

Deutsche Messe Hannover – DOMOTEX – The World of Flooring is the Grand Prize winner in the 15th International Trade Fair Poster Competition

Paris/Plovdiv, 13 April 2011: The jury of the 15th International Fair Poster Competition has announced the 2011 winners for this one-of-a-kind design competition. Organised by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique forum recognises contemporary poster art which supports the international exhibition industry. A total of 101 posters promoting a specific exhibition event were submitted by 25 trade fair organizations in 14 countries.

The international jury of exhibition industry professionals and graphic designers assessed the 101 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 technical details.

The poster presented by **Deutsche Messe Hannover – DOMOTEX: The World of Flooring** and designed by “**Zum goldenen Hirschen**”, was unanimously chosen as the Grand Award winner based on its ability to graphically support the exhibition as a strong marketing medium.

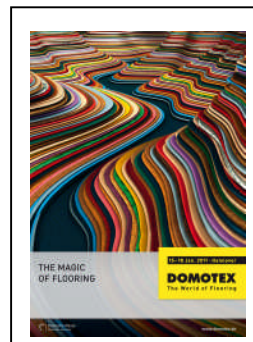
The complete list of poster winners and runners-up in the Exhibition Event Poster Category for 2011 follows:

GRAND AWARD

DOMOTEX - The World of Flooring

Deutsche Messe AG Hannover, Germany,

Designer: Zum goldenen Hirschen



RUNNER-UP FINALISTS:

1. **Tehnoma – Intl. Fair of Metallurgy, Electronics, Energy, Non-Metals and Civil Engineering**
Skopje Fair, Macedonia, Designer: Medias Kreativ D.O.O.
2. **BTL – International Tourism Exhibition – Welcome to the best destination terminal**
Associação Industrial Portuguesa, Portugal, Designer: AD Label – Comunicação e Imagem, CDA
3. **Plastex Ukraine - International Exhibition for Plastics and Rubber**
Premier Expo, Ukraine, Designer: Alexandra Gorokhova

HONORABLE MENTION:

Bau 2009 - Architecture, Materials, Systems – Cactus, Water lily / Bau 2011 - Architecture, Materials, Systems – Chestnut, Blowball – (nomination for group of 4 posters)
Messe München GmbH, Germany, Designer: wob AG, Office Munich

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Ms Lili Eigl, UFI Communications Manager and International Jury Chair, congratulated the winners saying, “the entrants to this annual art-of-the-fair poster competition represent the latest trends in the field of exhibition poster design worldwide. This years Grand Award winner, Messe Hannover, has successfully combined design and marketing techniques to creatively promote the Domotex exhibition event.”

The Grand Award winner 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 Award will be presented at the UFI Annual Congress to be held from 9 – 12 November in Valencia, Spain.

on <http://www.ufi.org/postercompetition> please find the winning posters for your use.
 Please credit them appropriately.



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 550 member organizations in 84 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

www.ufi.org

or contact

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