

News

TAXI Design Network Partners International Awards Group

For immediate release

On 1st December 2006, Taxi Design Network was officially named Singapore Representative for IAG which owns brands like The New York Festivals, The Global Awards and The Midas Awards.

taxi⁺
it's everywhere.

from Hills Creative Arts Pte Ltd
www.hillscreativearts.com

Singapore, January 2007 - TAXI Design Network, the international design media arm of Hills Creative Arts Pte Ltd, announces today the partnership with world's third largest international advertising awards body, International Awards Group (IAG). TAXI is now officially the Singapore Representative for International Awards Group, which owns several established advertising awards brands. Being the Singapore Representative, the partnership includes the responsibilities of holding events for the Call for Entries in 2007 for The New York Festivals, The Global Awards and The Midas Awards to raise profile and challenging the creative boundaries of Singapore's advertising professionals.

Events are inclusive of:

Social Night - Made for New York Festivals

Date: 31st January 2007

Location: Attica

Address: 3A River Valley Road # 01 -03 Clarke Quay

Deadline of RSVP: 24th January 2007

Target Audience: Management of Creative Department in advertising and media agencies in Singapore

Objective: A networking session for creatives and to announce the call for entries for NYF and launch of partnership of New York Festivals (IAG) + TAXI Design Network

New York Festivals Animation Festival

Tentative Date: June - September 2007

Target audience: Masses - Animation aficionados

Objective: To showcase New York Festivals Animation entrants and increase awareness of this category in New York festivals awards

New York Festivals Night of Ads Awards Program

Tentative date: October - December 2007

Target Audience: Advertising and, Arts and Design students

Objective: To be held in art schools, colleges and universities, and to increase awareness of New York Festivals soon to launch Student Advertising Award category

Being an international design media network with a progressive readership of 10.1 million pageviews monthly, TAXI will assist in explaining the competition Rules & Regulations as well as Entry instructions to insure clarity and recommend Creative Directors for competition judging.

Heralding a new year carries a heavier and different weight for IAG as the organization marks their golden jubilee. Next year, IAG is adopting a more exciting image as being fresh, young, hip, smart, fair and diversified. Bianca Zen, Editor of TAXI Design Network, remarked, "And with this, the partnership of TAXI Design Network and IAG will propel and transport the advertising creative professionals in Singapore to a further altitude of worldwide industry recognition and creative marque." Michael Demetriades, the Executive Director of IAG - "It's not just about winning, it's about telling the world you won."

TAXI Design Network

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About TAXI Design Network

TAXI Design Network is a key resource destination for the global creative industry of today. It is a network, portal, community, magazine, newspaper, and a platform that bridges diverse creative disciplines and promotes collaborative interaction to propel unlimited innovations and infinite breakthroughs. It supports the entire initiative in raising awareness in design by translating Design into a universal language to communicate to the mainstream cultures. With the dedicated focus on the design industry, TAXI penetrates into a wide spectrum of target audience ranging from world-class creatives broadcasting their portfolios, to emerging artists seeking inspiration, and to corporate decision makers outsourcing for important creative hires.

TAXI delivers.

From New York to London, Beijing to Tokyo, Sydney to everywhere else in the world.

Visit TAXI Design Network at WWW.DESIGNTAXI.COM

For enquiries, please contact media@hillscreativearts.com

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