



The second edition of Advertising Takes The Stage, featuring the Epica Awards 2016 Film Winners' Showcase, took place in Milan on Friday February 24. The event at the Ariosto Spazio cinema was organized by our Italian partner Pubblicità Italia/TVN Media Group. Watch a short video [here](#).

More than 300 people from agencies, advertisers and production companies attended. Epica's global press manager Lucia Ongay introduced the screening. Winning work from two other awards was also shown at the event: Grand Prix Advertising Strategies and New York Festivals.



Lucia Ongay, Epica Awards global press manager

María Stella Gallo, events manager of Pubblicità Italia, said: *“The first edition of Advertising Takes the Stage last year was so popular that we decided to make it a regular moment of debate and inspiration. The Epica Awards, like other international awards, need no introduction, as they have a prestige and a heritage that give them an important place within the communications industry. Epica celebrated its 30th year in 2016.”*

Pubblicità Italia is part of the Epica Jury, along with more than 60 editors and senior journalists from around the world, from Adweek in the US to Werben & Verkaufen in Germany and everywhere in between.



Emanuele Nenna, president of Assocom (Associazione Aziende di Comunicazione)



Lucia Ongay with Maria Stella Gallo, of Pubblicità Italia

The Grand Prix winners in 2016 were “Simplified stories” by DDB Brussels for Alzheimerliga (Design); “The Next Rembrandt” by J. Walter Thompson Amsterdam for ING (Digital); “Kenzo World” for Kenzo World Eau de Parfum by Kenzo Parfums (Film); “Brad is Single” by TRY for Norwegian Airlines (Print); and “Doors of Thrones” by Publicis London for Tourism Ireland (Outdoor). Leo Burnett was the Network of the Year, BBDO New York Agency of the Year and TRY from Norway was the Independent Agency of the Year

Lucia Ongay thanked TVN Media Group and Epica’s sponsors: Time Inc., ScreenVision, Adobe Stock, Euronews, RadiumOne, Sizzer Amsterdam, Lürzer’s Archive, Energy Floors and ACT Responsible. For full details of the 2016 winners see: <http://winners.epica-awards.com/2016>

Find more pictures of the event [here](#).



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