

January 20, 2009



## Announcing the launch of Wolda '09

The 2009 edition of Wolda, the Worldwide Logo Design Annual, is now open for entries.

Wolda is the high-profile award scheme that rewards the best logos and trademarks designed throughout the world, and the only award scheme in the world endorsed by over 100 international design associations and schools (see [www.wolda.org](http://www.wolda.org) for the full list of endorsers, entry fees, rules and prizes).

Graphic designers, studios, agencies and students worldwide are invited to participate online at [www.wolda.org](http://www.wolda.org).

Wolda '09 is built on the same unique formula that guaranteed the success of last year's inaugural edition, with some new features:

- it collects logos designed **in both 2008 and 2009**
- the entry fee **includes a copy of the Wolda '09 printed annual free of charge** (delivery costs inclusive) for each participant.
- **logo submissions will be held in two separate deadlines:**
  - \***June 30, 2009** for logos designed in 2008
  - \***January 31, 2010** for logos designed in 2009

The winning entries will be selected by an innovative three-tier jury comprising 10 top designers, 10 marketing managers from major international clients and finally 10 members of the public, representing the ultimate target market of consumers, selected by ICOGRADA, AQUEM and CONSUMERS INTERNATIONAL respectively.

The results of this selection process will be published in the Wolda '09 annual, a hard-bound volume of exceptional quality printed by FONTEGRAFICA on SAPPI acclaimed papers.

Wolda '09 has been made possible also thanks to its prestigious media partners: 2+3D, ABCDESIGN, ARABAD, DESIGN 360°, DESIGN DUMP, DEXIGNER, DIGITAL THREAD, ÉTAPES: INTERNATIONAL, FWA, GRAFIK TASARIM, IDENTITY, IDN, KAK, NETDIVER, NOVUM, PACKAGE AND DESIGN, TAXI, TYPO AND ZUPI, greatly supporting and publicising Wolda around the world.

Further information can be found at [www.wolda.org](http://www.wolda.org) (see Press area) or by contacting me at [areti@wolda.org](mailto:areti@wolda.org) or on (+39) 02 5811 8572.

Yours truly,  
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Wolda is the high-profile graphic design award scheme that rewards the best logos and trademarks designed throughout the world, creating an archive that tracks the evolution of tastes, styles and trends in global design, year after year. Wolda's standing is guaranteed by the endorsement of many of the most important design associations: Wolda is the only awards scheme in the world endorsed by more than 100 design associations and schools.



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