

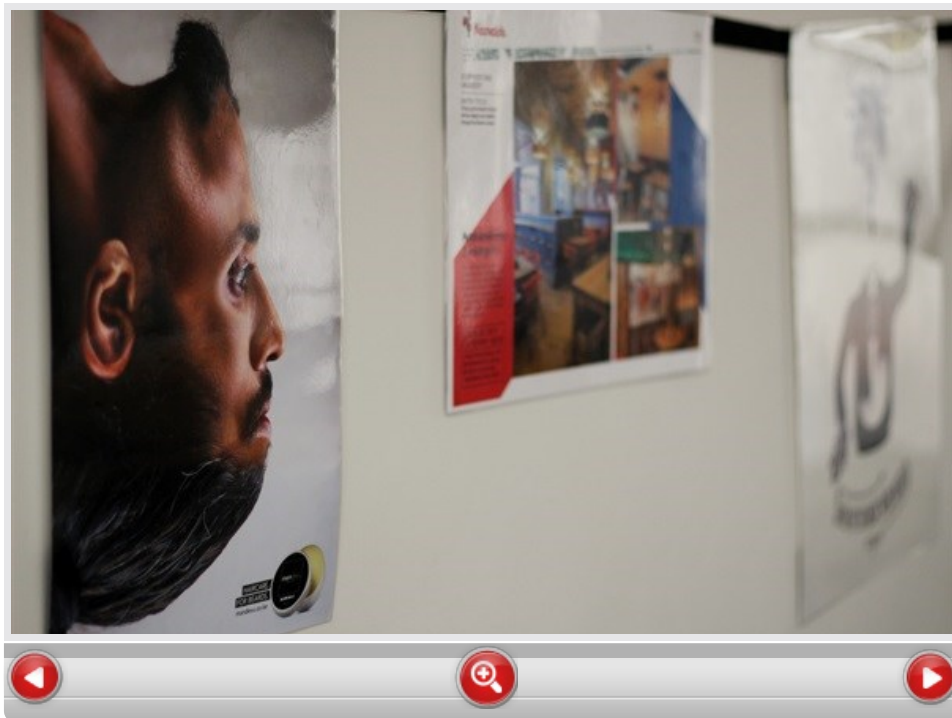
# Loeries Travelling Exhibition pops up in PE at Nelson Mandela Metropolitan University

Issued by [Loeries](#)

24 Jul 2018

## *See it for creative inspiration*

The Loeries Travelling Exhibition pops up at Nelson Mandela Metropolitan University (NMMU) in Port Elizabeth at the end of July.



Hosted by NMMU from 30 July to 3 August, the Loeries Travelling Exhibition is a gallery format exhibition that showcases the Grand Prix, Gold and Silver winners from Loeries 2017. There is no cost to attend and everyone in Port Elizabeth is welcome.

The Travelling Exhibition features the best work from the advertising and brand communication industries across Africa and the Middle East. It aims to inspire and motivate younger members of the creative industry, as well as aspiring agencies and marketers.

Loeries CEO, Andrew Human, says, "This year is the 40th anniversary of the Loeries and it's the most sought-after award in the brand communication industry across Africa and the Middle East. The creative industry thrives on fresh talent bringing new ideas, and our exhibition provides young creatives with the inspiration to join the creative economy."

Human added that young creatives are at the heart of this economy and their fresh ideas are what keep it relevant and an exciting place to work.

With the exhibition running just days before Loeries Creative Week, which takes place in Durban from 13 to 19 August, the showcase of regional talent is one not to be missed. It provides young creatives with the opportunity to view past winners and be motivated to produce outstanding work for entry in next year's Loeries.

Loeries Creative Week takes place in Durban from 13 to 19 August 2018. The week, which begins with the judging of

around 2,500 entries from across Africa and the Middle East – including student entries, includes a Seminar of international creative leaders, MasterClasses, a Student Portfolio Day, awards ceremonies and many networking events. More information can be found on [loeries.com](http://loeries.com).

For more information about the pop up at Nelson Mandela Metropolitan University, contact Inge Economou at the university on +27 41 504 3065 or [Inge.Economou@mandela.ac.za](mailto:Inge.Economou@mandela.ac.za).

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