

Dubai Lynx International Festival of Creativity encourages young talent

With a goal to nurture up and coming talent in the region, the training programme at the Dubai Lynx International Festival of Creativity continues this year, with the Masar Student Creative Award for Print, the Integrated Student Award, the FP7 School Print Competition and the University of the Year Award.



Ramzi Moutran, executive creative director, Memac Ogilvy Dubai, has been announced as president of the Competition Jury, responsible for judging the Student Awards and FP7 School Print Competition for 2016.

Now in its fourth year the Masar Student Creative Award for Print asks students to create a unique print campaign for this year's charity partner Dubai Foundation for Women and Children (DFWAC).

Speaking on behalf of Masar Printing and Publishing, Faisal Bin Haider, CEO - Printing and Distribution Sector, Dubai Media Incorporated, says, "We are committed to supporting young talent and investing in our future industry leaders. This competition provides students with a fantastic opportunity to immerse themselves in creativity while gaining recognition for their efforts and we are proud to be a part of this journey."

Returning as charity partner for the Integrated Student Award, Dubai Cares this year asks students to create a fully integrated campaign that further develops awareness of the organisation as a global philanthropic organisation that provides quality education to children in developing countries.

The FP7 School Print Competition provides younger students still attending school with an opportunity to have their creative work assessed and judged by some of the region's top decision makers. Students will be asked to create a print campaign for the National Health Insurance Company, Daman, which inspires citizens of the UAE to become fitter and healthier.

Incorporating results from both the Masar Student Creative Award for Print and the Integrated Student Award, the University of the Year Award honours the most creative university in the MENA region. For more information, go to www.dubailynx.com.

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