

For Immediate Release

EMILY CARR STUDENTS TAKE TOP HONOURS IN INTERNATIONAL HOLOCAUST POSTER COMPETITION

Work to be Exhibited at the United Nations in New York, Geneva and Vienna

Vancouver, CAN, September 22, 2013 | This past spring, Yad Vashem in Israel held an international poster competition, *Keeping the Memory Alive*, an initiative to mark International Holocaust Remembrance Day – January 27, 2014, the anniversary of the liberation of Auschwitz-Birkenau (1945).

Emily Carr University students, Caitlin McGinn and Carling Hind, received first and second place respectively, and were selected by an international panel of judges amongst hundreds of submissions from around the world. The top 16 designs, including a submission from a third student, Joakim Sundal, will be exhibited at more than 90 locations around the world, including the headquarters of the United Nations in New York, Geneva and Vienna, and the European Commission in Brussels.

“As a young Canadian, I did not experience the Holocaust first-hand — but I continue to feel the echoes of people’s experiences and am moved by their stories,” says [Caitlin McGinn](#). “As a graphic designer who works in visual media, I’m honoured that my poster can help share these important stories in a way that speaks powerfully to my own generation — and those who will follow.”

The competition is a joint project supported by the International Holocaust Remembrance Alliance (IHRA), which Canada is chairing this year, and Yad Vashem (coordinators), in cooperation with the London Jewish Cultural Centre, United Kingdom, the European Shoah Legacy Institute, Czech Republic, and the Holocaust and United Nations Outreach Programme.

Citizenship and Immigration Canada, which is supporting the IHRA chair and developed the competition as one of the many Canadian chair year events, has invited McGinn and Hind to the attend events being held in conjunction with the meeting of the International Holocaust Remembrance Alliance in Toronto, October 7-10. This will include a special reception for IHRA delegates and invited guests, hosted by the Government of Canada and the Canadian Society for Yad Vashem, on October 8, where the students will be acknowledged for their achievement.

“I’m very thankful to have had the opportunity to participate in the competition, and above all to know that my submission resonated with people,” says [Carling Hind](#). “There is a sense of self and identity that a name possesses as it expresses a bit of our history — our story. And since the Holocaust is often addressed to the masses, I found great appreciation for the beauty of these names, that may have been lost, and the individual stories they hold.”



The competition, built on a successful launch in 2012, guarantees outreach on the subject of Holocaust Remembrance in an accessible and meaningful form across the world. Posters will be included in a lesson plan, created by pedagogical experts used for Holocaust education extensively by IHRA-affiliated organizations across the globe.

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About Emily Carr University of Art + Design

Emily Carr University of Art + Design, established in 1925, is a world leader in education and research. Encouraging experimentation at the intersection of art, design, media and technology, our learning community merges research, critical theory and studio practice in an interdisciplinary environment. Alumni and faculty are internationally recognized as award-winning creators and thought leaders who have enormous impact on both the cultural sector and economy. We engage students, industry, and society to continuously explore and think differently about creativity and how it shapes our world. Emily Carr is building a state-of-the art campus for 21st century learning at Great Northern Way. The University will be at the centre of a new social, cultural, educational, and economic engine for British Columbia. Find out more at ecuaad.ca.

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