



CRITERIA

Aotearoa NZ Emerging Designer Award 2025

The Aotearoa NZ Emerging Designer Award 2025 recognises and celebrates emerging talent in the field of book design. The winner of this award will be announced at the annual PANZ Book Design Awards Ceremony in Auckland on **Thursday 18 September 2025**.

Entry is free and applications are welcomed from both publishers and designers.

ELIGIBILITY

Eligibility is based on length of time in the book design industry. The designer must have been working in the book design industry for no more than 5 years as at 31 December 2024, must be a New Zealand citizen (by birth, naturalisation, or immigration) or be permanently residing in New Zealand. Evidence of permanent residency is required to confirm that all principal contributors meet this requirement. The work of New Zealand citizens living overseas is eligible if the book meets other criteria and has been published during the period stipulated for eligibility.

CONDITIONS OF ENTRY

Designers are asked to send between one and four book designs completed between **1 January 2024** and **31 December 2024**. Publishers may also send this material on the designer's behalf.

Books must be designed in New Zealand but typesetting and printing may be done elsewhere.

JUDGING CRITERIA

This award aims to recognise outstanding design across a whole portfolio that clearly demonstrates the relevance of the design to each book's target market.

Judges will be assessing the ability of designers to consider the author's work, the publisher's marketing requirements and the audience appeal in the completed design of all the books entered.

Books will be judged on artistic merit, innovation of form, quality of production values and appropriateness to the intended market.

IMPORTANT DATES/AWARDS EVENING

A shortlist will be announced on **Wednesday 23 July 2025**.

The winner will be announced at the annual PANZ Book Design Awards Ceremony in Auckland on **Thursday 18 September 2025**.

CONDITIONS OF ENTRY

1. Entries must be submitted before **5pm, Friday 30 May 2025**.
2. Entries must be submitted by the designer or a publisher.
3. There is no entry fee.
4. Entry forms must be submitted by email or via the online entry form.
5. Entries remain the property of PANZ for publicity purposes after the awards.
6. No correspondence will be entered into between publishers or designers and the judges.

PLEASE SEND ENTRIES BY COURIER ONLY TO:

PANZ Book Design Awards 2025
Publishers Association of New Zealand
Level 6, 19-21 Como Street
Takapuna
Auckland 0622

PLEASE COMPLETE ONLINE ENTRY FORM [HERE](#)

OR DOWNLOAD THE ENTRY FORM FROM THE [PANZ BOOK DESIGN AWARDS WEBSITE](#) AND
EMAIL TO: katherine@publishers.org.nz