

## Loeries exhibition takes flight at Design Indaba

With the new Loeries season underway, activities kick off this year with the launch of the Travelling Exhibition, sponsored by the SABC, at the Design Indaba in Cape Town. The exhibition of the 2006 award-winning work showcases the very best of advertising, communication and design in South Africa.



Says Andrew Human, MD of The Loerie Awards, "The standard of last year's winning work is exemplary and the Travelling Exhibition provides a perfect platform to showcase South Africa's creative talent.

"One aim of the exhibition is to educate and nurture development in the brand communication field. Learners who have an interest in creative fields such as writing, photography and music will be inspired by the exhibition and discover that there is a rewarding and exciting career path out there for them."

The exhibition will tour major centres, both nationally and internationally (stopping off both in Russia and New York – a first), where marketers, agencies and consumers are afforded the opportunity to view award-winning work. It also seeks to create awareness amongst up-and-coming creatives and students to appreciate the value of ideas and fresh thinking by witnessing the works of SA's leading talent.

The opening of the exhibition also marks the launch of the *Loeries Annual* and DVD. The *Loeries 2006 Annual*, complete with a set of DVDs, is a desktop design resource to recognise, reward and foster creative excellence locally. Additionally, the annual included an index of award-winning brands, their agencies and the individuals involved in the creation of the work – making it the definitive who's who in advertising, communication and design.

With call to entries opening on 15 March 2007, both the *Annual* and Travelling Exhibition demonstrate to all those wanting to enter the awards the standard and calibre of the Loeries award-winning work.

This year's Loeries Awards will take place on 28 and 29 July and entries will open in South Africa, Africa and the Middle East region. The Loeries rewards creativity across various disciplines from brand architecture to eventing and interactive campaigns. SABC, Media24 and the Zulu Kingdom are all major sponsors of this year's awards. For further information, go

to [www.theLoerieAwards.co.za](http://www.theLoerieAwards.co.za).

The Loerie Awards Travelling Exhibition will travel throughout the country during the year:

21 - 25 Feb: Design Indaba - Cape Town

9 - 16 March: Krasnoyarsk State University - Russia

26 March - 6 April: Design Quarter - Fourways

30 March - 15 April: Rand Show - Gauteng

13 - 20 April: DV8 Saatchi & Saatchi - Windhoek Namibia

30 April - 7 May: AAA School - JHB

8/9 - 18 May: Nelson Mandela Metropolitan University - Port Elizabeth

22 - 31 May: VEGA - Jhb

7 June - 18 July: Margate Museum - Margate

18 - 22 June: SABC

28 June - 8 July: Grahamstown Festival

26 July - 22 Aug: Stellenbosch Academy of Design & Photography - Stellenbosch

November: AAA School - Johannesburg

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