

Tractor Outdoor selected as finalist for OBIE Awards 2012 in USA

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On the 27th of February The Outdoor Advertising Association of America (OAAA) revealed the 44 contenders for the 2012 OBIE Awards. Cape Town-based outdoor advertising company Tractor Outdoor is the only South African finalist shortlisted for this year's awards. They have been recognised for their eye catching and innovative Emirates Airlines sponsored vertical garden on Kloof Street. This year marks the 70th anniversary of the OBIE Awards, the oldest and one of the most prestigious awards in the outdoor advertising field.

"This is the first time that Tractor Outdoor has been nominated for an award of this stature," says Simon Wall of Tractor Outdoor. "We are also extremely proud to represent South Africa at the awards. This year the OAAA received thousands of entries globally and to make it to the final stages highlights the quality and innovation of the South African outdoor media industry on a global stage."

Tractor Outdoor prides itself in delivering unique innovative solutions for our clients. "We have admired the work of French vertical garden supremo Patrick Blanc for many years," says Wall, "and we had been looking at ways to erect similar gardens in Cape Town. Emirates Airlines through their media agency Starcom Mediavest/Nu-Venture and their creative agency - Drafftcb, embraced the opportunity and immediately committed to working with us to make our vision a reality."

This project coincided and naturally resonated with Cape Town's bid for World Design Capital 2014 through the creative integration of art, media and public space. Now that Cape Town will host the World Design Capital in 2014, Tractor Outdoor looks forward to involving themselves in more innovative projects of this nature in partnership and with the support of the City and the broader design community.

Winners will be announced in Miami on the 2nd of May 2012.

For more information relating to Tractor Outdoor, the vertical garden on Kloof Street and the OBIE Awards - please email simon@tractorourdoor.com or phone 021 426 0087.

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