

Loeries Travelling Exhibition stops in Potch

The Loeries Travelling Exhibition, sponsored by Adobe, plans to stop in Potchefstroom from 20 September - 2 October, displaying the winning works from The 31st Annual Loerie Awards in a gallery-style format at the North West University.



The Travelling Exhibition stops at expos, festivals and educational institutions on its route around Southern Africa and internationally, showcasing work by creative talent in the brand communication industry.

This is the fourth consecutive year that the exhibition will be hosted at the North West University Campus. It runs parallel with the University's Graphic Design CQ Festival, which also occurs during the Aardklop Arts Festival. This year, a free Adobe workshop will be held at the exhibition opening introducing users to the new and features in recently launched Adobe Creative Suite 5.

Adobe partners in exhibition

"As providers of award-winning technology and software that enables creativity, we are very excited with our partnership with The Loerie Awards and their Travelling Exhibition," says Leonard Rabotapi, marketing manager in Africa at Adobe Systems. "This relationship enables us to help promote and reward creative excellence in the creative industry. We certainly see our partnership growing to offer even more value to the creative community."

Creative students planning to work in brand communication, as well as industry professionals should visit the exhibition to view the work on display and to attend the free workshop that provides insights into the tools of their trade.

Next stop, Stellenbosch, then Joburg

"In the past, we have received very positive feedback from visitors to the festival and from our students about the great work that the advertising and marketing industries are producing," says Wessie van der Westhuizen, Graphic Design subject head at the North-West University. "We look forward to exhibiting a brilliant showcase of South African advertisements and marketing work this year, and so do our students."

After Potchefstroom, the Loeries Travelling Exhibition will make a stop at the Stellenbosch Academy before making its way to The Design Centre in Greenside, Johannesburg.

The Loeries Travelling Exhibition at the North West University

Dates: 20 September - 2 October 2010

Open hours: 9am - 4pm

Official Exhibition Opening and Adobe CS5 Workshop: 22 September 2010, 16h30

Address: North West University, Cnr Hoffman and Jooste, Potchefstroom

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For more:

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- Bizcommunity: [Twitterfall](#)
- Loeries site: www.thelorieawards.co.za
- Loeries Twitter: [@loeries2010](#)
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- Creative Week: www.creativeweekct.co.za
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