

MALOFIEJ 17

Press release

## **The New York Times and NYTimes.com share Peter Sullivan Award / Best of Show**

- The Jury of the 17th International Infographics Awards, organized by SNDE, gave 18 gold medals, 55 silver medals and 96 bronze medals
- NYTimes.com won the Miguel Urabayen Award to the Best Map for the job 'Electoral Explorer'
- Gold medals went to The New York Times (5) and NYTimes.com (3), National Geographic Magazine (4), La Voz de Galicia, Die Zeit Magazine, Golden Section Graphics, La Nación (Costa Rica), EiTB.com and Marca.com
- 1.320 entries from 140 media from 30 countries participated in the contest, which is known as the 'Pulitzer' of its kind
- School of Communication of the University of Navarra has welcomed during the week more than 120 professionals from worldwide

**The New York Times** and **NYTimes.com** shared the Peter Sullivan Award / Best of Show during the 17th Malofiej International Infographics Awards, organized by the Spanish Chapter of the Society of News Design (SNDE).

The international jury, which met in the School of Communication of the University of Navarra from March 22th to 25th, decided to award unanimously with the Best of Show the printed and online coverage titled **'The Ebb and Flow Movies: Box Office'**, which explains in detail the weekly box office receipt from all the movies opened in the United States during the last three decades.

Furthermore, the jury awarded **18 gold, 55 silver and 96 bronze medals** both in printed media works as well as to on line ones. **1.320 entries from 140 media from 30 countries** were presented, matching the participation record registered last year in the contest, which is unanimously known as the most important in the world, and its awards, the 'Pulitzer' of the infographics.

**The Miguel Urabayen Award to the Best Map went to NYTimes.com for their job 'Electoral Explorer'**, made for their coverage of the United States presidential elections in 2008. This Award was created four years ago in the honour of Miguel Urabayen, Visual Communication professor and movie critic, who was linked from the very beginning to journalist infographics and Malofiej Awards. In fact, Urabayen was the man who discovered in Argentina the cartographer Alejandro Malofiej and saw in him a pioneer of the genre who has definitely revolutionized the printed media during the last decade. In memoriam of deceased Malofiej, the School of Communication of the University of Navarra created the awards as well as the Infographics World Summit, which is held every year in the Social Sciences Building. During a week, Pamplona turns into the world capital of infographics, putting together the most important professionals from the worldwide.

120 medals given from the jury were to printed entries (13 gold, 40 silver and 67 bronze medals), and 49 were to online entries (5 gold, 15 silver and 29 bronze medals).

**The most awarded media was The New York Times** (USA), who won in both its editions (printed and on line) 8 gold medals (5 and 3 respectively). Also received gold medals jobs from National Geographic Magazine (4, all printed entries), La Voz de Galicia (Spain), Die Zeit Magazine (Germany), the agency

Golden Section Graphics (Germany), La Nación (Costa Rica), EITB.com (Spain) and Marca.com (Spain).

The jury, chaired by Michael Stoll, Professor in the Augsburg University of Applied Sciences (Germany), included Antonio Alonso, Graphics Artist at El País (Spain), Luis Chumpitaz, Graphics Director at Arab Media Group (Dubai); Amanda Cox, Graphics Editor at The New York Times (USA); Juantxo Cruz, Graphics Director at El Mundo (Spain); Gabriel Dance, Senior Multimedia Producer at NYTimes.com (USA); Tom Kennedy, Managing Editor for Multimedia at Washingtonpost.com (USA); Guillermo Nagore, Creative Director at SYPartners (USA); Aron Pilhofer, Editor of Interactive News Technologies at The New York Times (USA); Brian Rea, illustrator and former Art Director for the OP-Ed page of The New York Times (USA); Fabio Sales, Art Director at O Estado de S.Paulo (Brasil); and Ramón Salaverría, MMLab Director and Professor at School of Communication, University of Navarra (Spain).

The Awards were given on Friday, 27th March, at the end of the 17th Infographics World Summit, which has put together more than 120 professionals from all around the world and that has served as well to present the Malofiej 16 book, which includes the winners of the past edition together with a number of articles by Juan Antonio Giner, Michael Agar, Juan Velasco, José María Esteban and Alessandra Kalko, as well as an interview with Juan Velasco, by John Grimwade.

Malofiej next meeting, number 18th, will be held in Pamplona in March 2010. The exact date is still to be confirmed.

# MALOFIEJ17

## PREMIOS CATEGORÍAS IMPRESAS/PRINTED CATEGORIES AWARDS

### NOTICIAS DE ACTUALIDAD INMEDIATA/BREAKING NEWS

1AA	<b>Bronce/Bronze</b>	Diario de Sevilla (España)	Accidente de avión en Barajas
1AB	<b>Plata/Silver</b>	Público (España)	Radiografía de la catástrofe
1BC	<b>Plata/Silver</b>	El Mundo (España)	Atentado en la Universidad de Navarra
1BC	<b>Plata/Silver</b>	The Sunday Times (UK)	Mumbai massacre
1BC	<b>Bronce/Bronze</b>	El País (España)	El asesinato del empresario Ignacio Uría
1CC	<b>Plata/Silver</b>	The New York Times (USA)	The No Votes
1CC	<b>Plata/Silver</b>	Folha de São Paulo (Brasil)	Perícia prioriza tempo em simulação
1CC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Phelps, un fenómeno
1DC	<b>Oro/Gold</b>	The New York Times (USA)	In a Decisive Victory, Obama Reshapes the Electoral Map
1DC	<b>Oro/Gold</b>	The New York Times (USA)	Defiant House Rejects Huge Bailout; Stocks Plunge; Next Step is Uncertain
1DC	<b>Plata/Silver</b>	El País (España)	El recorrido del avión
1DC	<b>Plata/Silver</b>	The Guardian (UK)	Burmese cyclone
1DC	<b>Plata/Silver</b>	The New York Times (USA)	For Much of the Country, a Sizeable Shift
1DC	<b>Plata/Silver</b>	The New York Times (USA)	Dissecting the Changing Electorate
1DC	<b>Bronce/Bronze</b>	El Mundo (España)	Las primeras pistas de las cajas negras

### REPORTAJES/FEATURES

2AC	<b>Plata/Silver</b>	The New York Times (USA)	Where Candidates Found Support
2AC	<b>Bronce/Bronze</b>	The Washington Post (USA)	For Black Politicians, A Rocky Road
2AC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Accidente TC-48
2AD	<b>Plata/Silver</b>	National Geographic Magazine (USA)	Who studies where
2AD	<b>Bronce/Bronze</b>	National Geographic Magazine (USA)	The flow of power
2AD	<b>Bronce/Bronze</b>	National Geographic Magazine (USA)	Voter Turnout
2AE	<b>Bronce/Bronze</b>	Golden Sections Graphics for Berliner Morgenpost (Germany)	Ihr Völker der Weltschaut auf diese Stadt
2BA	<b>Bronce/Bronze</b>	El Heraldo (Colombia)	Balas perdidas
2CC	<b>Oro/Gold</b>	The New York Times (USA)	All of Inflation's Little Parts
2CC	<b>Plata/Silver</b>	The New York Times (USA)	The Pulse of Uncertainty
2CC	<b>Bronce/Bronze</b>	The New York Times (USA)	Keeping Tabs on the \$700 Billion Bailout
2CC	<b>Bronce/Bronze</b>	The Washington Post (USA)	Recession 101
2CD	<b>Bronce/Bronze</b>	Fortune (USA)	The Fortune 500 Cosmos
2CD	<b>Bronce/Bronze</b>	Fortune (USA)	As the World Turns
2CE	<b>Plata/Silver</b>	KircherBurkhardt GmbH for Handelsblatt (Germany)	The Battle for Resources
2CE	<b>Bronce/Bronze</b>	KircherBurkhardt GmbH for Handelsblatt (Germany)	Chronik einer Krise
2DA	<b>Bronce/Bronze</b>	Presente (México)	Pender de un hilo
2DB	<b>Bronce/Bronze</b>	Público (España)	El medallero es un mundo
2DC	<b>Plata/Silver</b>	The New York Times (USA)	Santana's Changeup: A Study in Stealth
2DC	<b>Bronce/Bronze</b>	Berliner Morgenpost (Germany)	Hambüchens Golden Salto
2DC	<b>Bronce/Bronze</b>	Berliner Morgenpost (Germany)	In Harmony with the Horse
2DC	<b>Bronce/Bronze</b>	Clarín (Argentina)	El estadio de la Davis
2DC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Equitación
2DC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Esgrima
2DC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Lanzamiento de martillo
2DE	<b>Bronce/Bronze</b>	Golden Sections Graphics for Welt am Sonntag (Germany)	Peking bietet futuristische Sommerspiele

2EB	<b>Bronce/Bronze</b>	Público (España)	El ojo más potente
2EB	<b>Bronce/Bronze</b>	Público (España)	Plutón puede ser un plutoide
2EB	<b>Bronce/Bronze</b>	Público (España)	El cambio climático es un desafío
2EC	<b>Plata/Silver</b>	Clarín (Argentina)	Cóndor Andino
2EC	<b>Plata/Silver</b>	Clarín (Argentina)	Virgin Galactic Turismo espacial
2EC	<b>Plata/Silver</b>	El País (España)	Tranmisión de la lengua azul por el viento
2EC	<b>Plata/Silver</b>	The Guardian (UK)	The Internet's undersea world
2EC	<b>Plata/Silver</b>	The New York Times (USA)	Mapping the Human Diseasesome
2EC	<b>Plata/Silver</b>	Welt am Sonntag (Germany)	Sleep, Motor of Live
2EC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Pingüino patagónico
2EC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Gran colisionador de hadrones
2EC	<b>Bronce/Bronze</b>	El Mundo (España)	La bóveda global de semillas
2EC	<b>Bronce/Bronze</b>	El Mundo (España)	Soluciones radicales para frenar el cambio climático
2ED	<b>Oro/Gold</b>	National Geographic Magazine (USA)	Fifty Years of Exploration
2ED	<b>Oro/Gold</b>	National Geographic Magazine (USA)	Last of the Neanderthals
2ED	<b>Plata/Silver</b>	National Geographic Magazine (USA)	Monuments of the Maya
2ED	<b>Bronce/Bronze</b>	Condé Nast Traveler (USA)	Above and beyond
2ED	<b>Bronce/Bronze</b>	National Geographic Magazine (USA)	Seeking hospitable worlds
2ED	<b>Bronce/Bronze</b>	New Scientist (UK)	Features Portfolio
2ED	<b>Bronce/Bronze</b>	Stern (Germany)	Wie Funktioniert ein Touchscreen
2ED	<b>Bronce/Bronze</b>	WWII Magazine (USA)	Great expectations
2EE	<b>Plata/Silver</b>	Golden Sections Graphics for SZ Wissen Magazine (Germany)	Gefährliches Deutschland
2FB	<b>Bronce/Bronze</b>	Emirates Business 24/7 (Dubai, UAE)	The final voyage of QE2
2FB	<b>Bronce/Bronze</b>	Expresso (Portugal)	Sobreviver à crise e à escassez de petróleo
2FC	<b>Bronce/Bronze</b>	The Washington Post (USA)	Global forces drive up oil prices
2FD	<b>Bronce/Bronze</b>	National Geographic Magazine (USA)	Once and future drought
2FD	<b>Bronce/Bronze</b>	Condé Nast Portfolio (USA)	London's New Arrival
2GB	<b>Plata/Silver</b>	Público (España)	Los 191 números de la Motown
2GB	<b>Bronce/Bronze</b>	Emarat Al Youm (Dubai, UAE)	Al Fahiri Fort: pearl of Dubai
2GB	<b>Bronce/Bronze</b>	Emarat Al Youm (Dubai, UAE)	Falconry: the noble sport
2GB	<b>Bronce/Bronze</b>	Diario de Navarra (España)	El violín, inigualado desde hace tres siglos
2GC	<b>Oro/Gold</b>	<b>The New York Times (USA)</b>	<b>The Ebb and Flow At the Box Office (Premio Peter Sullivan 'Best of Show')</b>
2GC	<b>Bronce/Bronze</b>	The Washington Post (USA)	Fireworks Light Up the Night
2GC	<b>Bronce/Bronze</b>	Svenska Dagbladet (Sweden)	Which country voted for which song? East vs West
2GD	<b>Bronce/Bronze</b>	La Nación (Argentina)	El inmigrante que dio voz al trabajo
2GD	<b>Bronce/Bronze</b>	Mundo Estranho (Brasil)	A história da guerra
2GD	<b>Bronce/Bronze</b>	Nova Escola (Brasil)	O Brasil antes do Brasil
2HB	<b>Plata/Silver</b>	Al Bayan (Dubai, UAE)	Olympics 2008
2HB	<b>Plata/Silver</b>	Público (Portugal)	Segurança nas praias
2HC	<b>Plata/Silver</b>	de Volkskrant (Netherlands)	Wie herdenken wij morgen?
CRITERIOS/CRITERIA			
5AA	<b>Bronce/Bronze</b>	Diário de Notícias (Portugal)	Footwear industry
5AB	<b>Bronce/Bronze</b>	Expresso (Portugal)	Duelo ao Sol
5AB	<b>Bronce/Bronze</b>	Expresso (Portugal)	Um Orcamento "habilidoso"
5BE	<b>Oro/Gold</b>	Golden Sections Graphics for Goethe Institute (Germany)	Wanderwort
5CB	<b>Bronce/Bronze</b>	Público (España)	Los 191 números uno de la Motown
5CB	<b>Bronce/Bronze</b>	Público (España)	Las conexiones de la carrera de Newman como intérprete
PORTAFOLIOS/PORTFOLIOS			
6AB	<b>Oro/Gold</b>	La Voz de Galicia (España)	Portafolio de noticias de actualidad inmediata. Accidente aéreo en Barajas
6AB	<b>Bronce/Bronze</b>	Público (España)	La carrera hacia el 9M
6AC	<b>Plata/Silver</b>	El País (España)	Portafolio de noticias de actualidad inmediata

6AC	<b>Plata/Silver</b>	El País (España)	Portafolio de noticias de actualidad inmediata. Barajas
6AC	<b>Plata/Silver</b>	The New York Times (USA)	Breaking News Portfolio. A Premonition Fullfilled, in a City that Lives With Cranes
6AC	<b>Bronce/Bronze</b>	Clarín (Argentina)	Portafolio de noticias de actualidad inmediata
6BB	<b>Bronce/Bronze</b>	Público (España)	Diez años de estación espacial. Portafolio 2
6BC	<b>Plata/Silver</b>	Clarín (Argentina)	Portafolio de reportajes. El estadio de la Davis
6BC	<b>Plata/Silver</b>	Clarín (Argentina)	Portafolio de reportajes. Deshielo en la Antártida
6BC	<b>Plata/Silver</b>	Clarín (Argentina)	Portafolio de reportajes. Ballena franca
6BC	<b>Bronce/Bronze</b>	El Mundo (España)	JJ.OO de Pekín: Los escenarios
6BC	<b>Bronce/Bronze</b>	El País (España)	Portafolio de reportajes
6BD	<b>Oro/Gold</b>	Die Zeit / Magazine (Germany)	Maps of Germany
6BD	<b>Oro/Gold</b>	National Geographic Magazine (USA)	Portfolio
6BD	<b>Plata/Silver</b>	Il Sole 24 Ore / IL (Italy)	Cara, ma ti ricordi
6BD	<b>Plata/Silver</b>	Il Sole 24 Ore / IL (Italy)	Sua maestà in pillole
6BD	<b>Plata/Silver</b>	Il Sole 24 Ore / IL (Italy)	Non avrai altro Dio
6BD	<b>Plata/Silver</b>	Il Sole 24 Ore / IL (Italy)	Letteratura grafica / Il lungo pranzo di natale
6BD	<b>Plata/Silver</b>	Il Sole 24 Ore / IL (Italy)	Letteratura grafica / Tlön, Uqbar, orbis tertius
6BD	<b>Bronce/Bronze</b>	Condé Nast Portfolio (USA)	Condé Nast Portfolio
6BE	<b>Bronce/Bronze</b>	KircherBurkhardt GmbH for Handelsblatt (Germany)	Drei Streifen und ein Swoosh
6BE	<b>Bronce/Bronze</b>	Golden Section Graphics (Germany)	Features Portfolio
6CB	<b>Bronce/Bronze</b>	Público (España)	Portafolio individual de Chiqui Esteban
6CB	<b>Bronce/Bronze</b>	Público (España)	Portafolio individual de Álvaro Valiño
6CC	<b>Oro/Gold</b>	The New York Times (USA)	Individual Portfolio Amanda Cox
6CC	<b>Plata/Silver</b>	El Mundo (España)	Portafolio individual de Gonzalo Díez
6CC	<b>Bronce/Bronze</b>	El Mundo (España)	Los "mega-buques" de China. Portafolio individual de Beatriz Santacruz
6CD	<b>Oro/Gold</b>	National Geographic Magazine (USA)	Individual Portfolio Sean McNaughton
6CD	<b>Plata/Silver</b>	National Geographic Magazine (USA)	Individual Portfolio Fernando Baptista NG Staff

#### PROMOCIONALES/PROMOTIONAL

7B	<b>Oro/Gold</b>	La Nación (Costa Rica)	Colección Costa Rica Verde
7B	<b>Bronce/Bronze</b>	La Voz del Interior (Argentina)	A las puertas del cielo
7B	<b>Bronce/Bronze</b>	La Voz del Interior (Argentina)	El reino de la diversidad
7D	<b>Plata/Silver</b>	National Geographic Magazine (USA)	The Forbidden City

## MALOFIEJ17

### PREMIOS CATEGORÍAS ONLINE/ONLINE CATEGORIES AWARDS

#### NOTICIAS DE ACTUALIDAD INMEDIATA/BREAKING NEWS

8AB	<b>Plata/Silver</b>	NYTimes.com (USA)	Crane Collapse in Manhattan
8BB	<b>Plata/Silver</b>	Eltiempo.com (Colombia)	Colombia, el país con más víctimas por minas
8CB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	How Michael Phelps Won His First 2008 Gold
8CB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	Electoral Shifts

#### REPORTAJES/FEATURES

9AA	<b>Plata/Silver</b>	Ratification-monitor.eu	Ratification Monitor, KircherBurkhardt GmbH
9AA	<b>Bronce/Bronze</b>	AP.org (USA)	Election Night Maps, Nov. 4, 2008
9AB	<b>Oro/Gold</b>	<b>NYTimes.com (USA)</b>	<b>Electoral Explorer (Premio Miguel Urabayen 'Best Map')</b>
9AB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	Campaign Finance

9BB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	Two Tunnels, Two Eras
9BB	<b>Plata/Silver</b>	NYTimes.com (USA)	A Year of Parking Tickets
9CA	<b>Bronce/Bronze</b>	AP.org (USA)	CEO compensation
9CA	<b>Bronce/Bronze</b>	Portfolio.com (USA)	Note of Caution
9CA	<b>Bronce/Bronze</b>	Portfolio.com (USA)	Cruel Fuel World
9CB	<b>Plata/Silver</b>	NYTimes.com (USA)	Can a President Tame the Business Cycle?
9CB	<b>Bronce/Bronze</b>	Elmundo.es (España)	El nuevo perfil de Madrid
9CB	<b>Bronce/Bronze</b>	Consumer.es (España)	Casas prefabricadas
9CB	<b>Bronce/Bronze</b>	CNN.com (USA)	Valley Girls' Network
9DB	<b>Oro/Gold</b>	NYTimes.com (USA)	You Finish, You Win
9DB	<b>Plata/Silver</b>	NYTimes.com (USA)	A Map of Olympic Medals
9DB	<b>Plata/Silver</b>	Marca.com (España)	Final de la Copa Davis 2008
9DB	<b>Bronce/Bronze</b>	Elmundo.es (España)	Valencia Street Circuit
9DB	<b>Bronce/Bronze</b>	Eltiempo.com (Colombia)	Salto a caballo
9DB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	A History of World Records
9EA	<b>Plata/Silver</b>	SuperInteressante (Brasil)	Sondas Espaciais
9EA	<b>Plata/Silver</b>	Online Ecoson (Netherlands)	Ecoson
9EB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	The Soyuz Spacecraft
9EB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	The Child's Developing Brain
9EB	<b>Bronce/Bronze</b>	Consumer.es (España)	Fotodepilación
9FB	<b>Oro/Gold</b>	EITB.com (España)	Cambio climático
9FB	<b>Bronce/Bronze</b>	Consumer.es (España)	Dirigibles modernos
9FB	<b>Bronce/Bronze</b>	Washingtonpost.com (USA)	District Taxi Fare Estimator
9GB	<b>Oro/Gold</b>	<b>NYTimes.com (USA)</b>	<b>The Ebb and Flow of Movies: Box Office Receipts 1986-2008 (Premio Peter Sullivan 'Best of Show')</b>
9GB	<b>Plata/Silver</b>	NYTimes.com (USA)	A House of Glass
9GB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	Architectural Monuments in a Reshaped Beijing
9GB	<b>Bronce/Bronze</b>	ElPais.com (España)	Expo Zaragoza

#### PORTAFOLIOS/PORTFOLIOS

10AB	<b>Bronce/Bronze</b>	Elmundo.es (España)	Portafolio de varios atentados de ETA (Azpeitia, Universidad de Navarra, Legutiano y Mondragón)
10BA	<b>Plata/Silver</b>	Hiru.com (España)	Portfolio deporte rural vasco
10BB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	Republican Contest
10CA	<b>Bronce/Bronze</b>	Elcomercio.com.pe (Perú)	El megajuicio a Fujimori
10CA	<b>Bronce/Bronze</b>	MuyInteresante.es (España)	El Gran Colisionador de Hadrones
10CB	<b>Bronce/Bronze</b>	ElPais.com (España)	Carrusel Eurocopa 2008

#### CRITERIOS/CRITERIA

11AB	<b>Oro/Gold</b>	Marca.com (España)	Calendario de la Eurocopa
11AB	<b>Plata/Silver</b>	Marca.com (España)	Clasificación Fórmula 1
11AB	<b>Bronce/Bronze</b>	Marca.com (España)	Comparativa equipos de 1ª División
11CB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	Electoral Dashboard
11DA	<b>Plata/Silver</b>	Weaintplastic.com (Germany)	Synoptic
11DB	<b>Plata/Silver</b>	Marca.com (España)	Calendario de los JJOO de Pekín 2008
11DB	<b>Plata/Silver</b>	NYTimes.com (USA)	A Day's Work, Four Days' Pay
11DB	<b>Bronce/Bronze</b>	NYTimes.com (USA)	The Year in Markets