

## Dubai Lynx opens for entries

DUBAI, UAE: The Dubai Lynx International Festival of Creativity has opened for entries across 15 categories ahead of the 2014 edition of the Festival and Awards, taking place from 9-12 March.



In addition to the awards opening for entries, the final three jury presidents have now been announced and complete a line-up of outstanding industry professionals.

Prasoon Pandey, Ad Film Director at Corcoise Films, will head up this year's Film Craft jury. A renowned Indian director, his work for clients, that amongst others include Fevicol Glue, The Times of India, Perfetti and SBI Life Insurance, has seen him break new ground in Indian advertising. He has been ranked among the top 25 advertising directors in the world by the Gunn Report and has picked up awards at Cannes Lions, Clios, Adfest, New York Festivals and other international awards shows.

Leading the Direct, Promo & Activation, Interactive and Mobile jury will be Andy DiLallo, Chief Creative Officer of Leo Burnett Sydney. Under his leadership, Leo Burnett Sydney has been named Agency of the Year seventeen times across multiple awards and has been ranked the 7th 'Most Awarded Agency in the World' in the Gunn Report. Andy has been responsible for campaigns that include 'Coca-Cola's Small World Machines' which went on to be presented at the White House and has been responsible for the largest mass participation event in history, with over 1 billion taking part in the first global election for WWF Earth Hour, the results of which were recognised by the United Nations. Beyond his duties at the Sydney office he is also a Regional Creative Director for Leo Burnett and is a member of the APAC creative board.

Björn Kusoffsky, CEO & Founder of Stockholm Design Lab, will preside over the Design jury. Leading all creative work at Stockholm Design Lab since 1998, Björn has received more than 100 awards, including Golds at both Cannes Lions and Eurobest, for his work for clients that include IKEA, Absolut Vodka, SAS Scandinavian Airlines and Hyundai Card. Björn is represented in the design collection of the National Museum of Art, Stockholm and is a member of AGI (Alliance Graphique Internationale). His work, which is simple, innovative and powerful, has been exhibited throughout the world in Tokyo, Berlin, Moscow, London, New York, Zacatecas, Helsinki, Köln and Stockholm.

Entries are now being accepted into Film, Print, Outdoor, Radio, Media, Direct, Promo & Activation, Interactive, Print & Poster Craft, Film Craft, Design, Integrated, PR, Mobile and Branded Content & Entertainment. The deadline for entry submissions is 6 February and further information on how to enter can be found on the website at [www.dubailynx.com](http://www.dubailynx.com). The winners will be revealed and honoured at the Awards Ceremony and Dinner taking place on 12 March at the Madinat

Jumeirah, Dubai.

## **Key dates:**

Delegate registration: Open

1st delegate early bird discount: Available until 31 December 2013

2nd delegate early bird discount: Available until 30 January 2014

Entries: Open 1 December 2013

Early bird entry deadline: 30 January 2014

Entry deadline: 6 February 2014

Festival dates: 9-11 March 2014

Dubai Lynx Awards: 12 March 2014

For more, visit: <https://www.bizcommunity.com>