

GRANSHAN Bloom Award 2026

The world's first Competition for
Communication Design Beyond Latin

Own your culture, make the world a bigger place!



[GRANSHAN.COM](https://granshan.com)

01

Where Scripts Bloom

The GRANSHAN Bloom Award celebrates outstanding communication design shaped by the world's scripts beyond Latin. Scripts are more than letterforms. They carry identity, heritage, and voice. Bloom exists to recognize work that understands this cultural depth and transforms it into contemporary visual communication.

Just as importantly, Bloom is not a typeface competition. It is a competition for typographic applications: how scripts come alive in real contexts, from editorial design and brand systems to packaging, posters, websites and apps, digital user interfaces, and motion and animation.

02

Global scripts, evaluated with local expertise

Bloom is the only international design competition fully dedicated to global scripts beyond Latin as its core focus. Every submission is evaluated in its original script by native or script-fluent experts who understand language, typographic conventions, and cultural context.

Entries are organized into eight Script Groups (alphabetical):

- Arabic-derived Scripts (Arabic, Persian, Urdu, Kurdish)
- Armenian
- Chinese
- Greek
- Indic & South Asian Scripts (Devanagari, Bengali, Tamil, Telugu, Kannada, Malayalam, Gujarati, Gurmukhi, Sinhala)
- Japanese
- Korean
- Southeast Asian Scripts (Thai, Lao, Khmer, Burmese)

03

Media categories *where Bloom lives*

Bloom welcomes work across nine media categories, spanning visual identity and branding, editorial and publishing, posters, packaging, digital media and interfaces, motion graphics, environmental design, campaigns, and experimental work.

04

How the work is judged *concept and content first*

Bloom's jury looks beyond surface aesthetics. The focus is on the idea, the cultural and linguistic intelligence behind it, and the clarity of communication in the chosen medium. In other words: **Bloom rewards design that uses script not as decoration, but as meaning—precise, intentional, and rooted in its context.**

05

Jury process and long-term recognition

With a global jury network of 150+ international specialists, Bloom ensures that each entry is assessed with the right combination of script knowledge and media experience – fairly and with cultural accuracy.

All winners receive the GRANSHAN Bloom Award and are permanently included in the GRANSHAN Archive, while a special jury of internationally renowned experts selects up to 50 *Best of the Best* projects worldwide for an added level of distinction. Additional distinctions, such as the Supporting Foundries' Choice Award, connect winners with leading international type foundries. Through online and traveling exhibitions, talks, lectures, and partner events, Bloom turns recognition into sustained visibility—because every script deserves to be seen.

BLOOM AWARD

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