

SXSW Interactive Announces Winners of 2011 Interactive Awards

Comedian Emcee Chris Hardwick presents awards in 17 categories with 5 special honors for the 14th annual award ceremony

March 15, 2010, AUSTIN, Texas — [South by Southwest \(SXSW\) Interactive Festival](#), a leading conference targeting web technology innovators and digital creatives from across the globe, today announced the winners of the coveted SXSW Interactive Awards. Formerly known as the Web Awards, the newly titled Interactive Awards highlights innovative web designers and developers who fuel the online world with creative energy and ideas.

Awards were presented in 17 categories such as “Activism,” “Mobile” and “Social Media” as well as five special honors including “People’s Choice Award” and “Speaker of the Event” by event emcee Chris Hardwick, best known as host of “Web Soup” a gadget reviewer for “Attack of the Show,” both on the G4 Network as well as his popular blog, Nerdist.com.

"This year’s submissions truly represented what SXSW is all about – interactive innovation," said Andrew McNeill, SXSW Interactive Awards Producer. "The winners announced tonight embody the spirit of SXSW which is to push the envelope and truly impact the future of our digital experience – online and off."

The Interactive Awards identify the freshest, most innovative trends, products and developments in the new media industry which are reflected in the annually updated title categories. The SXSW Interactive team, along with a panel of judges, reviewed hundreds of entries and selected five finalists for each category. Each site was judged on specific criteria including: Visual Design, Creativity, Content and User Experience. A second round of judging determined the final winners of the 14th annual SXSW Interactive Awards.

SXSW Interactive is pleased to announce the winners of the 2011 Interactive Awards:

2011 INTERACTIVE AWARD WINNERS

ACTIVISM

Green and Non-profit projects that are striving to make the world a better place. Activism category presented by Convio.

Winner: [The Tiziano Project | 360; Kurdistan](#)

AMUSEMENT

Humor, memes, games, interesting destinations and all the stuff that is weird for the sake of weird. *Amusement category presented by* [Cracked.com](#).

Winner: [Most Awesomest Thing Ever](#)

ART

From traditional photography to non-traditional performances, this category focuses on web-based collections of life, society and culture.

Winner: [The Johnny Cash Project](#)

BUSINESS

Devoted to the promotional needs, functions and services of for-profit businesses.

Winner: [Get Satisfaction](#)

CLASSIC

While the SXSW Interactive Awards focus on the best new internet destinations and digital experiences, this category is devoted to projects that launched before January 1, 2010.

Winner: [The Onion](#)

COMMUNITY

Social networks and wikis that have quickly developed an extraordinarily active multi-user community and an exceptional following of users who assist with content development.

Winner: [iFixit](#)

EDUCATIONAL RESOURCE

From elementary school learning to advanced technology-related tips, these are destinations that help you learn.

Winner: [Rosetta Stone Version 4 TOTALe^a](#)

EXPERIMENTAL

Cutting-edge and trend-setting destinations that are pushing the envelope and challenging our perceptions of the web.

Winner: [Isle of Tune](#)

FILM/TV

Projects related to actors, television, films and the film industry, as well as destinations that offer streaming video content.

Winner: [Collapsus: The Energy Risk Conspiracy](#)

KIOSK/INSTALLATION

Projects that live outside the standard browser experience.

Winner: [Unilever - Smile Activated Vending Machine](#)

MOBILE

Sites, applications and experiences for handheld and portable devices. Mobile category presented by Hoefler & Frere-Jones.

Winner: [Airbnb](#)

MOTION GRAPHICS

Animations, cartoons, and other intriguing content built using applications such as Adobe Flash.

Winner: [Record Tripping](#)

MUSIC

Projects related to musicians, bands, and the music industry, as well online radio and other destinations that offer streaming audio content.

Winner: [The Wilderness Downtown](#)

PERSONAL

The blogs, portfolios, pet projects and personal collections of individuals who are displaying their work and passions online.

Winner: [JKVC Interactive & Print Design](#)

SOCIAL MEDIA

Users and campaigns that are creatively connecting and sharing their experience.

Winner: [Conan O'Brien Presents: Team Coco](#)

STUDENT

This category is devoted exclusively to the student designers who are refreshing this industry with new talent and new ideas.

Winner: [FeedSpeaker](#)

TECHNICAL ACHIEVEMENT

These are the projects that are re-inventing and re-defining the technical parameters of our online experience.

Winner: [AP Timeline Reader](#)

SPECIAL HONORS:

PEOPLE'S CHOICE AWARD

The online public's favorite finalist site from the competition. Voting begins when the finalists are revealed in late January.

Winner: [Groupon](#)

BREAKOUT DIGITAL TREND

The trend that gained the most traction during SXSW Interactive 2011.

Winner: [GroupMe](#)

SPEAKER OF THE EVENT

The speaker from the 2011 event whose presentation makes the biggest impact on the digital community.

Winner: [Jane McGonigal](#)

DIGITAL CAMPAIGN OF THE YEAR

The best interactive campaign from the 2010 calendar year as voted by our judges.

Winner: [Old Spice: Smell Like a Man, Man](#)

BEST OF SHOW PRESENTED BY ADOBE

The judges' favorite finalist website from the competition.

Winner: [The Wilderness Downtown](#)

About SXSW Interactive

The 18th annual SXSW Interactive festival will take place March 11-15, 2011 in Austin, Texas. An incubator of cutting-edge technologies, the event features five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line up of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. Join us March 2011 for the panels, the parties, the 14th Annual Interactive Awards, ScreenBurn at SXSW, the SXSW Expo, Accelerator at SXSW and, of course, the inspirational experience that only SXSW can deliver. SXSW Interactive 2011 is sponsored by Miller Lite, Chevrolet, AOL, IFC, Pepsi, PepsiMax, Freecreditscore.com, Monster Energy, Microsoft, Samsung, AT&T and The Austin Chronicle.

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