



FOR IMMEDIATE RELEASE

INTERNATIONAL FAIR POSTER COMPETITION 2003

Paris/Plovdiv – June 10, 2003: The **International Fair Poster Competition** is a unique showcase of the modern art of the international fair poster. The renowned event is held annually since 1997 within the context of the Impressia Art Fair in Plovdiv. The seventh edition of this unique competition took place under the auspices of UFI, the Union of International Fairs. 81 posters from 27 fair organizers – UFI members from 21 countries from Europe, Middle East, Asia and South America took part in this year's competition.

On June 9, 2003, the International Jury which was comprised of representatives of UFI and International Fair - Plovdiv and noted Bulgarian artists, graphic design experts, members of the Union of Bulgarian Artists, poster designers, professors in the Academy of Art – from Sofia and Plovdiv viewed and assessed the posters presented based on the following criteria: originality of the expressive means applied; format and interpretation of the exhibition topic; integrity and originality in the presentation of the exhibition technical parameters – dates, venue, etc.

The assessment was held in two stages. During the first stage the Jury **nominated 11 posters from the 8 fair organizations** listed below:

**CONGRES ET EXPOSITIONS DE BORDEAUX
LA ROUTE DU THE
Designer – Frederic Carcedo, Aurelia Mir, Remi Lafarie EURO RSCG OL**

**FERIA VALENCIA
INTERMUSIC
Designer – MKC DIRECT**

**FIERA DEL MEDITERRANEO - PALERMO
MEDIAL – SPECIALISED AGROINDUSTRIAL EXHIBITION
Designer – FEEDBACK – Strategie per comunicare**

**FIRA DE BARCELONA
CONSTRUMAT – Machinery & Equipment; Lifting & Transport
Designer – BASSAT**

**FONDAZIONE FIERA MILANO
Series of 4 corporate posters
Designer – CASIRACHI & GRECO**

**SKOPJE FAIR
MEBEL 2003 – 29th International trade fair of furniture, home & office equipment,
production materials and machinery for the furniture industry - The poster with the
sitting boy
Designer – Agency AMVON Communication**

**“SOKOLNIKI” CULTURE AND EXHIBITION CENTRE
Moscow Art Exhibition 2003 – Space for your creativity
Designer – Nickolay Khlopkov**

**ZAGREB FAIR
ZAGREB AUTO SHOW
Designer - Mr.Velimir Santel, Design studio, Zagreb Fair**

At the second stage the Jury decided to grant the **Grand Prix** of the 7th International Fair Poster Competition to:

**CONGRES ET EXPOSITIONS DE BORDEAUX
LA ROUTE DU THE
Designer – Frederic Carcedo, Aurelia Mir, Remi Lafarie - EURO RSCG OL**

The Jury also decided to grant an exceptional **Honorary Mention for Corporate Vision** to:

**FONDAZIONE FIERA MILANO
Series of 4 corporate posters promoting the trade fairs and exhibition industry
Designer – CASIRACHI & GRECO**

At the annual UFI Congress to be held in October 2003 in Cairo, the winner of the Grand Prix will be conferred an original statuette and Winner's Certificate and runners-up will be conferred Honorary Certificates. Certificates will be awarded as well to the artists and the creative studios involved in the preparation of the prize-winning entries.

All Grand Prize Winners and runners-up since 1997 will be available on the Internet page of UFI (www.ufinet.org) and International Fair – Plovdiv (www.fair-plovdiv.com)

The Grand Prix winners since 1997 till 2003 are:

1997 - International Fair of Porto, Portugal - Poster of International Food Exhibition ALIMENTACAO /nominees 4, participants 93 posters of 17 fair organizers/

1998 - Feria Muestrario Internacional de Valencia, Spain – Poster of the 16th International Furniture Design Competition /nominees 7, participants 94 posters of 21 fair organizers/

1999 – Comite des Expositions de Bordeaux, France – Series of 3 posters for Foire Internationale de Bordeaux /nominees 5, participants 57 posters of 18 fair organizers/

2000 – Osaka International Trade Fair Commision, Japan – Series of 2 posters – FOODTECH 2000 and JAPANFOOD 2000 /nominees 5, participants 112 posters of 30 fair organizers/

2001 - Comite des Expositions de Bordeaux, France – Series of 4 posters /nominees 7, participants 60 posters of 20 fair organizers/

2002 – Skopje Fair, Macedonia – Poster of 6-th International Auto Show AUTOEXPO /nominees 3, participants 85 posters of 28 fair organizers/

2003 - Comite des Expositions de Bordeaux, France - La Route du The /nominees 11, participants 81 posters of 27 fair organizers/

UFI (Union of International Fairs) is the international association representing the trade fair and exhibition industry worldwide. Via its 230 member organisations, including the world's leading show organisers and fairground owners, 36 professional associations and industry partners, UFI is present in 72 countries in 146 cities on 5 continents.

International Fair – Plovdiv was founded in 1892; it is a full member of UFI since 1936. The Fairground is situated on 360 000 sq.m with 24 multifunctional pavilions and open area. The total exhibition area amounts to 95 000 sq.m., i.e. 60 000 sq.m indoor and 35 000 sq.m outdoors. The annual events calendar comprises over 20 trade fair and exhibition events and further more than 350 congresses, symposia, seminars, cultural and sporting events. Annually more than 6 500 companies from 55 countries participate in the fair and exhibition events and the total number of visitors from the country and abroad exceeds 600 000.

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Photos:

1. International Fair – Plovdiv, Bulgaria
2. Grand Prize Winning Poster submitted by Congres et Expositions de Bordeaux – La Route du Thé
3. Competition jury with Grand Prize Winning Poster: Left to right Viktor Nalbantov, Head of the Commercial Division, International Fair-Plovdiv, Mr. Bozhidar Ikonov, Poster Designer and President of the International Triennial of Theater Posters in Sofia, Bulgaria, Mr. Alexander Radoslavov, Chairman of the Graphic Design Section of the Union of Bulgarian Artists, Mr. Dimiter Kirov, artist, Ms Lili Eigl, UFI Communications Manager.