

## South Africans join juries at Dubai Lynx

DUBAI, UAE: Three South African judges, Ana Carrapichano, Collette Wasielewski and Fran Luckin, will serve on the jury at the Dubai Lynx, MENA's leading awards and festival of creativity, taking place from 8-10 March 2015.



L-R Ana Carrapichano, Collette Wasielewski and Fran Luckin

Luckin, Executive Director of Quirk South Africa, will be serving on the Film, Print, Outdoor & Radio Jury and Print Craft Jury. She has been in advertising for nearly two decades. She also sits on the Executive Committee of South Africa's Creative Circle and has judged international and local creative awards shows. In 2012, she was appointed to the Ogilvy Worldwide Creative Council. With awards such as the Loerie Grand Prix, Cannes Film Gold, One Show Gold Pencil for Film and Gold Loeries under her belt as well as experience with a range of blue-chip clients, it is no wonder that Luckin was named one of the top ten most influential people in South African advertising in *The Annual* 2009.

The Media Jury will see Carrapichano, Group MD of Mediology South Africa, bring over 25 years of experience in both global and local markets and brands to the table as she serves as a judge. She has an established reputation as a media professional who is committed to recognising and developing talent, contributing to growth of the industry. She serves as a volunteer to many industry bodies and associations across the country, including positions on the ACA Apex Jury and the AMASA Awards Jury. Under her wing, Mediology has won several awards over the past nine years with five of them being Media Agency of the Year (AdReview).



Wasielewski, Head of Design for FCB Joburg, will represent South Africa in the Design Jury this year, bringing experience from brands such as Toyota, Woolworths, Redds, Virgin Mobile, Coca-Cola, Converse, Vodacom, Jungle Oats, South African Tourism and Nando's to the global stage. With her design department at FCB taking on everything from traditional corporate identity through to art direction, brand activation and rainbow creation, they won five Cannes Lions (including Gold), a Loerie Grand Prix and a bronze Clio in the space of 2014.

These three South African industry role players will represent the country as they discuss and evaluate entries to the competition with their fellow jury members from around the world. For more information, go to [www.dubailynx.com](http://www.dubailynx.com).

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