



The Global  
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Exhibition Industry

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## For Immediate Release

# ITB Berlin 2005 Wins 9<sup>th</sup> International Fair Poster Competition

Paris/Plovdiv: June, 8, 2005 – Meeting in Plovdiv, Bulgaria, *the International Jury of the 2005 International Fair Poster competition*, reviewed and assessed 174 posters from 22 countries before reaching their decision on this year's winners.

The International Fair Poster Competition is the only one of its kind worldwide. This is a unique forum displaying modern poster art designed to support the international exhibition industry. This annual event, under the auspices of UFI, the global association of the exhibition industry, is sponsored by International Fair Plovdiv in the context of the Impressia Art Fair.

For 2005, the posters presented were evaluated in two phases by the jury composed of exhibition industry representatives, graphic design specialists and marketing communications experts. Their decision was based on the following criteria: originality of the design concept, format and interpretation of the exhibition topic; integrity and originality in the presentation of the marketing message and exhibition technical details.

The 2005 Grand Award is given to:

**ITB Berlin 2005 –  
International Tourism Exchange**  
MESSE BERLIN GmbH, Berlin, Germany  
Dates: 11. - 15.03.2005  
Designer: Venus & Klein





## **ITB Berlin 2005 Wins 9<sup>th</sup> International Fair Poster Competition**

### **5 Honorary Runners-Up:**

#### **ANTICUARIOS 2003**

Bilbao Exhibition Centre, Bilbao, Spain

Dates: 16.03. – 24.03.2003  
Designer: The Creative Studio: Triangulo-Bilbao (Spain)

#### **Euroluce – International Lighting Exhibition together with the Salone Internazionale del Mobile**

COSMIT Spa, Milano, Italy

Dates: 13. – 18.04. 2005  
Designer: Studio Cerri & Associati, Milano Italia

#### **HOMDEX 2005**

COEX Convention and Exhibition Centre, Seoul, South Korea

Dates: 24. – 28.08.2005  
Designer: CHA.BO-SEUL

#### **Kyiv Hi – Fi Show 2005 – International Trade Show of Hi-Fi, High – End Equipment and Home Cinema**

EUROINDEX LTD, Ukraine

Dates: 27. – 30.10.2005  
Designer: Style by Evgeniy Rzhakov  
Design by Andriy Zhyrko

#### **SWIAT KSIGZHI – Poznan Trade Fair Meetings – Books for Children and Young People**

Poznan International Fair Ltd., Poland

Dates: 25. – 27.02.2005  
Designer: Bohdon Butenko

Participation in the International Fair Poster Competition creates opportunities for the exhibition industry to keep track of the latest trends in the field of exhibition poster design worldwide, as well as to creatively promote their events. Ms Lili Eigl, UFI Communications Manager and International Jury Chair, summarised the jury's decision stating, "this year's entries represented poster design concepts from around the world. With 174 posters to evaluate, our choice was a difficult one. However, our Grand Award winner, Messe Berlin's ITB Berlin 2005, clearly exemplifies the finest combination of marketing and design techniques being applied effectively in the exhibition sector today."

The internationally recognized sculpted competition Grand Award will be presented to Messe Berlin at the 72<sup>nd</sup> UFI Annual Congress in Moscow from October 19-22, 2005.

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Print quality photos of the Grand Award winner and the runners-up may be downloaded at [www.ufi.org](http://www.ufi.org) in the UFI activities/Poster Competition section. The full range of poster entries since 1997 may be seen at [www.fair.bg](http://www.fair.bg).

*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 286 member organisations, including the world's leading show organisers and fairground owners, industry partners, and 39 national and international associations, UFI is present in 72 countries in 162 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world.*

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