

Loeries Travelling Expo opens in Cape Town

The Loerie Awards Travelling Exhibition will open at CityVarsity in Cape Town on 14 February 2011. The exhibition, sponsored by Adobe, showcases winning work from The 32nd Annual Loerie Awards (2010) in a gallery format. It will stop at educational institutions, expos, museums and public spaces in South Africa, Botswana and Namibia.



This is the first time the exhibition will be hosted by CityVarsity Cape Town and the exhibition will run 14-21 February. Adobe was the official partner of the exhibition in 2010, as part of the creative software provider's 20th anniversary celebration of its flagship product, Photoshop, and will be continuing its support throughout 2011.

One of the exhibition's goals is to educate audiences and, in line with this, Adobe will be hosting a complimentary workshop at CityVarsity. These sessions will then continue across other venues on the exhibition's calendar.

"As providers of award-winning technology and software that enables creativity, we are extremely excited to once again be partnering with the Loeries Travelling Exhibition," says Leonard Rabotapi, marketing and PR manager at Adobe Systems sub-Saharan Africa. "This relationship enables us to promote and reward excellence in the creative industry. We certainly see our partnership growing to offer even more value to the creative community."

The Loeries Travelling Exhibition at CityVarsity, Cape Town



Dates: 14 - 21 February

Open hours: 9am - 4pm

Official exhibition opening and Adobe workshop: 15 February, 4.30pm

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Evert Lombaert, CityVarsity's national PR manager and film lecturer, comments, "We hold the Loeries in extremely high regard for its multidisciplinary appeal and we actively encourage our students to enter annually. Each year, with awards in hand or not, we are inspired and astounded by SA's creative depth and scope. In addition, we are very honoured to be able to host the Loeries in the Mother City!"

After its stop at CityVarsity, the exhibition will continue to the Nelson Mandela Metropolitan University in Port Elizabeth, followed by the Openwindow School of Visual Communication in Johannesburg.

Travelling Exhibition venues and dates

Travelling Exhibition venues and dates	
CityVarsity, Cape Town	14 - 21 February 2011
NMMU, Port Elizabeth	7 - 14 March 2011
Openwindow School, Johannesburg	29 March - 4 April 2011
CityVarsity, Johannesburg	18 - 21 April 2011
Limkokwing University, Botswana	9 - 13 May 2011
AAA School of Advertising, Johannesburg	30 May - 4 June 2011
Markex, Sandton	7 - 9 June 2011
Oliwenhuis Museum, Bloemfontein	20 - 24 June 2011
Concept Interactive, Cape Town	19 - 22 July 2011
Tshwane University of Technology, Pretoria	5 - 12 August 2010
North West University, Potchefstroom	25 August - 2 September 2011
Stellenbosch Academy, Stellenbosch	3 - 17 October 2011
DV8 Saatchi & Saatchi, Namibia	7 - 11 November 2011

For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: [Loerie](#)
- Loeries site: www.theloerieawards.co.za
- Loeries Twitter: [@loeries](#)

- Loeries Twitter Search: [Loerie OR Loeries](#)

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