

# The Loeries' big picture at Cannes Lions

By  [Andrew Human](#)

4 Aug 2017

We posted a selection of unusual pics to our social media feeds during Cannes Lions earlier this year. While it was a bit of fun; a way to not take oneself too seriously, it also served as a good way to show off all the amazing creative people in our industry.

Since I took over the reins of the Loeries in 2005, the programme has grown into the largest celebration of creativity across Africa and the Middle East, and Loeries Creative Week is now the largest gathering in the region for the brand communications industry.



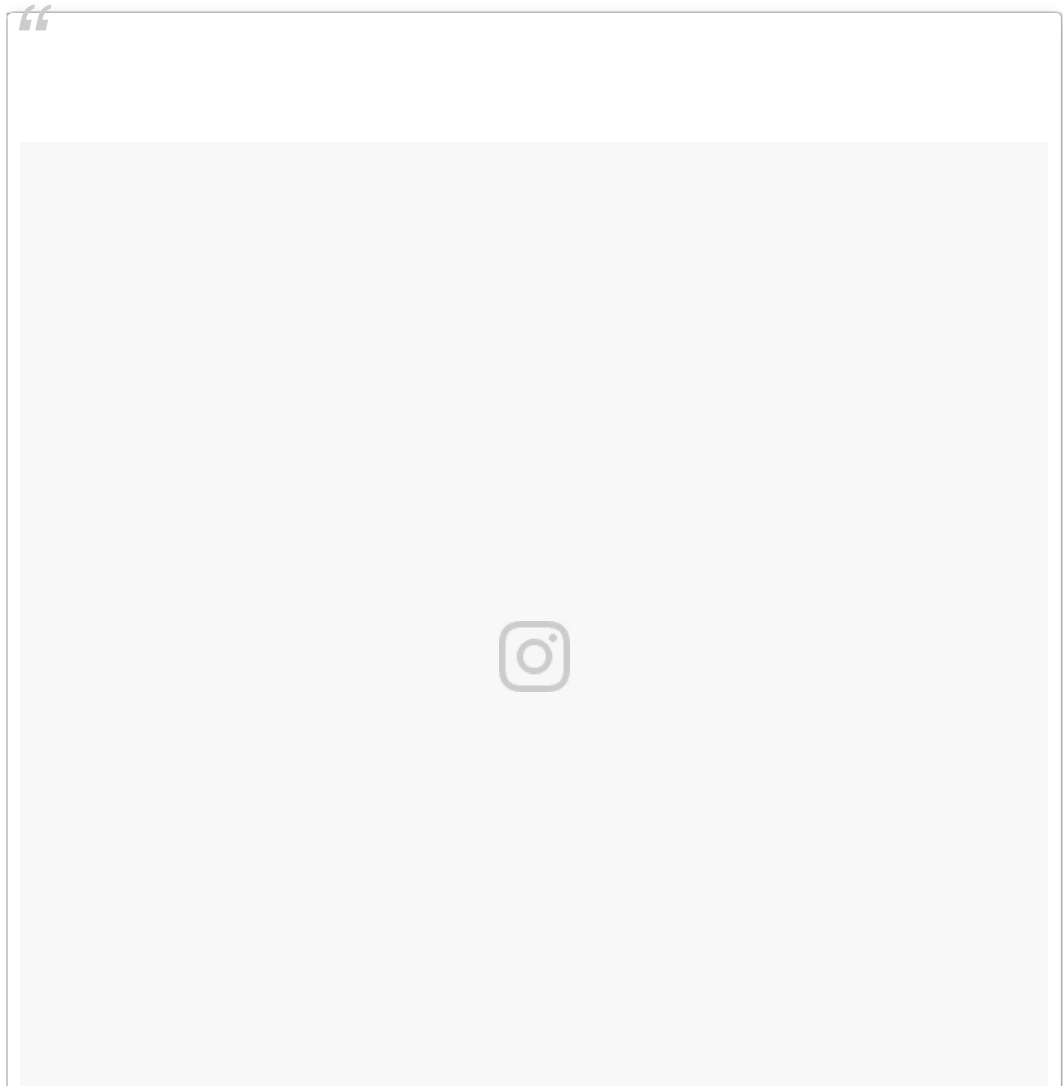
#Loeries2017: Andrew Human's Regional Roadshow highlights

Leigh Andrews 17 Mar 2017



To get into the swing of things, we razzle-dazzled with the world's best creatives during Cannes Lions at the end of June and are ready to do so again at The Loeries, now just a few weeks away...

## The Cannes can-can setting



Cannes Palais and Croisette - a vision for Durban? #loeries2017 #durban

A post shared by Loeries Durban (@loerieawards) on Jun 24, 2017 at 2:24am PDT

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Living Paintings on the Facebook beach @facebook #loeries2017 #cannes2017

A post shared by Loeries Durban (@loerieawards) on Jun 22, 2017 at 8:39am PDT

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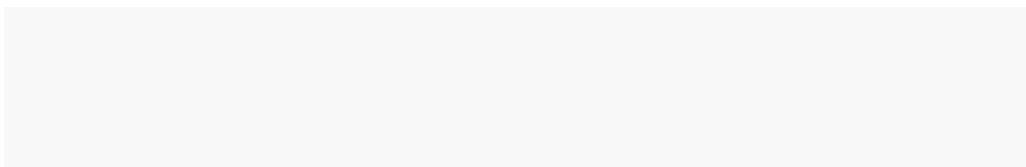


Of course the Cannes Festival has a Snapchat Ferris Wheel. Obviously.

A post shared by Loeries Durban (@loerieawards) on Jun 23, 2017 at 11:43pm PDT

## Rubbing shoulders with creatives and celebrities

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Loeries CEO in Cannes. Oh, and Talented Creative Director @stephihunter

*A post shared by Loeries Durban (@loerieawards) on Jun 24, 2017 at 6:45am PDT*

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Loeries CEO in Cannes. Oh, and Christian Cappe, Cristal Festival director #cannes2017 #loeries2017

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A post shared by Loeries Durban (@loerieawards) on Jun 22, 2017 at 9:12am PDT

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Loeries CEO in Cannes. Oh, and Famous French Journalist, Emmanuelle Grossir #cannes2017 #loeries2017

A post shared by Loeries Durban (@loerieawards) on Jun 22, 2017 at 4:04pm PDT

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Loeries CEO in Cannes. Oh, and legend Chuck Porter. @cpbgroup #loeries2017

A post shared by Loeries Durban (@loerieawards) on Jun 22, 2017 at 12:36am PDT

May these serve as inspiration for all your upcoming social media snaps at the Loeries...



with... Andrew Human

Leigh Andrews 10 Jun 2016



*[Click here](#) to view Human's MyBiz profile and keep an eye on our Loeries special section for all the latest updates! [Loeries Creative Week Durban](#) takes place from 14 to 21 August 2017.*

## ABOUT ANDREW HUMAN

Andrew took over the reins of the Loeries, a non-profit company, in 2005. Since then, the programme has grown into the largest celebration of creativity across Africa and the Middle East, and Loeries Creative Week is now the largest gathering in the region for the brand communications industry. Under his direction, the Loeries now administers the Penderg, Creative Circle, and Bookmarks awards. From 2016, the Loeries endorse a Kenyan national award...

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