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Grapefruit-Style Design for Young Designers

Bucharest, April 03, 2007 - Filter Design, Romania's first independent design competition dedicated to young designers, has chosen its winners for best graphic, industrial and freestyle design. Jury member Marius Ursache, Grapefruit's Chief Creative Officer, awarded, on behalf of the agency, a special prize to Daniel Aga from Cluj for best portfolio in the competition. The winner will have the opportunity to practice intensive Grapefruit-style design at the agency's office in Iasi for two months.

Marius Ursache, Grapefruit's Chief Creative Officer, stated: "Grapefruit supports Filter Design, as a competition which helps to promote high value design. In this respect, the Grapefruit office in Iasi welcomes the Filter Design winner for most creative and original designer, giving him the opportunity to attend a two month training period in graphic design, spanning August and September, 2007."

This training period includes the winner's active involvement in all the current projects and teaching seminars at Grapefruit, as well as free access to the agency's impressive book collection on modern design.

Marius Ursache concluded: "In the spirit of the Grapefruit agency, we will continue to support the training of young designers, to take active part in promoting initiatives dedicated to creativity and to assist next year's edition of Filter Design."

Grapefruit (www.grapefruit.ro) is a Romanian consultancy and creative shop for branding, with offices in Iasi and Bucharest. Its portfolio roster includes over 100 customers from 13 countries on 4 continents, such as: Abbott Laboratories, Antibiotice, Dacia, Vodafone, HP Romania, Gândul, Eli Lilly, OTP Bank, British Council, the International Corporate and Brand Identity Centre (Great Britain) and DDB San Francisco (USA).

The Filter Design Competition, organized between February 1 and March 31, is Romania's first independent design competition which aims at creating a platform for the identification and acknowledgment of some of the most talented young designers in Romania at industrial, graphic and freestyle design.

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