

Painting an SA face for the Soccer World Cup

World football governing body FIFA and the Organising Committee for the FIFA World Cup in South Africa (SAOC) have launched a tender process to invite SA graphic designers to submit creative ideas to give a face to the world cup event.

In cooperation with think, the industry council representing the South African design industry, FIFA and SAOC have now drawn up a short list of six design agencies from a pool of more than 20 think-affiliated and non-affiliated agencies. The short list below was drawn up after all agencies presented their credentials to FIFA/SAOC in August in Johannesburg.

The short list includes Grid - Johannesburg, Orange Juice - Durban, Enterprise IG - Johannesburg, Switch Johannesburg, Jupiter Drawing Room - Cape Town and Two Tone - Johannesburg.

The winning design will be selected in early 2006. FIFA and SAOC will pay each of these six agencies a fee to cover the costs associated with the submission of proposals, in line with the new accord created by think. The Official Emblem of the 2010 FIFA World Cup will be unveiled at the closing ceremony of the 2006 FIFA World Cup Germany upon completion of all trademark issues.

"This is a major step forward in building the awareness of the event for South Africa and indeed the continent. The emblem will embody the modern South Africa and the aspirations of the whole nation," says Danny Jordaan, CEO of SAOC.