

Poster Series by Bologna Fiere wins 21st International Fair Poster Competition

Paris/Plovdiv: 28 September: The jury of the 21st International Fair Poster Competition has announced the 2017 winner of this prestigious, one-of-a-kind design competition.

Even in today's age of digitisation, posters still play an important role in the promotion of the exhibition industry. Organised by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique competition has been honouring exemplary contemporary poster art that promotes the international exhibition industry since 1997.

For this year's competition, trade fair organisers from all over the world submitted more than 100 posters and series of posters promoting specific shows in 17 countries. The jury evaluated all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic;
- Design concept;
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name, etc.

A series of posters presented by Bologna Fiere (Italy) and designed by photographer Olivero Toscani Studio, was unanimously chosen as the Grand Award winner 2017. This winning series of six posters was created to promote Cosmoprof, an exhibition targeting professionals in the cosmetics industry in several different countries. The jury considered this series of posters particularly creative.

The complete list of awarded posters is as follows:

Grand Award winner

Series of posters: Cosmoprof by Bologna Fiere (Italy), designed by photographer: Olivero Toscani Studio.

2nd Place

Poster: International Green Week 2017 by Messe Berlin (Germany), designed by creative agency Butter Berlin.

3rd Place

Poster: Vietnam International Café Show - A cup of the world (South Korea), designed by EPPN

The Runner up:

UBM India (India): India Nuclear Energy 2016.

At the 84th UFI Global Congress that will be held on 1-4 November 2017 in Johannesburg, South Africa, the Grand Award winner will receive a unique statuette created by the Bulgarian sculptor, Yanko Nenov, in honour of their winning poster series. Certificates of recognition will be provided to all winners and the runner-up.

2018 International Fair Poster Competition

The annual International Fair Poster Competition celebrates the most remarkable posters produced by tradeshow organisers around the world.

Each year, the competition offers an award for the top posters promoting a specific exhibition, while every other year, industry professionals are also invited to submit their artwork promoting the entire industry as a whole for a second award. In 2018, both of these awards will be given during the competition.

Promoting the power of exhibitions is at the heart of global campaign: Global Exhibitions Day (GED). Since its inauguration in 2016, GED has triggered support from key industry players in more than 70 countries across the globe. For the 2018 International Fair Poster Competition, the organisers have decided to dedicate the award promoting the exhibition industry as a whole to those posters that are produced to promote the power of "Face to Face" in the context of Global Exhibitions Day 2018.

Attached: The winning poster series. You are invited to reproduce these by designating the name and designer.

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 58 national and regional association members. More than 700 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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