

Think calls for support of new Design Loeries

Earlier this year think, the South African Graphik Design Council, in negotiation with the Market Federation of South Africa - organisers of the Loerie Design and Promotional Marketing Awards struck a bargain that will recognise the growing importance of the design profession in today's marketplace through an agreement that provides for the industry having its own Loerie evening when Loerie Design entries reach 1000.

In addition, the parties came to an agreement by which a percentage of design entry fees would be channeled to the think Bursary Programme for promising and deserving design students

Veejay Archary, Chairman of think says, "The council was also instrumental in drawing up the new list of design sections for the Awards, which the Loerie committee have adopted this year."

The categories are Design (communications), Corporate and Brand Identity, Packaging Design, 3D and Environmental Design and Design Campaigns. Within each of these categories are sub-categories of specific applications in each field. "The adjustments were made in accordance with think research and the input of its membership and offers a more comprehensive and current cross-section of work encompassed by the field of design than the previous Loerie's regime, " explains Archery.

think has called upon the membership to support the Awards with as many entries as possible. Archary comments: "The council would like to bring to the attention of all South African designers, the new opportunities that this year's Awards offer and although time is short, we urge everyone to enter."

For entry rules and forms please go to the Loerie' website, www.loerie.org.za and enter online. All entries have to be delivered by hand on June 1 at Randburg's Northgate Dome in Gauteng.

Editorial contact

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