

# Young Lions Design Competition launches

CANNES, FRANCE: Cannes Lions has announced the addition of a Young Lions Design Competition to the 2012 International Festival of Creativity, taking place from 17-23 June.



The new competition will see teams of two briefed to work on a special project on behalf of the client, either a charity or non-profit organisation. Given just 24 hours, teams will be required to deliver a brand identity for the project which may be fictional or real depending on the appointed client. Within the allotted time competitors must produce a logo/brand identity, a 150-word description of how the brand identity fits the brief and a 150-word description of how the brand would evolve.

Steve Latham, Cannes Lions director of Talent & Training, commented, "Cannes Lions prides itself on providing unrivalled opportunities, experiences and training for the rising stars of the industry. With the introduction of the Design Lions category in 2008 it makes sense for us to recognise and encourage the young design community, allowing them to showcase their talents on the global stage at Cannes."

## Well, what are you waiting for...? Get going

The competition is open to young designers holding positions such as graphic designer, web designer, retail designer, product designer and other specialised design roles. Competitors will be welcomed from design agencies and advertising agencies and should be aged 28 years and younger.

The Young Lions Design Competition will see competitors briefed on Sunday 17 June, with the competition running on Monday 18 June. Entries will be judged by the Design Lions Jury. The winners of the competition will be announced and presented with their medals at the Press, Design, Radio and Cyber Lions Awards Ceremony taking place on Wednesday 20 June in Cannes, France.

The Young Lions Design competition will sit alongside the existing Print, Cyber, Media, Film and Marketers competitions. With a dedicated Young Lions Zone providing networking opportunities, other Festival activities for the young in Cannes include a series of master classes given by high-profile speakers, The Cannes Creative Academy for Young Marketers and the newly-launched Young Creative Academy, details of which will be released soon.

For information on how to take part, those interested should contact their local festival representative for details:

[www.canneslions.com/representatives/](http://www.canneslions.com/representatives/).

The Cannes Lions International Festival of Creativity is now open for delegates and entries. Submissions and registrations can be made via the website, [www.canneslions.com](http://www.canneslions.com).

Find Cannes Lions on [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#).

## **Key dates 2012:**

Delegate registrations: Open

Entries: Open

Creative Effectiveness Lions deadline: 17 February 2012

Entries deadline: 9 March 2012

Festival dates: 17-23 June 2012

For further information, go to [www.canneslions.com](http://www.canneslions.com)

For more, visit: <https://www.bizcommunity.com>