



# Cannes Lions: SA's Rose chairs Film Craft Lions Jury

LONDON, UK: Cannes Lions International Festival of Creativity has announced the final two jury presidents for this year's event. South Africa's Keith Rose, director and founding partner of Velocity Films in South Africa, will chair the Film Craft Lions Jury while Maria Luisa Francoli Plaza, global chief executive officer of MPG, has been appointed Media Lions Jury president.



Keith Rose will chair the Film Craft Lions Jury.

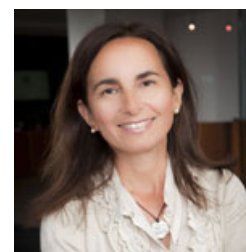
The Film Craft category, launched in 2010 to award Lions to films based on the quality of the direction, copywriting, cinematography or editing as well as the skilful use of music, sound design or animation, will this year be chaired by Keith Rose, director and founding partner of Velocity Films in South Africa.

An award winner at every major show, including several Gold Lions, Rose was selected by shots as one of their "100 Top Creative Minds of All Time" and accredited by *Campaign* magazine to be among the top five directors globally. He pushes for the essence of the idea, and uniquely seems to know in advance if it will work visually.

Commenting on his role, Keith Rose remarked, "Was it done in camera? Was it done in post? Who knows? Craft and techniques have developed to such an extent that it is impossible to decode unless there's a "making of" to view. One thing I am certain of... if the technique used doesn't compliment or enhance the concept, it amounts to nothing. Technique for technique's sake is futile. A weak story glossed over by a fancy execution is still a weak story. I very much look forward to judging this year's Film Craft Lions category at Cannes."

MPG, of which Maria Luisa Francoli Plaza has been global chief executive officer since 2006, was founded in Spain in 1978, is currently celebrating its 33rd year of leading new thinking in marketing communications. MPG is the biggest network within Havas Media with over 4000 people in 100 offices worldwide.

Plaza joined MPG in 1993 to head the newly created Corporate Development Department responsible for the geographical and business diversification of the company. In 1997, she was chosen to start the digital arm of the group, which led to the creation of Media Contacts - today a leading global interactive media network.



Maria Luisa Francoli Plaza is Media Lions Jury president.

"Having served as judge in two previous Cannes Lions competitions, I am truly honoured to chair this year's Media Lions Jury. Cannes is the pulse of the media industry and I believe that seeing fresh, ground-breaking work from around the world pushes everyone forward while at the same time paving the way for the future of our industry. I'm looking forward to working hard, debating, collaborating and, most importantly, having fun with the rest of this year's talented jury," said Plaza of her appointment.

## Important dates:

Entries and delegate registration are now open.  
Creative Effectiveness Lions Close: 4 March 2011  
Entries Close: 11 March 2011  
Festival Dates: 19-25 June 2011

Entries can now be submitted in the Media and Film Craft categories. For information, go to [www.canneslions.com](http://www.canneslions.com).