



PRESS RELEASE

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ART STUDENTS WIN OPERA PRIZE

Scottish Opera has unveiled the winners of a unique competition for Glasgow School of Art students.

The students were asked to create a design concept to promote opera to young people, helping the Company to build on its hugely successful '£10 tix for U26' campaign.

The winning students will work alongside Scottish Opera's design and marketing team to bring the concept to life in a multi-media campaign that will be seen across four Scottish cities: Glasgow, Edinburgh, Aberdeen and Inverness.

The winning concept was created and designed by Sofia Akram and Sophie Dyer, and was announced yesterday at an exhibition showcasing all the entries. 35 graphic design, illustration and photography students took part and, following a professional brief, were given one month to work on their campaign. Third year students, Sofia and Sophie study Graphic Design at Glasgow School of Art. The course encourages students to build strong creative and innovative ideas throughout their body of work. Students studying this course often go on to carve out successful careers in design, publishing or advertising.

Helen Ireland, Director of Marketing and Communications at Scottish Opera said, 'It made sense to us to enlist the very people we are trying to reach to help us with this campaign. What we offer them in return is the chance to work on a live project – experience that we hope will help them as they set out to develop careers as designers. We're impressed by the standard of work that has been produced and hope this is the start of a fun and fruitful long-term collaboration with the School of Art.'

Quote from GSoA XXX

The multi-media campaign, featuring the students' winning design, will begin in January 2010. All the students who entered the competition will receive a free ticket to *La boheme* when it opens in Glasgow on 27 February 2010.

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