

Novel Loerie entrants, last days of exhibition

Among the finalists for the 32nd [Loerie Awards](#) Festival weekend, 1-3 October 2010, in Cape Town are the Blink Stefanus logo marriage and a pair of magical spectacles, ensuring that the audience will experience the usual high standard of entertainment associated with these award: [multimedia]



As a creative preview, the 2009 Loerie Travelling Exhibition finishes up its country-wide tour on the same weekend at North West University, running parallel with the university's Graphic Design CQ Festival, during the Aardklop Arts Festival.

Marriage of art

When the Loeries opened for entries, Stefanus Nel of Blink Stefanus, decided to enter his wedding to his logo in the Live Events category ([If you love your brand so much, why not marry it?](#)) and the entry is a final up against big brands such as [Miller Rock the Boat](#), Adidas World Cup campaign, VW Goodbye Citi and the 2010 FIFA World Cup Final ceremony, all of which cost millions. "This is proof that you don't need a lot of money to compete against the big brands. Well not more than R385," says Nel, referring to the only costs the sponsored PR exercise, the hire of his formal suit.



Stefanus Nel with his brand Blink Stefanus on honeymoon.

Flying Glasses

Wicus Labuschagne's "Flying Glasses" commercial has been nominated for a Loerie Award in the 'TV and Cinema Commercial' category for students. The commercial came from collaboration between [Ster-Kineke](#) and the South African School of Motion Picture and Live Performance ([AFDA](#) where 4th year honours students competed to produce commercials for the group's flagship CSI project, Vision Mission, which provides spectacles to disadvantaged communities.

Crew

Director: Wicus Labuschagne

Producer: Saskia Schiel

Editor: Franco Jooste

Dop: Ashlea Downes

Sound: Sarah Faye De Munk

Music: Wicus Labuschagne

VFX: Jonathan Searle / Wicus Labuschagne

Costume and Makeup: Jessica Visser

Go to www.theorieawards.co.za for the full list of the finalists.

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