

eurobest Innovation shortlist announced

The Innovation jury has selected the shortlist for the eurobest, the Festival and Awards for the European creative communications industry, which arrives in Antwerp in less than two weeks. It reviewed the 53 entries received into the category, arriving at a shortlist of 10. The UK has three shortlisted, Sweden two and Germany, Romania, Switzerland, Spain and Italy all have one.



Jury president Diederik Veelo, Founder, The Ambassadors Lab, said, "Some brilliant entries have passed the innovation jury this year and we are happy with the top ten. Each shortlist entry will have to present his or her innovation in front of a live audience in Antwerp and withstand the curiosity of an extremely critical jury. I'm really looking forward to these final stages and getting to the core of their innovation."

The Innovation shortlist can now be viewed online, while presentations will take place on Tuesday 1 December and are open to all delegates to attend. The Innovation session will feature innovation-focused content from scientists, composers, musicians and masters in visual effects.

Dr Kate Stone, Scientist and Founder of Novalia will address delegates in her session, The Internet of Paper. Founding Novalia to explore the space where traditional print and conventional electronics converge, Dr Stone's seminar promises to wow audiences with demonstrations of her lab's latest creations. This talk about the exciting new technological applications of paper is especially suitable in Antwerp, where the world's first newspaper was published in 1605.

Diederik Veelo will also hold a President's Address at eurobest, which will look at brands as enablers. Taking the groundbreaking technology of stereoscopic 3D film, Veelo will show how the savviest brands of the 21st Century now offer fully multi-sensory experiences, offering their customers the chance to experience something they have never even conceived before.

Elsewhere, Duval Guillaume and Publicis Drugstore will hold an Innovation workshop, Mark Woerde, founder of LEMZ, will analyse the big Cyber Lions winners from Cannes Lions and LJ Rich and Rania Kim will invite delegates to an interactive live experiment through a sonically led cinematic experience.

For more information, go to www.eurobest.com.

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