

SAIA

South African Institute of Architects

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SAIA is proud to partner with the Loerie Awards for 2013. This is a great opportunity for Architects to submit their work and gain great exposure.

LOERIES ENTRIES ARE OPEN!

The entries are officially open for the 2013 Loeries. Submit your work by 15 April and get 10% off your entry fee. The final deadline for entries is 31 May and agencies or marketers throughout Africa and the Middle East can enter their work. The Loeries aim to help marketers, agencies and consumers appreciate the value of ideas and fresh thinking – and build creative business leaders for the future. The idea behind "Creativity Adds" is that creativity and innovation have the ability to breathe life into an idea; to connect, to educate, to empower, to enhance, to inspire and even to transcend. Human continues, "The role of the Loeries is to show the value of creativity to our brands and our economy. The awards are a vehicle to promote the region and our country, with all that it offers – to showcase not only our industry, but our brands and the quality of our services."

Architects can submit under the following categories:

Three Dimensional & Environmental Design

All permanent and temporary environments contributing to brand equity: Retail, corporate, restaurant, museum, gallery, concept stores, show rooms, museums, galleries, exhibits, visitor attractions, restaurants, cafes, bars, clubs, hotel interiors, offices, studios, reception spaces, showrooms, banks, airport interiors, community & public environments, seasonal display, signage, shop front, window display, mobile demonstration units, exhibition and event stands, visitor attractions, trade shows.

NOTE: Billboards should be entered in the Posters and Billboards category. Entries may include single elements (e.g. signage, fixtures & furniture) or whole spaces.

a. Architecture

b. Interior Design & Temporary structures

Entry Deadline

Save 10% on your entry fee when you submit your work by 15 April! The final entry deadline is 31 May. Late entries will be subject to a 10% penalty fee. All entries should be completed and submitted online at loeries.com. R30 from every entry will go towards the Creative Future scholarship, enabling talented learners from a disadvantaged background to study brand communication.

What's new this year:

New digital upload system: The Loeries new digital upload system, created in partnership with Sonovision Studios, will allow entrants to upload all media – images, videos and audio files – directly to their individual entries via the online entry system, simplifying the overall process. The eligibility period for entries is 1 June 2012 to 31 May 2013. Work must be produced by companies from Africa and the Middle East, including island states off the African coast (e.g. Mauritius, Madagascar, Seychelles, etc.). From this year, entries from Turkey are also eligible. Work that has been produced for international clients is eligible – so a company in Kenya producing work for a German market may enter their work. Get full eligibility criteria and rules at loeries.com.

Loeries® Creative Week™ Cape Town

Loeries® Creative Week™ has become an annual creative hub in the city of Cape Town, where over 4000 members of the brand communication industry can not only meet and network, but where they can be inspired and educated by the power of creative communication.

The week will culminate in two awards evenings on Saturday 21 and Sunday 22 September, where delegates will discover the most innovative concepts from Africa and the Middle East across Radio, Design, Media, PR, Digital, Direct, Events, Print, Outdoor, TV, Film & Video and Integrated Campaigns.

Events will kick off at Cape Town's City Hall on Monday 16 September with the Loeries judging week. Finalists for each category will be announced at the end of each day. The judging will round off with the International Seminar of Creativity, also to be held at City Hall.

Go to loeries.com for more information.

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