

Jury announces Grand Award Winners of the 22nd International Fair Poster Competition: Expoforum International & Ifema – Feria de Madrid take up first place in two different categories

Paris/Plovdiv – 27 September: The jury of the 22nd International Fair Poster Competition, in collaboration with UFI, has announced this year's Grand Award winners. In the first category, Expoforum International in Russia was recognised for its "Nested Russian Doll" poster, created by the Design sector of Expoforum. Feria de Madrid was recognised in the second category for its "Fruit Attraction" poster series, designed by Javier Peñas and Ifema.

The annual International Fair Poster Competition celebrates the most remarkable posters produced by tradeshow organisers around the world. Initiated by International Fair Plovdiv (Bulgaria) in 1997, and joined by UFI, the Global Association of the Exhibition Industry, in 2003, it is known as the ultimate unique competition for rewarding artwork and design. It's divided into two separate categories, the first focusing on Global Exhibitions Day and artwork promoting the exhibition industry as a whole; the second focusing on event posters relating to a specific fair or exhibition.

The jury evaluated all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic.
- The design concept.
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name, and so on.

"It is a great honour for us to take part in such a competition and we are proud of the victory. The poster competition allows us to express ourselves, show creativity, gain experience, and compete with international specialists. We would like to thank the organisers for this opportunity. We believe that the Grand Award underlines the high professionalism of Expoforum specialists at an international level," says Ekaterina Zhukova, Head of the Design sector at Expoforum International.

"We are proud that our "Fruit Attraction" poster series has received the UFI Award for best poster. Through the design and conceptualisation of the image created by photographer Javier Peñas, we wanted to convey the innovative capacity of the sector and the wealth of products from around the world represented at the fair," says Raúl Díez, Director of Communication and Marketing at IFEMA.

The complete list of awarded posters is as follows:

Grand Award 1st category winner

Poster: Nested Russian Doll – Expoforum International, designed by the Design sector of Expoforum.

Grand Award 2nd category winner

1st Place

Series of posters: Fruit Attraction, Ifema Feria de Madrid (Spain), designed by Javier Peñas and Ifema.

2nd Place

Poster: JIMTOF2018, Japan International Machine Tool Fair 2018, Tokyo Big Sight Inc. (Japan), designed by EMBLEM Inc.

3rd Place

Poster: Comic Con Colombia, Corferias Colombia, designed by Grupo Zea.

At the 85th UFI Global Congress that will be held on 31 October to 3 November 2018 in St. Petersburg (Russia), the Grand Award winners will receive from Ms. Hristina Koleva- Director and Mr. Emil Zahariev- Marketing and International Cooperation Manager at International Fair Plovdiv, a unique statuette created by Bulgarian sculptor Yanko Nenov. Certificates will also be awarded to all winners.

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 60 national and regional association members. More than 780 member organisations in 87 countries around the world are presently signed up as members. Around 1000 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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