



Press Release 2<sup>nd</sup> April 2008

## **Pioneer Graphic launches design competition**

In a bid to promote the brand to Portugal's promising future design professionals, Pioneer Graphic has launched a new design competition open to final year students on Communication Design courses at two of Portugal's leading higher education institutions of Fine Arts: **IADE** - *Instituto de Artes Visuais, Design e Marketing* (Institute of Arts and Interior Decoration) a pioneer High school in communication and industrial design, fashion, advertising and marketing; and **ESBAL**- *Escola Superior de Belas Artes* (Lisbon School of Fine Arts), one of Portugal's most prestigious education institutions in painting, sculpture, equipment design, communication, art and multimedia design.

The goal of the competition, entitled "**Inspiration is the pathway to perfection**", which will run until June, is to create a communication piece on paper that combines all the communication concepts of this young brand while simultaneously providing a practical example of the versatility and quality of the two products in the Pioneer Graphic range.

A jury of five members from By Comunicação, IADE/ ESBAL, Gráfica Grifos, Revista Intergráficas and the Portucel Soporcel group itself will assess the entries on creativity, feasibility and consistency with the values of the brand.

**Pioneer- Get Inspired!**