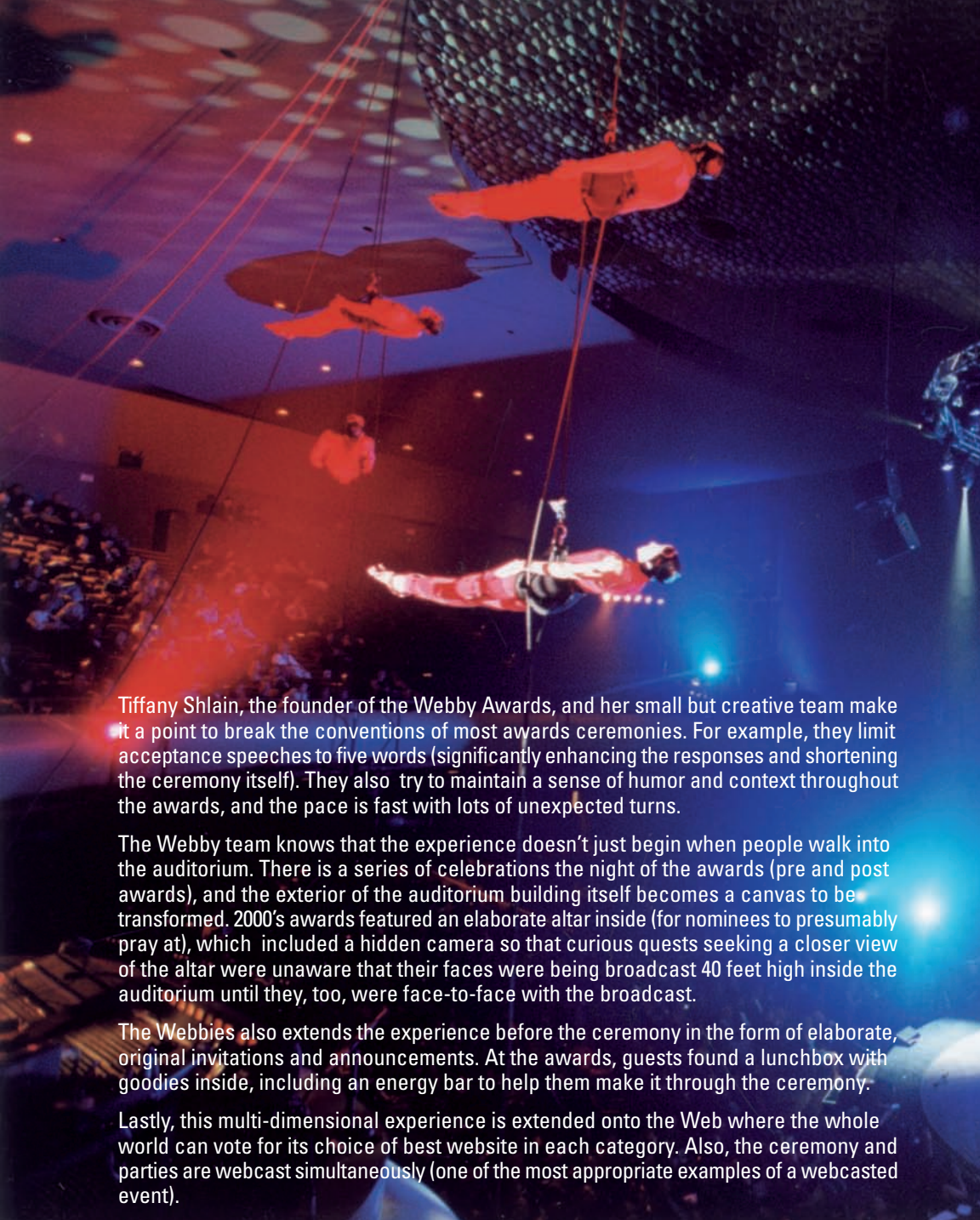




Webby Awards

www.webbyawards.com
creator: Tiffany Shlain
date: held annually since 1996



Tiffany Shlain, the founder of the Webby Awards, and her small but creative team make it a point to break the conventions of most awards ceremonies. For example, they limit acceptance speeches to five words (significantly enhancing the responses and shortening the ceremony itself). They also try to maintain a sense of humor and context throughout the awards, and the pace is fast with lots of unexpected turns.

The Webby team knows that the experience doesn't just begin when people walk into the auditorium. There is a series of celebrations the night of the awards (pre and post awards), and the exterior of the auditorium building itself becomes a canvas to be transformed. 2000's awards featured an elaborate altar inside (for nominees to presumably pray at), which included a hidden camera so that curious guests seeking a closer view of the altar were unaware that their faces were being broadcast 40 feet high inside the auditorium until they, too, were face-to-face with the broadcast.

The Webbies also extends the experience before the ceremony in the form of elaborate, original invitations and announcements. At the awards, guests found a lunchbox with goodies inside, including an energy bar to help them make it through the ceremony.

Lastly, this multi-dimensional experience is extended onto the Web where the whole world can vote for its choice of best website in each category. Also, the ceremony and parties are webcast simultaneously (one of the most appropriate examples of a webcasted event).

photographs:
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