



REPORT OF THE JURY ON THE ASSESSMENT OF THE EURO BANKNOTE DESIGNS

“MODERN/ABSTRACT”

1. The design jury¹ today thoroughly considered and discussed the 17 design series from the modern/abstract design competition. None of the members of the jury was aware of the origin of any of the designs; throughout the evaluation process the designs were identified only by numbers which had been attributed randomly.

All the design proposals met the quality standards of the competition.

Following three subsequent rounds of discussions and votes, the jury selected five draft design series. Four of them fulfil the requirement that, to the extent possible, the banknotes are clearly and identifiably European and embody a cultural and political message that will be readily acceptable to the citizens of Europe. A fifth series was included to complete the required shortlist of five design series. The main criteria for the jury's assessment were creativity, aesthetics, style, functionality, likely public perception and acceptability, in particular the avoidance of national bias and the achievement of a proper balance between men and women. The jury also duly considered the special needs of the blind and partially sighted.

2. As a result of their votes, the members of the jury established the following ranked short list of the five related draft design series:

- 1st: Design series No. M 981
- 2nd: Design series No. M 614
- 3rd: Design series No. M 151
- 4th: Design series No. M 194
- 5th: Design series No. M 358

¹ See the Annex for the members of the jury.

3. The motivation behind the ranking is the following:

Ranked first, design series No. M 981

- a) The design series was ranked first in particular because of the outstanding quality of the overall design, which is clearly superior to all other designs.
- b) The designs convey in the most informative and convincing way the idea of Europe.
- c) The strong symbolism behind the design concept is easy to understand.
- d) The jury strongly recommends that the following details of the designs should be improved:
 - The visibility of the European flag should be enhanced.
 - The colour contrast within the banknotes should be improved (e.g. to make the numerals more legible).
 - The illustrations should be checked in the light of the cultural and political aspects.

Ranked second, design series No. M 614

- a) These drafts are the best examples of abstract design. This designer above all others has rejected a traditional approach to banknote design.
- b) All designs contain elements of modern European art. The origin of some of them was recognisable.
- c) The designs stress European identity by referring to European visual art and poetry.
- d) The jury strongly recommends that the following details of this design should be improved:
 - The numerals and the word "EURO" should be more legible; the different denominations should be easier to differentiate.
 - The European flag should be more visible.

Ranked third, design series No. M 151

- a) The design of these drafts concentrates on the functional and security-related elements of European money.
- b) The numerals are easy to read and the denominations can be easily distinguished.

- c) The aesthetic and emotional appeal of this design is weak. It contains only few references to European culture. The only political element which refers to the European idea is the European flag and a very small map of Europe.
- d) The jury strongly recommends that the representation of the European flag on the reverse side should be improved.

Ranked fourth, design series No. M 194

- a) The overall design of this series is quite attractive, but not of consistent quality throughout the series.
- b) The philosophy behind the design - care for happiness and welfare through respect for human individuality and technical development - is in some cases symbolised in an obscure way and thus difficult to interpret.
- c) The designer has proved that it is possible to integrate into the design the European flag in its original colours.
- d) The jury strongly recommends that the maps on the reverse sides of the designs and the word "EURO" should be improved.

Ranked fifth, design series No. M 358

- a) This design does not convey the idea of Europe and does not reflect the cultural and political heritage of Europe.
 - b) The designs show fresh colours, big numerals and the word "EURO" is clearly legible.
4. The jury is of the opinion that the first-ranked design (No. M 981) is of outstanding quality.
5. In general, the jury feels that the European flag is a very important feature to show the European identity of the banknotes; therefore, the flag should be clearly visible on the euro banknotes and should, wherever possible, be printed in the original colours (blue flag with yellow stars).

Members of the jury

Baron Philippe Robert-Jones	Permanent Secretary of the Belgian Royal Academy of Science, Literature and Fine Art
Mr. Bernhard Graf	Director of the Institute of Museum-Science at Staatliche Museen zu Berlin
Ms. Mary Michaïlidou	Director of the departments of European Union Affairs at the Greek Ministry of Culture; President of the Greek Section of the International Association of Art Critics
Ms. Santiago Saavedra	President and General Manager of “Ediciones el Viso”, Madrid
Mr. Gérard Caron	Chairman and Managing Director of “Carré Noir”; President of the Pan European Design Association
Ms. Mary Finan	Managing Director of Wilson Hartnell Public Relations Ltd.
Mr. Guido Crapanzano	Rector of the International Institute for Communications Sciences, Milan
Mr. Martin Hoffmann	Art Director “RTL Productions”, Luxembourg
Mr. Wim Hendrik Crouwel	Design critic, Professor in graphic design, former Director of the Museum Booymans-von Beuningen
Ms. Angelika Trachtenberg	Managing Director of “TEAM BBDO”, Vienna
Mr. Yrjö Sotamaa	Rector of the University of Art and Design, Helsinki; Member of the Royal College of Art
Mr. Henrique Cayatte	Designer and artist; member of the Portuguese Designers’ Association
Mr. Gunnar Jansson	Professor at the Institute of Psychology at Uppsala University
Ms. J. Nicholas Butler	Chairman and Joint Managing Director at BIB Design Consultants

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