

Inspiring creativity - Eurobest, European Festival of Creativity

HELSINKI, FINLAND: Eurobest, the European Festival of Creativity, taking place from 1-3 December 2014 in Helsinki, promises content designed to challenge thinking and inspire new ways of approaching the creative process.

This year, an imperative to create debate drives the programme and sessions will feature European thought-leaders and industry innovators who hold diverse (and sometimes opposing) viewpoints. The Festival format has also been given a shake-up and made more collaborative, allowing delegates to engage more closely with the content via interactive courses, intimate huddle sessions and lively panel discussions.



Bringing together creative people

Finlandia Hall will play host to high-profile speakers, including Finnish industry legend Roleff Kråkström, MD, Moomin Characters, says that the Festival has become a crucible for the multiplicity of the industry. "Creativity cannot be forced into a defined mould - it mocks the ones who try to manufacture it and appears where people who salute it gather. Eurobest is one of these places." Also on the main stage will be Jean-Marie Dru, Chairman, TBWA\Worldwide, Kate Robertson, Global Chairman, Havas, Calle Sjonell, newly appointed Chief Creative Officer, Lowe Brindfors, Stockholm.

New too for 2014, the Eurobest Discovery stage is dedicated to firing curiosity with examples of innovation at work. There will be presentations from HSBC, Razorfish and MNSTR and BBDO Moscow and Articul Media, which will explore the success of this year's Sochi Winter Olympics at the Festival.

Speaking about his involvement, Alexander Chizhikov, Head of Strategy said, "Eurobest brings together creative people to gain inspiration from the best work done in Europe during the year - different countries, different cultural and business environments, different approaches. That's an invaluable opportunity to get the first class 'fuel' for creative thinking."

Annual awards

A range of smaller, workshop-style courses geared towards enhancing the skills of communications practitioners and helping them adapt to an ever-changing business landscape will be on offer. There will be opportunities to get hands-on experience of pioneering technology, including using an Oculus Rift to compete in an immersive ski jump game from TechDept. Moreover, delegates can get up-close and personal with each other in huddles to raise industry issues, exchange ideas and examine trends.

Alongside the opportunities for learning and inspiration, the festival is set to serve as a networking hub that brings together people from all branches of the industry, across Europe and beyond. And throughout the three days, expert juries, composed of some of the biggest names in the industry, will be judging entries, announcing the most exceptional at the Awards Ceremony, which concludes the Festival.

Launched in 1988, Eurobest is Europe's leading annual awards competition for creative excellence in the categories of Film, Print, Outdoor, Radio, Craft, Interactive, Media, Direct, Promo & Activation, Design, PR, Integrated, Mobile and Branded Content & Entertainment advertising. Since 2008, the awards, which are judged by Europe's top creatives, form part of a two-and-a-half day Festival themed to identify and engage specific topics that are relevant to the European market. For more information, go to www.eurobest.com.