

The Loeries Travelling Exhibition stops at Red & Yellow School of Logic and Magic this May

Be inspired by the best

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The Loeries Travelling Exhibition is a captivating showcase of 2018's award-winning creative work from across Africa and the Middle East. The exhibition will be at Red & Yellow School of Logic and Magic, Capri Town, from May 27 to 31, 2019.



For anyone studying advertising, design and other aspects of the brand communication industry, it's a fantastic chance to be inspired by the best work from our continent. Also, for anyone planning to enter the Loeries this year, it's the last opportunity to see past winners as a guide to your own entries.

“The creative economy offers so much potential for our economy – the opportunity to employ our talented youth and to turn their ideas into something valuable, while creating revenue,” says Loeries CEO Andrew Human. “I hope this exhibition inspires talented youngsters to follow their heart and make their passion the career.”

The Loeries Extended-Extended entry deadline is 7 June (although all work must still be launched, flighted or published by 31 May 2019 to be eligible) and Creative Week takes place from 19-25 August. Visit loeries.com for details.

For more information about the Loeries Travelling Exhibition at Red & Yellow School of Logic and Magic contact Clayton Sutherland (021) 462 1946/8.

About Loeries Africa Middle East:

The Loeries, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking. Culminating the biggest creative gathering in Africa and the Middle East, Loeries Creative Week Durban brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work. Our region's creative economy is world-class and has great potential to grow and to offer employment to our talented youth. The growth occurring throughout Africa and the Middle East is very exciting, and a major focus of the Loeries is to increase the standard of brand communication in the region.

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