the community we represent.” – Stefania Siani, President of ADCI

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Bridgeman Images, the world’s leading source of fine art, cultural and historical media for reproduction, is proud to announce a pivotal collaboration with the **Art Directors Club Italy (ADCI)**.

The partnership brings together the synergies of two significant players in the **creative industry**. For over fifty years, **Bridgeman Images** (est. 1972) has been operating in the publishing, advertising, film & TV, and design sectors, providing unique visuals for creative projects with an archive of more than 4 million images and videos.

ADCI, founded in 1985, serves as a cultural association uniting top professionals in the field of advertising communication, recognising outstanding Italian creativity through its ADCI Awards.

Under this collaboration, Bridgeman Images and ADCI will embark on **various joint initiatives**, including creative competitions and awards. The first endeavour is the “**Giovani Leoni**” **competition**, in collaboration with the sponsors of the individual categories. The aim of the award is to promote the talent of young creatives working in communication agencies and as part of the Cannes International Festival of Creativity. The collaboration on “Giovani Leoni” is part of a broader partnership with Bridgeman Images, which provides exclusive services and conditions for ADCI members.

The 2024 edition of “Giovani Leoni” is scheduled to unfold through a series of activities culminating in an awards ceremony to **celebrate the winners at Naba in Milan on 18 April 2024**. Over the weekend of 6-7 April, **participants will source visuals from Bridgeman Images for their creative proposal**, as well as copyright free or proprietary materials. The winners of each category will participate in the “**Young Lions Competition**” **contest which will be held during the 5 days of the Cannes Lions Festival of Creativity (17-21 June 2024)**.

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About Bridgeman Images:

Bridgeman Images is the world's leading source of fine art, cultural and historical media for reproduction. With a vast collection spanning centuries of artistic and cultural heritage, Bridgeman Images serves clients across the globe, including publishers, advertisers, filmmakers, and creative professionals. With a commitment to exceptional quality and unparalleled service, Bridgeman Images is a trusted partner for all licensing and rights management needs.

For further information and enquiries, please visit [Bridgeman Images' website](#) or contact: Michela Cartot, press@bridgemanimages.com

About ADCI:

The Art Directors Club Italy (ADCI) is a cultural association founded in 1985 that brings together the finest professionals in the field of advertising communication. ADCI recognises the most significant works of Italian creativity by awarding ADCI Awards – shortlists, bronze, silver, and gold across various categories, along with two Grand Prix awards, one of which is dedicated to not-for-profit organisations. For further information, visit the [ADCI website](#) or contact: Caroline Schaper, Secretary of the Club, caroline.schaper@adci.it; Alessandra Tremolada, Treasurer and Administrator of the Club, amministrazione@adci.it; Jack Blanga, ADCI Advisor and Manager of the Giovani Leoni project giovani@adci.it