



PRESS RELEASE

## Masterfile wins three prizes at the European Design Awards 2007

Düsseldorf, May/June 2007: Three works by the Masterfile photo agency received prizes at this year's European Design Awards 2007 with two even making it on to the short list: in the "Motion Graphics" category, the **Masterfile Image Film** received a European Design Award. Developed for trade fairs and customer presentations, the image film presents the viewer with the infinite photo worlds offered by Masterfile in the form of a combination of animated images, design and music. The film evolved following co-operation with the film production and design agency Parasol Island in Düsseldorf and had already received a Red Dot in 2006, the London International Award in 2006 and an ADC award in 2007.

Two merits were presented in the "Brochure & Product Catalogue" category: the **second royalty-free tool** from 2006 as well as the **Masterfile pocket diary 2007**. The calendar, which was sent to customers at the end of the year and includes numerous practical additional features as well as the obligatory, simple and clearly-structured calendar section, evolved following co-operation with the Düsseldorf agency zellteilung - Agentur for digitale Kommunikation. A brochure in A3 format, the royalty-free tool is distinguished by its extraordinary design as well as its exceptional graphic quality generated using a complex 10-colour printing procedure. As for the Masterfile Image Film, the responsible agency was Parasol Island in Düsseldorf.

The second **booklet in the Masterfile Booklet Series 2006** entitled "Ding Dong" made it on to the short list as did the accompanying "**Ding Dong**" **micro-site** in the "Promotional Sites" category. With its high demands on design and creativity, the Booklet Series presents the excellent quality and variety associated with Masterfile royalty-free and rights-managed photo collections. The "Ding Dong" micro-site went online parallel to shipping of the second booklet. The booklet and micro-site were jointly realised by the agency bell étage in Hamburg.

Tomas Speight, Managing Director at Masterfile Deutschland commented on the awards as follows: "We are delighted at having received as many as three prizes at a European award ceremony. This motivates us to continue investing in good and creative design."



The European Design Awards took place this year for the first time from 9th to 11th May in the form of a three-day design conference and a festive official award ceremony in Athens, Greece. With immediate effect, on an annual basis and across all borders, the European Design Awards aim to present and honour the best European design work in the areas of graphic design, illustrations and multimedia. The jury comprises independent representatives of acclaimed design magazines in Europe. Partner magazines co-operating with the European Design Awards include: 2+3D, CAP & Design, +design, étapes, Eye, IDPURE, Items, KAK, Lineagrafica, novum, TYPO and Visual. All winners and their work can be viewed on the [www.ed-awards.com](http://www.ed-awards.com) Web site.

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**About Masterfile Corporation:**

Masterfile Corporation [[www.masterfile.com](http://www.masterfile.com)] is the world's leading independent photo agency. The European headquarters has been in Düsseldorf, Germany, since January 2006. Additional branches are in Milan, London and Paris. Its wide array of pictures includes top-quality collections of rights-managed and royalty-free photos by internationally recognised photographers. The company's excellent services are based on personal customer service, fast picture research, including the specially developed SimSearch™ tool, as well as the instant digital delivery of the picture material on the Internet. Company headquarters is in Toronto, Canada. There are independent sales partners in 30 additional countries.

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