

## Messe Essen and Messe Berlin named grand award winners of the 20<sup>th</sup> International Fair Poster Competition

Paris/Plovdiv: 27 September 2016: The jury of the 20<sup>th</sup> International Fair Poster Competition has announced the 2016 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. Trade fair organisers submitted over poster art in two categories: Category 1 – Generic poster promoting the exhibition industry as a whole and Category 2 - Exhibition event poster.

The international jury of exhibition industry professionals and graphic designers assessed more than 100 poster entries from 20 countries based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and the exhibition's technical details.

The poster presented by Messe Essen, Germany and designed by Niehaus Knuewer and Friends - Werbeagentur, was unanimously chosen as the Grand Award winner in Category 1.

The poster presented by Messe Berlin, Germany and designed by Buero Beyrow, was unanimously chosen as the Grand Award winner in Category 2.

The complete list of awarded posters follows:

### **Category 1:**

#### **Grand Award Winner**

“The new Messe Essen - unlimited ideas”

Messe Essen, Germany

Designer: Niehaus Knuewer and Friends - Werbeagentur

### **Category 2:**

#### **Grand Award Winner**

„Berlin unter Strom“

Messe Berlin, Germany

Designer: Buero Beyrow

#### **2<sup>nd</sup> Place**

MOMAD - Metropolis (International Fashion and Accessories Trade Show)

IFEMA, Spain

Designer: Thinking Forward

### 3rd Place

“60<sup>th</sup> International Belgrade Book Fair” - series of three posters  
Belgrade Fair, Serbia  
Designer: Block and Roll Advertising Agency Belgrade

### Runners-Up:

Expoconstrucción y Expodiseño 2015  
Corferias, Colombia  
Designer: Harold Zea & Asociados

### EXIHS

Fiera Milano, Italy  
Designer: Cerri & Associati

At the 83<sup>rd</sup> UFI Congress to be held from 9-12 November 2016 in Shanghai, China, the Grand Award Winner in both categories will be presented with a unique statuette created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers.

Attached: The winning poster graphics of both categories. You are invited to use these designating the name and designer in each case.

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*About UFI - The Global Association of the Exhibition Industry UFI is the leading global association of the world's 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 the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. 691 member organisations in 85 countries around the world are presently signed up as members. Over 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.*

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