

# NEWS

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INTERNATIONAL  
CHILD ART  
FOUNDATION



## World Children's Festival 2015 logo produced at Cannes Lions

WASHINGTON DC, July 14, 2014 – The International Child Art Foundation (ICAF) is pleased to announce that design teams from 19 countries competed at Cannes Lions 2014 in Cannes, France to make the logo for WCF2015.

The participating teams of Young Lions selected by Cannes Lions' representatives and partners in 19 countries were: Salmon Proximity (Belarus), Loducca and Almap BBDO (Brazil), Wieden+Kennedy (China), Sancho BBDO (Colombia), Ogilvy & Mather (Costa Rica), Scandinavian Design Group and Norgard Mikkelsen (Denmark), InterAmerica/Lowe Worldwide (Dominican Republic), Kolle Rebbe (Germany), Mindworks (Greece), DLV BBDO (Italy), Beacon/Leo Burnett (Japan), X3M Ideas (Nigeria), Anti Bergen (Norway), DDB Warsaw (Poland), Brandia Central (Portugal), Lowe & Partners and Me.Alchemy (Romania), Russia Direct (Russia), Leo Burnett Solutions (Sri Lanka), and Essen International (Sweden).

The panel of judges was chaired by Mr. Ije Nwokorie, CEO, Wolff Olins (London), the creator of the London 2012 Olympic Games logo. The sponsors of the competition included Adobe and Getty Images.

The judges selected the design by [Kolle Rebbe \(Germany\)](#) as the winner. The [Essen International \(Sweden\)](#) team received the silver medal. The InterAmerica/Lowe Worldwide (Dominican Republic) team won the bronze.

“We are grateful to Cannes Lions for making the World Children's Festival the theme of the design contest for Young Lions,” said Dr. Ashfaq Ishaq. “We thank each of the 19 design teams and their 38 members for how hard they worked to create amazing designs for the WCF2015. Each design is unique and will serve the purpose. However, we are pleased with the judges' selection.”

The designs can be viewed on [Facebook](#).

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