

Scan Display a finalist at the Loerie Awards 2012

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Scan Display provides creative design and construction solutions for exhibitions and events. These abilities were showcased to maximum effect at the COP17 South African Climate Change Response Expo (CCR Expo) in 2011, resulting in the project's nomination as a finalist in the Live Event category at the recent 34th Loerie Awards.



Schoolchildren on an educational tour of the CCR Expo

The Loerie Awards recognise the leaders in the brand communication industry in our region - South Africa, as well as throughout the rest of Africa and the Middle East. This year 3 182 entries were submitted, a big increase on 2011's figure of 2 870. The awards were judged by panels of over 130 local and international experts in their fields, and a total of 261 awards were handed out.

The CCR Expo project was selected as a Loerie-contender based on its conceptualisation as a green event, aligning it with the principles behind COP17, as well as its implementation of ground-breaking green architectural feats - including a giant banana leaf canopy.



The giant banana leaf canopy provided shade over the outdoor eating and entertainment area

"This was a dream project," says Justin Hawes, MD of Scan Display. "This kind of event only comes along once in a lifetime, and we were honored to be given the opportunity to work on it. Our client, the Department of Environmental Affairs, gave us the freedom to be incredibly innovative, resulting in an event that was a fantastic South African 'green' showcase for all the international visitors."

Scan Display formed a JV with Interactive Africa, the creative force behind Design Indaba, to manage the CCR Expo. A number of other key people joined the team to help make the project possible, including green architects, designworkshop: sa.



The covered walkway harvested water into water tanks

The awards in the Live Events category went to Puma, Maize in a Minute and Absolut Vodka (all Campaign Bronze) and ABSA (Campaign Silver) for their various activations. However Justin remains optimistic about Scan Display's chances of winning in the future, saying: "This is the first time we have entered the Loeries, and it has been a great experience. We are already thinking about our entries for next year's awards!"

For more details about the CCR Expo or Scan Display, please contact Justin on +27 11 447 4777 or justin@scandisplay.co.za, or visit www.scandisplay.co.za. For more details about Interactive Africa, please contact Dale Cupido on +27 21 465 9966 or dale@interactiveafrica.co.za.



The Department of Water Affairs stand

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