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FOR IMMEDIATE RELEASE
NORDUnet Walks Away Victorious in the
2021 MUSE Creative/MUSE Design Awards for Best Digital Publication

Kastrup, Denmark - April 14, 2021, The 2021 MUSE Creative Awards and MUSE Design Awards have officially drawn to a close, after officially announcing the winners. With over **3942** entries entered from all over the world, the competition has shown itself to be one of the leading programs in honouring creative and design excellence.

This year, NORDUnet decidedly takes the Digital Publication of the Year, Platinum award in the competition. The winning design work was created by Interactive Bee Media for NORDUnet. An interactive multi-touch experience, *The Power of Nordic Unity - 40 years of NORDUnet* is a digital publication that celebrates the Nordic NRENs efforts in providing connectivity and services to the Research and Education community.

The MUSE Awards is a series of international competitions hosted by the International Awards Associate (IAA), catering to professionals from various industries in hopes of promoting excellence in their respective fields. "There is a saying that 'there is nothing new under the sun'," said Kenjo Ong, CEO of IAA. "It couldn't be any further from the truth – there is always something fresh and exciting from the competitors every year."

IAA ensures impartiality and strict assessment criteria by setting up a jury made up of industry professionals who exhibit high standards of excellence. In turn, the jury would select a new wave of excellent individuals or organizations, who would likely set new benchmarks in their fields.

Grand Jury Panel Jurors numbered as many as **44**, found worldwide from **23** countries. These individuals are known professionals belonging to leading companies from the creative and digital industries, such as Director of DNgroup Aps **Frederick Rickmann**, Head of User Experience of Huawei **Sebastiano Boni**, Owner and Founder of UArchitects **Misak Terzibasijyan**, Associate Creative Director of MullenLowe **Renato Barreto**, Associate Creative Director/Creative Catalyst of FCB Chicago **Alice Crippa**, Marketing Manager of Facebook **Min Lu**, Chief Innovation Officer, ONU/UN WOMEN **Alejandro Calero**, etc.

Every single entry is evaluated using standards found in their respective industries to ensure impartiality, blind judging is exercised, and jurors are only able to assess each entry purely on its own merits.

Participation of International Brands

Garnering worldwide interest, the MUSE Creative and MUSE Design Awards saw names of known organizations from all over the world in its list of entries. Some were submitted directly by the companies themselves, such as **PlusOne, Holition, 360i, Walmart, Fiverr, AARP, Leica Geosystems, part of Hexagon, Les Ateliers Louis Moinet SA, Influence Associates, GARDE CO., LTD., Bishop Design by Paul Bishop, Mercurio Design Lab S.r.l., Studio Roosegarde**, and **Omdesign**; whereas some were submitted by entrants who produced works for them, such as **Subaru USA, Riot Games, Cineplex, BBC Studio Events, KFC, Burberry Beauty, Hyundai, Jo Malone London, Mondelez International, Inc. (OREO), Disney+ SG, CVS, IFFCO UAE, Thompson Dallas, Lynk & Co, Sime Darby Property Berhad, and Yamaha Motor Company**.

"Our platform exists to promote and encourage excellence in different bodies of professionals in varying industries," Ong said. "Given the recent pandemic, the team in IAA is continuously humbled by the sheer perseverance and willpower shown by people in overcoming the odds in their respective industries. As long as this platform exists, we will continue to sing praises of those who in adversity displayed their mettle, embodying excellence regardless of their environment."

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