



IZFAS and Fiera Bolzano named grand award winners of the 18th International Fair Poster Competition

Paris/Plovdiv, 14 October, 2014: The jury of the 18th International Fair Poster Competition has announced the 2014 winners for this one-of-a-kind design competition. Organized by UFI, the Global Association of the Exhibition Industry and International Fair Plovdiv (Bulgaria), this unique forum recognizes contemporary poster art which supports the international exhibition industry. Trade fair organizers submitted poster art in two categories: Category 1 – Generic poster promoting the exhibition industry as a whole and Category 2 – Exhibition event poster.

The international jury of exhibition industry professionals and graphic designers assessed the 2014 entries based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and the exhibition's technical details.

The poster presented by IZFAS - Izmir Fair services culture and art affairs trade, INC, Turkey and designed by Timuçin Gundogu, was unanimously chosen as the Grand Award winner in Category 1.

The poster presented by Fiera Bolzano S.p.A, Italy and designed by LARS Communications & Marketing, was unanimously chosen as the Grand Award winner in Category 2.

The complete list of awarded posters follows:

Grand Award for Category 1:

MODERN TIMES

IZFAS - Izmir Fair services culture and art affairs trade, Inc. Turkey

Designer: Timuçin Gundogu

Grand Award for Category 2:

PROWINTER 2014 – Fiera Bolzano S.p.A., Italy

International Trade Show for Rentals and Services for Winter Sports

Dates: April 9–11 2014

Designer: LARS Communications & Marketing

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Runner-Up Finalists for Category 2:

□ MULAFEST 2013 – IFEMA-Feria de Madrid, Spain

Urban Life & Arts Festivals: Madrid Tattoo Convention

Dates: June 27–30, 2013

Designer: Mulafes

Photo: Enio Mejía

□ NGO India 2014 – UBM India Pvt. Ltd., Mumbai, India

Giving Back – NGO India 2014

Dates: September 25–26, 2014

Designer: Art Director - Parag N. Bandodkar, Copy writer - MacNeil Kapila

At the 81st UFI Congress to be held from 29 October to 1 November 2014 in Bogota, Colombia, the Grand Award winner will be presented with a unique statuette created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers.

The posters of the Grand Award winner and the runners-up in the 18th International Fair Poster Competition can be viewed on the website: http://www.fair.bg/en/events/Event+Overview_addon_24.htm .

Note: The winning poster graphics are attached. You are invited to use these designating the name and designer in each case.

UFI is the global association of the world's leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI represents over 650 member organizations in 82 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information, please go to
www.ufi.org
or contact
Lili Eigl, UFI Communications Manager
lili@ufi.org