

Cannes Lions celebrates 60 years of game changing campaigns

CANNES, FRANCE: Celebrating its 60th year, the Cannes Lions International Festival of Creativity is set to commemorate its anniversary with the launch of Game Changers; an exhibition and accompanying book that celebrate six decades of campaigns that have changed the landscape of the advertising industry forever.



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On display in a designated area of the Palais des Festivals, the exhibition will run alongside the Cannes Lions Festival welcoming both delegates and the general public from 15-22 June. From Volkswagen's 'Think Small' to the Nike Fuelband via Levi's 'Launderette', it looks at the 'firsts' from the creative companies that have been transforming brands for 60 years. After the Festival, this exhibition is set to travel to different venues around the world.

The book, *Game Changers: The Evolution of Advertising*, published by Taschen for Cannes Lions, features more than 150 of the most outstanding campaigns to have been produced since the 1950s, and discusses the context in which they were launched. It also features eyewitness accounts from key industry players David Bailey, Lord Tim Bell, Lee Clow, Brian DiLorenzo, David Droga, Jeff Goodby, Paula Green, Bob Greenberg, Sir John Hegarty, Valdean Klump, Aaron Koblin, Piyush Pandey, Fernanda Romano, with an introduction by Arianna Huffington.

The *Game Changers: The Evolution of Advertising* book will be exclusively available for sale at the exhibition in Cannes before going on general release later this summer through major bookstores and online.

More information is available at www.gamechangersatcannes.com.

Other 60th anniversary celebrations taking place at the Festival include an exhibition of Cannes Lions memorabilia and a drinks reception hosted by the City of Cannes at the Cannes Connect Bar on Friday 21 June.

The 2013 edition of the International Festival of Creativity takes place in Cannes, France, from 16-22 June.

Game Changers: The Evolution of Advertising

The book was edited by Peter Russell and Senta Slingerland. Contributing Editor Peter Russell studied as a lawyer before learning his craft as a writer and editor under Sir John Hegarty at BBH, David Abbott at AMVBBDO and the late Paul Arden at Saatchi & Saatchi. He lives in Brussels and works as a creative director at peterrussell.be.

Commissioning Editor Senta Slingerland is the Head of Creative & Digital at Cannes Lions. With a background in journalism and production, she runs the creative and digital strategies across the Lions Festivals group.

Key dates:

Delegate registration: Open

Late Entries: Contact entries@canneslions.com

60th Cannes Lions International Festival of Creativity: 16-22 June 2013

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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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