



EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

PRESS RELEASE – *for immediate release*

EPICA LAUNCHES DESIGN GRAND PRIX Fifth Grand Prix forms part of 30th birthday celebrations

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Inspired by conversations with design and traditional agencies, Epica has created a Design Grand Prix. The new prize comes as The Epica Awards celebrate their 30th birthday.

The winner will be chosen from one of Epica's four existing design categories: Graphic Design, Publication Design, Packaging Design and Product Design – as well as a new category, Brand Identity.

Epica's editorial director Mark Tungate, who edits the annual Epica Book of prize-winners, explained: "The design categories have become more and more popular over the years, and it struck us as unfair that none of these entries stood a chance of winning a grand prix. Finally, in our 30th year, we've put that right."

Tristan Macherel, executive creative director of design agency Landor Paris, welcomed the news. He commented: "Design must demonstrate its ability to solve the strategic and creative problems brands now face. This Design Grand Prix will bring to our attention projects that challenge and push the boundaries of design practices, at a time when the fine line between advertising and design is blurring."

Epica launched a dedicated monthly column, Design Plus, on its website last year as part of the content it syndicates to its jury of marketing and communication journalists. "We're fans of design, so the column laid the groundwork for this new grand prix," Tungate added.

Epica's jury includes a number of magazines that cover design, including Creative Review in the UK, Brain in Japan, Adobo in the Philippines and +Design in Greece.

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