

## **Messe Frankfurt, Germany, and Messe Frankfurt France SAS, France, are the Grand Award winners in the 14<sup>th</sup> International Trade Fair Poster Competition**

**Paris/Plovdiv, 12 May 2010:** The jury of the 14<sup>th</sup> International Fair Poster Competition has announced the 2010 winners for this one-of-a-kind design graphic arts competition. Organized by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique forum recognizes contemporary poster art, which supports the international exhibition industry. A total of 136 posters from 17 countries were submitted in two categories: a) generic promotion posters supporting the exhibition industry and b) posters promoting a specific exhibition event.

The international jury of exhibition industry professionals and graphic designers assessed the 136 posters. Selections were based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and exhibition's technical details.

The poster presented by Messe Frankfurt (Germany) and designed by Scholtysik Niederberger Kraft AG (SNK), Germany, was unanimously chosen as the Grand Award winner based on its ability to graphically support the exhibition as a strong marketing medium. Messe Frankfurt France SAS (France) was awarded the Grand Award for its design supporting a specific exhibition for its poster created by Philippe Ughetto for the Paris based TexWorld clothing and textiles exhibition. Lili Eigl, Jury Chair and UFI Communications Manager, applauded the overall quality and creativity of these fair art entries. "Each year we're seeing an increased synergy between the posters' graphic design elements and the marketing messages which they are supporting."

The complete list of the award-winners and runners-up follows:

### **CATEGORY 1 – GENERIC PROMOTION POSTER**

#### **GRAND AWARD**

"Be our guest"

Designer: Scholtysik Niederberger Kraft AG (SNK)  
Photographer: Daniel Gerber Fotoproduktionen GmbH  
Messe Frankfurt GmbH,  
Frankfurt, Germany

#### **RUNNER-UP FINALIST:**

Forward to Your Future

Designer: Mr. Andriy Zhyrko  
Euroindex Ltd.  
Kiev, Ukraine

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## 14<sup>th</sup> International Trade Fair Poster Competition (continued)

### CATEGORY 2 - EXHIBITION EVENT POSTER

#### GRAND AWARD

##### TEXWORLD

Designer: Agency BelleVille, Paris  
Photographer: Philippe Ughetto  
Messe Frankfurt France SAS  
Paris, France

#### RUNNER-UP FINALISTS:

##### Mebel 2010

The International Exhibition for Furniture, Fittings and Upholstery  
Designer: Sergey Kamaev  
Expocentre, ZAO  
Moscow, Russia

##### Iran Moto Show 2008

The 8<sup>th</sup> International Exhibition of Automobile, Automotive Power and Spare Parts  
Designer: Sadegh nokhbeh Zaeim  
Mashad International Exhibition Co.  
Mashad, Iran

##### Comex 2010

The 12<sup>th</sup> International Exhibition of Computer, E-Commerce, Internet and Office  
Machinery,  
The 3<sup>rd</sup> International Exhibition of Telecommunication and Information Technology  
Designer: Soroush Rauf Shabani  
Mashad International Exhibition Co.  
Mashad, Iran

##### DAMEX

Daegu International Automatic Machinery & Tools Exhibition  
Designer: EXCO Exhibition Team, Mega Communication  
EXCO (Daegu Exhibition & Convention Center)  
Daegu, Korea

##### PHOTO & IMAGING 2010 "Image communication number 3. Renaissance"

The 19<sup>th</sup> Seoul International Photo and Imaging Industry Show  
Designer: Ha-ryum, Chang, (Exhibition Management Team - Design Part, Coex)  
Coex, World Expo Co., Ltd.  
Seoul, Korea

The Grand Award winners will be presented with unique statuettes created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers. The Grand Awards will be presented at the 77<sup>th</sup> UFI Annual Congress to be held from 10 -13 November in Singapore.

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Attached please find the winning grand poster graphics from each category for your use. Please credit them appropriately.

UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide. UFI represents 539 member organisations in 82 countries around the world. 851 of its members' exhibitions have earned the UFI Approved Event quality label.

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