

# Linus Karlsson, Eugene Bay named Eurobest jury presidents

HAMBURG, GERMANY: The last two jury presidents are announced for Eurobest 2010, Europe's creative advertising and communications awards, which will take place in Hamburg on 7-8 December 2010.



Linus Karlsson, from Sweden, is partner and executive creative director of Mother New York, will head the Integrated Jury. Mother New York, co-founded by Linus in 2003, is a modern creative company at the intersection of advertising, graphic design, packaging, interactive, experience/events, and product development. Mother New York is part of a 13-year-old, independent global agency idea, which includes offices in London and Buenos Aires (Madre). Mother New York's clients include Stella Artois, Johnson & Johnson, Dell Computers, Coca-Cola, Target, Cadbury and NBC.

Amsterdam-based Eugene Bay, chairman of VBAT, which he co-founded in 1984, will chair the Design Jury. In 1984 he left the UK to become one of the founding fathers of VBAT, then known as Visser Bay Anders Toscani, based in Amsterdam. The new company focused on corporate identity development, FMCG products and brand identity development from day one - reputedly a first in the Netherlands design world at that time. Eugene became a board member of the BNO (Dutch Designers Association) in 1988 and served as chairman from 1990 to 1995. From 2006 to 2009, he was chairman of PANL (Photographers' Association of the Netherlands).



Now in its 23rd year, the Eurobest Awards form part of the Eurobest Festival, which takes place at the Handelskammer in Hamburg on 7-8 December 2010.

Delegates registering before 1 November can enjoy an early bird discount. For full information on how to submit entries or attend the Eurobest Festival, go to [www.eurobest.com](http://www.eurobest.com).

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