

# Hewitt to Judge 2009 LI Awards

## Contest Celebrates Creative Excellence Around the World

New York, NY – May 26, 2009 – Marcus Hewitt, Chief Creative Officer of Dragon Rouge USA, will serve as a judge for the London International Awards (LIA) Design and Package Design jury on September 14th and 15th in New York. The awards event celebrates the power of ideas and recognizes the legends and iconoclasts of creative excellence in Advertising, Design and Digital media.

The LIA design and package design jury is comprised of the most talented, recognized and awarded creative design professionals in the world who join jury president, Stewart Devlin, Creative Director of The Partners in New York, to support the LIA tradition of awarding only the most inspirational ideas.

The awards will be presented on September 16th at Troxy in London. The LIA Annual showcase will commence immediately after the ceremony and continue through the following year via online LIA archives, industry forums, exhibitions and presentations. A hardbound edition of the LIA Annual will also be published.

“For 24 years, the London International Awards has been a global leader in honoring the great creative talents that shape our industry,” says Hewitt. “I am thrilled to be part of the distinguished judging panel, and I look forward to working with the jury to select the honorees.”

To learn more about the London International Awards go to:  
<http://www.liaawards.com>.

Marcus Hewitt has over 20 years experience as a design leader, building design teams for several of the world’s leading agencies. Prior to joining Dragon Rouge, Marcus was the chief creative officer and a partner of Sterling Brands. Before Sterling, he worked with Pentagram in his native London and helped establish the Michael Peters Group in London,



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Toronto and Los Angeles. He has led major new identity and packaging programs for clients including Burger King, Cablevision, The Getty Museum, The Hartford, Hasbro Games, Pepsi, Port Canaveral, SAP and Unilever. Marcus is a past New York Board Member of the AIGA. His work is recognized in the press and has won numerous awards. Marcus is an adjunct professor at FIT and SVA, where he shares in passion for intelligently simple design.

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Dragon Rouge LLC, ([www.dragonrouge-usa.com](http://www.dragonrouge-usa.com)) is the largest independent brand and design consulting firm with offices in New York, Dubai, Hamburg, London, Paris and Warsaw. The consultancy offers a portfolio of services spanning the whole brand life cycle: Brand Strategy (New Product Development, Naming, Positioning and Brand Architecture), Design (Packaging Design, Corporate Identity) and Activation (Marketing Materials, Retail Environment Design, Brand Training).

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