

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Richard Stockton College Graduate Wins Advertising's Most Prestigious Award

Arnel Platon's Illustration for Disney's *Festival of the Master's* Won Gold at the Orlando ADDY Awards

For Immediate Release

Wednesday, March 10, 2010

Contact: Tim Kelly
Susan Allen
Office of Public Relations
Galloway Township, NJ 08240
Tim.Kelly@stockton.edu
(609) 652-4950

Galloway Township, NJ- Each year, Disney hosts the *Festival of the Masters*, a vibrant, open-air art festival that features nearly 150 award-winning artists. And each year, a competition is held to select a signature design, which is used on all promotional posters, mugs and t-shirts for the art festival. Arnel Platon's design for last year's *Festival of the Masters* did not win as the promotional signature art, but it did win Gold at the Orlando ADDY Awards this year.

Arnel Platon is the senior production designer at Disney's Yellow Shoes Creative Group, where he is responsible for TV, radio, and print marketing for both Disney World and Disneyland. One night, Arnel received a text from a co-worker that said, "You won the Silver ADDY." Arnel was thrilled at the honor; however, when he arrived at work the next morning, Arnel received even better news. The text was wrong. Arnel won the Gold ADDY Award.

Arnel's award-winning design, which took months to create, is Mickey's face intertwined amongst an intricate layering of colorful patterns and illustrations. Segments of the design were hand drawn and the layering effect was created in Photoshop.

Just before the design was finished, Arnel was walking through the grocery store when a striking image of Barack Obama on the cover of *Time* magazine struck him. Arnel realized at that very moment that Shepard Fairey, the graphic artist who designed the Obama "HOPE" poster, was his biggest inspiration. Arnel merged his own techniques with Fairey's bold, colorful style.

Arnel earned a bachelor's degree in Visual Arts with a concentration in graphic design from The Richard Stockton College of New Jersey. As a student, Arnel worked in Stockton's Graphics department. Arnel is originally from the Philippines, and now he resides in Orlando, Florida.

#