

PRESS RELEASE

Announcing the winner of the competition for new visual identity design of Banca Intesa MasterCard

The plastic revived

Belgrade (April 21) - The competition for the design of visual solutions for five payment cards from Banca Intesa MasterCard portfolio, whose aim was to affirm young designers, officially finished by announcing the winner. Young artists between the age of 18 and 30 had a chance to display creativity and find a way to 'revive plastic' from January 29 till March 19, 2010. More than 1.000 creative people registered on the site www.oziviplastiku.rs , and 500 young designers submitted their designs.

Governed by relevance, innovativeness and observance of the set graphic standards, the professional jury composed of: Igor Oršolić, president of the jury and art director at TV B92, Manuel Alexe, Vice President of MasterCard Company for high grow markets, Dejan Tešić, Executive Board member and head of Retail Division in Banca Intesa and Maja Kolar, head of Marketing and Communications Department in Banca Intesa chose five best collections.

Final works have been posted, according to the defined competition rules, on the site www.oziviplastiku.rs in the gallery since March 29, where all interested citizens were able to vote for their favorite.

According to the audience votes the best collection was designed by Branko Bobić, a young designer, who was awarded with a trip to DMY international festival of design in Berlin. He received the Banca Intesa payment card with EUR 2.000. The second place and a trip to DMY international festival of design in Berlin plus the amount of EUR 500 on the Bank's payment card won Marko Gole, whilst the third award - trust graphic table and EUR 500 on the Bank's payment cards went to Miloš Čosović.

In order to enable the presentation of works, and hence the affirmation of many young artists, Banca Intesa will be, starting from today, exhibiting more than 100 nominated collections on www.oziviplastiku.rs , whilst the best 50 will be exhibited at end of May 2010 within the Belgrade Design Week.

CVs of finalists of the 'Revive plastic' competition

BRANKO BOBIĆ

Born in Belgrade on 12/04/1981

Graduated in graphic design from the High Polytechnic School in Belgrade/. Works as a senior designer in Strawberry I&S marketing agency. Especially fond of typography and illustration.

MARKO GOLE

Born in Belgrade on 21.06.1983.

Studied at the Faculty of Applied Arts within the University of Arts in Belgrade.

Graduated from the Department for Applied graphics, photography on photography subjects and book graphic. Exhibited on many group exhibitions.

MILOŠ ĆOSOVIĆ

Born in Belgrade in 1989.

Student at the Megatrend University, Department for Graphic design and visual communications.

Exhibited on many group exhibitions and took part in many manifestations (Belef, Graffiti Jamovi)

JOVANA TOKIĆ

Born in Belgrade on 4.12.1983.

Finished Secondary school for design and Faculty for Applied Arts, Graphic Design Department. She has been working on the 'Design for life" for 5 years now. Within that project she worked on a number of Belgrade studies and on a Paris one. She also works as a freelancer.

SARA DIMITRIJEVIĆ

Born in Leskovac in 1988.

Student at the Faculty of Architecture, University of Belgrade. At the moment she is engaged in a one-year student exchange program in Ljubljana. She has won many domestic and international awards (ULUPUDS, Applied Arts Saloon of the October Saloon, Kanagawa Biennial World Children's Art Exhibition).