

# LIA selects Emad Tahtouh as jury president of The New

The London International Awards (LIA) has selected Emad Tahtouh, director of applied technology at Finch, as jury president of The New category of awards.



“The New category at LIA is such a wonderfully challenging and exciting experience. By very definition, the work must be considered unique or special in some way. However these are not easily identifiable or agreeable by consensus,” says Tahtouh.

“Whilst many other categories have clear metrics and years of previous work by which to measure and compare, The New does not have that luxury. For me, that is the most exciting aspect to the medium. For the jury, watching, experiencing, discussing and awarding work which we consider to be groundbreaking or revolutionary, will result in the most thought-provoking and exhilarating conversations we will have all year.”

Tahtouh develops and curates technology solutions in both practical and creative capacities. The Most Powerful Arm, a project he personally oversaw, was the first piece of innovation to win a coveted D&AD Blank Pencil, amongst other prestigious awards. He has judged at LIA, Cannes and Award and has also been a presenter at Cannes, Spikes, SXSW, LIA, Semi Permanent and SAWA.

## The New jury

- Emad Tahtouh – jury president - director, applied technology, Finch, Paddington
- Lars Bastholm - global chief creative officer, The Zoo (Google), Los Angeles
- Emiliano Gonzalez De Pietri - associate CCO, Circus Grey, Lima
- Laura Jordan-Bambach - creative partner, Mr President, London
- Andrew McKechnie - global group creative director, Apple, Cupertino
- Taras Wayner - EVP / executive creative director - US, R/GA, New York
- Faris Yakob - founder, Genius Steals, Nashville

The LIA 2016 Entry System is now accepting entries. The initial entry deadline is 10 June 2016. Judging will take place in Las Vegas from 6-14 October. The shortlists will be announced as each judging session concludes, with winners being announced 8 November. For more information, go to [www.liaawards.com/enter/eligibility](http://www.liaawards.com/enter/eligibility).