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[www.ufi.org](http://www.ufi.org)

## Renexpo, Ukraine, wins 13<sup>th</sup> International Fair Poster

*Paris, 4 June 2009* – The international jury of exhibition industry professionals and artists had a difficult time selecting a Grand Award winner from among the 100 posters submitted by exhibition organizers and venue managers for this year's International Fair Poster event. Organized by UFI the Global Association of the Exhibition Industry and International Fair Plodiv, the 2009 edition of this annual competition drew a variety of outstanding entries from exhibition organisations in 22 countries on four continents. After serious consideration of the 100 poster entries, the jury selected the “Created by Nature” trio of posters created for Renexpo Alternative Energy of Euroindex Ltd, Kiev, Ukraine and designed by Varvara Perekrest. Entries were assessed based on the following criteria: ability of the poster to promote the exhibition industry or an exhibition event, integrity and original presentation, design concept.

**The Grand Award for Posters Promoting Exhibition Events** – was given to **Created by Nature – Renexpo- Eastern Europe/ Alternative Energy-** Series of 3 posters –Euroindex Ltd., Kiev, Ukraine. Designer: Varvara Perekrest

### Runners-up:

- 1. Fashion Fair 2009** - EXCO (Daegu Exhibition& Convention Center); Daegu, South Korea/ Designer: EXCO Exhibition Team (Tae-sik, Son), MEGA Communications
- 2. Freshconex-** International Trade Fair for Fresh Produce Convenience- Messe Berlin GmbH; Berlin, Germany/ Designer: Rolf M. Wolf Verlag GmbH/ Fruchthandel Magazin
- 3. Mebel 2009** -The 21st International Exhibition for Furniture, Fittings and Upholstery- Expocentre; Moscow, Russia/ Designer: Sergey Kamaev
- 4. BISFE 2009** - Busan International seafood & fisheries expo 2009- BEXCO; Busan, S, Korea/ Designer: Ha, Sang-ho, Seyoung Ad Co., Ltd
- 5. DAMEX 2009-** The 10<sup>th</sup> Daegu Int'l Automatic Machinery& Tools Exhibition- EXCO (Daegu Exhibition& Convention Center); Daegu South Korea/ Designer: EXCO Exhibition Team (Tae-sik, Son), MEGA Communications

This one-of-a-kind graphic competition honours modern poster art within the exhibition industry. The event provides an excellent opportunity to evaluate the development of this graphic design medium and to appreciate the creative solutions that exhibition organizers and venue managers use in their event promotion.

The Grand Award winner will be presented with a statuette created for this international competition by the Bulgarian sculptor Yanko Nenov. Runners-up will receive honorary diplomas. Jury chair Lili Eigl, UFI's Communications Manager, said, "We're pleased to recognize the key role of these graphic designers and advertising agencies who are so instrumental in the development of this unique poster art form. Such a strong global participation in this annual competition shows that the trade fair industry recognizes the value their contribution to the promotion of the exhibition media."

The Grand Awards will be presented at the 76<sup>th</sup> UFI Annual Congress to be held from 28-31 October in Zagreb, Croatia.

**Attached: Winning Posters**

The full list of entries and their posters may be seen at [www.fair.bg](http://www.fair.bg)

**About UFI**

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 82 countries on 6 continents. UFI members are responsible for the management and operation of over 4,000 exhibitions and 179 exhibition centres around the world. UFI has offices in Paris (Headquarters), Hong Kong (Asia/Pacific) and Abu Dhabi – UAE (Middle East/Africa). For additional information: [www.ufi.org](http://www.ufi.org).

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