



**MIDDLE EAST**  
International Film Festival Abu Dhabi 2008

Press release:

## **MEIFF announces the winning design for its Poster Competition**

**Abu Dhabi, 4<sup>th</sup> October 2008:** The organisers of the Middle East International Film Festival (MEIFF), which is running from October 10th – 19th 2008, have announced the winning design of its Poster Competition which will now become the official poster for the second edition of the festival.

The celebrated Chinese graphic designer Chen Hong was named the winner of the overall competition, which was launched in conjunction with one of the leading artistic magazines in the UAE - Shawati Magazine. *“His breath-taking design won over the judges from the many designs submitted,”* said Mohamed Khalaf Al Mazarouei, MEIFF’s Vice Chairman. *“The designer managed to encapsulate the event and its goals in a remarkable manner. The symbolism of the festival pearl sitting on the island of Abu Dhabi with the suggestion of culture and heritage was highly visible, self-explanatory and managed to capture the very essence of the UAE and the region successfully.”*

Chen Hong has won over 50 competitions worldwide including the Silver Medal of the 2004 VIth International Computer Art Biennale in Rzeszow Poland. His works have also been selected by a number of international professional competitions, such as the Moscow International Biennial of Graphic Design Golden Bee 5, 6 & 7, the 9th International Poster Biennial in Mexico 2006, and



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the Tehran International Poster Biennial 2007. His works have also been collected by the art museums in several countries.

*“I’m delighted and honoured to have won this competition,” said the winner Chen Hong, “and it will be an important introduction for me to enter the Middle East through such a prestigious event. I’m greatly looking forward to visiting the UAE for the 10 day event and, of course, seeing my designs all over the event’s venue.”*

Haley Sharpe and Raymond del Mundo were announced as the runner-ups of the competition. Harley’s design “Through the Eyes of the Hijab” is multi-dimensional in its purpose and perspective and it is designed to provoke intrigue, debate and diverse interpretations. Raymond’s design “Art imitates life. Life imitates arts.” shows the need to balance between modernity and tradition, showing the need for open-mindedness and freedom of expression without ignoring the culture.

The competition was launched earlier this year at a MEIFF press conference held in Cannes. It was met with avid interest by artists and designers across the region eager for the chance to have their design showcased at the very forefront of a festival that attracts hundreds of big names to Abu Dhabi, and aims to offer talented artists and designers the opportunity to become involved in the festival and showcase the talent that is available in the region.



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The winning design will be the official poster at MEIFF 2008 and will be featured in advertisements and promotional material associated with the festival. The prize for the winner will be an all-expenses paid trip to Abu Dhabi to attend the October festival. He will also receive full access to all Gala events and screenings for the entire duration of the festival. Chen Hong will also have his work featured in Shawati magazine. The top five designs will be displayed at the Emirates Palace Hotel, the main venue of MEIFF, in a poster exhibition.

- Ends -

### **Editor's notes:**

#### **MEIFF:**

Held in Abu Dhabi, is an annual event and a project of the Abu Dhabi Authority for Culture and Heritage (ADACH). The Festival is a cultural event dedicated to bringing a diverse slate of international films and programs to the community and introducing filmmakers from around the world to the resources of the region.

This year's edition will see several new additions to an already exciting schedule. For the first time, there will be a section of the Festival concentrating on Environmental Films as well as a showcase of documentaries highlighting the 60 years since the division of Palestine and various high-profile industry initiatives.

#### **Shawati Magazine:**

It is a striking, sumptuous and thought-provoking in equal measures, serves as a cultural bridge between the rich traditions and brave modernity that define this unique city. Shawati's blend of incisive interviews, quality reporting and stunning photojournalism, are all presented in a unique Arabic-English format at a quarterly print-run, providing local residents, expatriates and visitors alike with a unique view of this city as it establishes itself as a truly global cultural centre.

For press queries, stills and more information, please e-mail [press@meiff.com](mailto:press@meiff.com)

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