

News release

For immediate release

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Student Design Awards - *an education in innovation*

Launched in February this year, the *POP AI Student Design Awards 2009* is already attracting considerable interest from design students up and down the country.

For more than a decade, this hugely popular competition has won plaudits from some of the biggest producers of P-O-P throughout Europe and across the globe and has even been introduced into the curriculum by a number of universities.

Sponsoring the Awards this time around are Lynx who have provided the design brief to create a P-O-P display for their new Lynx Bullet deodorant, as well as creative agencies HRG UK and arken P-O-P. Both HRG and arken are offering a 12-month salaried work placement as part of this year's prize package which includes a £2,500 cash prize and the NJM Trophy.

Commenting on the success of the competition, Tracy Scutt, Managing Director of arken, said: "To have a continual influx of students coming into the industry, educated in new materials and processes will guarantee the future of innovation in our industry and take P-O-P to new levels."

Last year's Gold Award Winner, Kevin Jones, who is now making great strides as an employee at arken said: "I was looking for a challenging brief for an exploratory university project, a brief that could excite my imagination with the potential for unlimited possibilities. The POP AI Student Design brief did just that. This competition has opened so many doors for me."

Closing date for the Awards is 1st July 2009.

For more information, visit www.studentpop.co.uk

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Note to editors

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- POPAI is an international trade association for companies involved in P-O-P and retail communications, representing an industry worth over £1bn per annum.
- POPAI is dedicated to serving over 1,800 members internationally by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.

www.popai.co.uk