

EFX

Luscious Lips

Just who could resist this sensational double-lips award with its luscious combination of red acrylic and brilliant polished aluminium. First created by Special EFX for a major international cosmetics manufacturer, the concept was revisited and revised for a speakers gift for the well-being specialists Nikken.

A Star is Born

The 21st running of the Baking Industry Awards organised by British Baker magazine published by William Reed International, was notable not only for the quality of the talent it celebrated but also for the public unveiling of a showstopping new award created by Special EFX's talented Creative Director Holly Osborne

A bold modern interpretation in weighty aluminium standing 25 cm tall, the award features a dramatic pierced star motif enhanced by laser engraved logos and text.

Cool Creation

With its elegant balance, free-flowing lines and crystal world globe at its core, Special EFX's Tai Chi award just has to be one of the coolest designs in its custom portfolio. An ideal choice therefore for The Cooling Industry Awards 2008, organised by rac (refrigeration & air conditioning) magazine to recognise excellence in environmentally aware cooling.

Style Change

When it comes to revisiting and refreshing an award design, sometimes simple changes can have the most dramatic effect as the 2008 PR Week Awards, organised by PR Week magazine and publishers Haymarket Business Media, illustrates.

In the 11th successive year of production by Special EFX, the established design of the awards with its two overlapping letters in polished aluminium and red acrylic although given a much more contemporary feel by the use of a different font and a brushed aluminium oval base.

