

Awards of thousands of euros for the best designers of the advertising industry

The Association of Producers and Importers of the Advertising Industry APIIP launches the EAST ACADEMY AWARDS - the first advertising design competition from Romania. This international competition aims at developing the creative spirit and products design from the Retail, Promotional, Print, Advertising and Signage industries. The first EAST ACADEMY AWARDS will have a 6000 euro awards-budget. The Final Gala will take place in September, in Bucharest.

The most important stakeholders of the advertising industry acknowledge the need of having a fresh approach to the aesthetics of solutions. Hence, they want to uncover the more or less unknown talents of advertising design. EAST ACADEMY will become an institution which will promote, educate and communicate about advertising related opportunities. It is the time for Romania to have a platform, a place where industry representatives, producers, distributors and designers meet to make the campaigns more efficient.

The Association of Producers and Importers of the Advertising Industry (APIIP) intends to foster innovation and design of products used in applied industries from advertising and publicity. The social dynamic and the taste for technology modify quickly the requests of the advertisers. It is harder and harder to attract and convince the consumers. The desire is to make each visual communication object to be different from the previous years and from the competition. Any original detail can make a difference and can gain additional points.

EAST ACADEMY is an entity created by the professional association APIIP, and it is not owned by any person or group of persons nor by any private company and aims to educate and promote the advertising design through conferences, courses, publications and contests.

EAST ACADEMY AWARDS is an advertising design contest in which any private person from Romania or from abroad can participate. The contest will have international visibility through its affiliation with partner associations as [European Sign Federation \(ESF\)](#), and [International Sign Association \(ISA\)](#), but at the same time aims at enhancing the visibility of the APIIP members. The President of the EAST ACADEMY AWARDS organizational committee is **arch. Matius ICHIM**, the jury of the competition will be independent, and the awards will be certified by APIIP.

The competition includes the BTL, OOH, Print, Sign and Promotions fields and it contains six sections: **MATERIALS, EQUIPMENT, PRINT, SIGNAGE, PROMOTIONALS** and **RETAIL**. A trophy will be awarded in each section. To participate in the competition a 10 euro fee has to be paid, and each participant can register one product only. Three nominations per section will go into the final, out of which the winner will be selected. The winner will receive an award certificate, a trophy and a 1000 euro prize.

The Laureates Gala will take place in Bucharest, at Print & Sign 2017, an event which is planned for 26-29 September, where all the nominated products shall be displayed in one dedicated exhibition stand. Also, all the works presented in the competition will be promoted on the official website eastacademy.eu, but also through the media partners.

The **EAST ACADEMY AWARDS** competition rules will be soon available on www.eastacademy.eu

Organizer: **The Romanian Sign Association (APIIP)**

Zolt Rudnyanszky,
President



Romanian Sign Association
Asociația producătorilor și importatorilor
din industria de publicitate

European  Federation

 INTERNATIONAL
SIGN ASSOCIATION

WORKING TOGETHER
TO BUILD A STRONGER INDUSTRY