

Euroindex Ltd. sweeps the 16th International Fair Poster Competition

Thanks to designs by Andrew Zhyrko

Paris/Plovdiv, 27 September 2012: The jury of the 16th International Fair Poster Competition has announced the 2012 winners for this one-of-a-kind global design 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 130 posters were submitted in two categories: a) generic promotion posters supporting the exhibition industry and b) posters promoting a specific exhibition event. The posters presented by **Euroindex Ltd** – Ukraine and designed by **Andrew Zhyrko**, were unanimously chosen as the Grand Award winners in both 2012 categories.

The international jury of exhibition industry professionals and graphic designers assessed the 130 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 complete list of the award-winners and runners-up follows:

GRAND AWARD CATEGORY 1 – GENERIC PROMOTION POSTER

Showing New Experience

Entered by Euroindex Ltd., Kyiv, Ukraine
Designer: Andrew Zhyrko, Euroindex Ltd.

Category 1 Runner-Up Finalist:

Es aqui. Es ahora.

Entered by IFEMA, Feria de Madrid, Madrid, Spain
Designer: QUINCE PUBLICIDAD

GRAND AWARD CATEGORY 2 - EXHIBITION EVENT POSTER

Unbroken Heart OSH Eastern Europe Occupational Safety and health

Entered by Euroindex Ltd., Kyiv, Ukraine
Designer: Andrew Zhyrko, Euroindex Ltd.

Category 2 Runner-Up Finalists:

Iran Water Show 2011

The 7th Int. Exhibition Water, Waste Water & Related Industries
Entered by Mashad International Exhibition Company, Mashad, Iran
Designer: Mahdi Naghashzadeh / Design Atelier of Mashad International Exhibition Company

Texworld – My Texworld

Series of posters entered by Messe Frankfurt France, Paris, France
Designer: Belleville

Tires & Rubber 2012

Intl. Specialized Exh. For Rubber Goods, Tires, Their Production, Raw Materials and Equipment
Entered by Expocentre ZAO, Moscow. Russia
Designer: Sergey Kamaev

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Transport and Logistics

Intl. Fair of Transport and Logistics
Entered by Skopje Fair, Skopje, Macedonia
Designer: MEDIAS KREATIV

Speaking from Plovdiv, UFI President Arie Brien en applauded the design quality represented by these entries. "This competition has taken place annually since 1997, and each year the poster quality shows an increased understanding of the marketing value of the art of the trade fair medium. Designers have always appreciated this theme, and we're proud that the tradition continues."

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 79th UFI Annual Congress to be held from 6 -9 November in Abu Dhabi.

All of this year's poster entries may be seen at: http://www.fair.bg/en/events/poster-en12_addon_1.htm

Please find attached .jpgs of the two Grand Award posters for your use.

UFI is the global association of the world's leading tradeshow organizers 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 the business interests of its members and the exhibition industry.

UFI represents over 600 member organizations in 86 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information, please go to
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