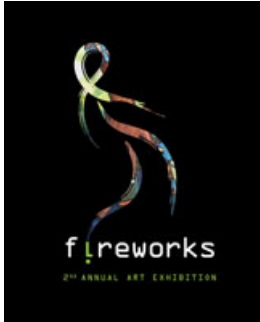


Ugandan ad agency hosts art exhibition

Ugandan advertising agency, fireworks held its second annual art exhibition last month in Kololo, Kampala. The event aims to recognise the efforts and achievements of local artists and endeavours to market them to buyers by promoting a culture of collecting fine art amongst Ugandan corporates.



"Art and advertising are like cousins of sorts. Both involve a profound creative thought process," says fireworks MD, Caleb Owino.

By showcasing the art pieces in an office setting, the fireworks Annual Art Exhibition hopes to target institutional buyers as well.

"The difference that art makes to the aesthetic appeal of an office is enormous," says fireworks events manager, Barbara Yatta.

After successfully launching the inaugural fireworks Annual Art Exhibition at the end of 2009, fireworks' 2010 effort saw a total of 18 art pieces bought on the first night.

For more information, go to www.fireworks-advertising.com.