

Loeries... let the games begin

The Loeries Travelling Exhibition, displaying the best of 2009, is getting ready for its 2010 countrywide tour and eager entrants for the 2010 awards, which include a new category - International Crafts, can get ready for the countdown to 15 March 2010, when entries open.



Internationally acclaimed exhibition

The travelling exhibition, which is the annual road show of Loeries winners and visits both local and international festivals, agencies, museums and educational institutions, will open at the Nelson Mandela Metropolitan University, Port Elizabeth from 15-19 February 2010.

The exhibition has travelled as far afield as Russia and New York to expose the very best of South African creative talent to a larger audience. It does more than just display great creative work, it also aims to broaden awareness of the brand communications industry as a career path for learners and inspire students currently studying the various disciplines found within this academic field.

The exhibition is created in a gallery style format. The majority of the work is laminated sheets, with some box mounted items as well as 3D pieces such as books and catalogues. In addition to this, a DVD of the winning electronic work is provided (TV & Radio). There is no charge to host the exhibition and the Loerie Awards covers all transport costs.

Venues and Dates*

- *Nelson Mandela Metropolitan University, PE:* 15-19 February 2010
- *Mega Media Ad Expo, Sandton:* 23-25 March 2010
- *Vega, Johannesburg:* 8-14 April 2010
- *City Varsity, Johannesburg:* 17-24 April 2010
- *Natal Museum, Pietermaritzburg:* 3-14 May 2010
- *Oliwenhuis Museum, Bloemfontein:* 31 May - 11 June 2010
- *Vega, Durban:* 25 June - 2 July 2010
- *Vega, Cape Town:* 10-17 July 2010

- *Tshwane University of Technology, Pretoria: 5-12 August 2010*
- *Markex, Sandton: 24-26 August 2010*
- *North West University, Potchefstroom: 16-29 September 2010*
- *Stellenbosch Academy, Stellenbosch: 7-21 October 2010*

**All dates are subject to change*

Other organisations wishing to host the exhibition should contact Michelle Barrett on +27 (0) 11 326 0304 or email .

New award category

A new award category, International Crafts, is open to a person from the eligible regions (Africa and Middle East). For example, if a US agency conceives a TV commercial for a US client, but uses a South African director (based also in SA, not residing in the US permanently) then this will be eligible for a Direction Craft.

Call for entries

The call for entries to the 2010 Loerie Awards opens on 15 March 2010 and closes 31 May 2010. All work should have been aired/launched/published within the eligibility period of 1 June 2009 to 31 May 2010. The eligibility regions are Africa and the Middle East (including the island states off the African coast). Full entry guidelines, preparation instructions, categories and costs will be available from 15 March.

For more information go to www.thelorieawards.co.za.

For more, visit: <https://www.bizcommunity.com>