

Loeries Awards season begins

Not only will the Loeries 2007 winners be on show for the first time at this year's Design Indaba in Cape Town in February 2008, the 2008 season starts on 15 March, when entries open for all work produced between 1 July 2007 and 31 May 2008 from all African countries and the Middle East.

The international jury chairmen will speak at the judges' seminar on 30 June and the winners will be announced at the Festival Weekend in Margate on 26 and 27 July 2008. Entry forms, categories, fees and full entry criteria will be available on the Loeries website from 15 March.

Travelling Exhibitions

The Travelling Exhibition, sponsored by the SABC, includes all the Grand Prix, Gold and Silver Loerie winners and is a showcase of the creativity and talent that exists in our region. During 2008, the exhibition will travel to several SA and international destinations, including Nigeria, Namibia, Russia and the One Club in New York.

According to Loeries MD Andrew Human, the Travelling Exhibition offers an insight into the best print ads, radio and TV commercials, as well as all elements of communication design and experiential media, architecture, and specialist crafts such as illustration, typography and photography from agencies across the region. "The standard of the work is world-class and something we should be truly proud of."

The exhibition will also encompass the launch of the *Loerie Awards Annual*, a hardcover publication of all the 2007 winners designed by Net#work BBDO. This year's annual will include new categories such as architecture, interior designing and field marketing. A must-have for marketers, advertisers and communication designers, it includes an index of winners by brand, agency, production company and creative credits.

Expo dates

- Opening at the Design Indaba 23 – 26 February
- Nelson Mandela Metropolitan University, PE – from beginning to mid March
- Design Quarter, Fourways, Johannesburg – end March to beginning April
- Namibia – mid to end April
- Vega Cape Town – May
- Vega KZN – mid July
- Vega JHB – end July
- Tshwane Tech – August

- Aardklop Festival, Potchefstroom – 22 – 29 September
- One Club, New York – November

The exhibition will also be exhibited at the AAA School of Advertising in Johannesburg, the Stellenbosch Academy of Design and Photography, as well as in Margate and Nigeria.

&149; The Loerie Awards were first held in 1978, as a mechanism to support and grow television advertising. Since then the awards have expanded to encompass every area of brand communication including radio and print advertising, design, architecture, direct marketing, non-broadcast video, live events, and digital media. The awards are now regionally focused on Africa and the Middle East, and entries from outside of this region are not eligible. For more information, go to www.theloerieawards.co.za.

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