

DTU Designer Wins Second Prize in the “Protecting Rhinos Together” Contest

Ho Tu Anh won second prize in the “Protecting Rhinos Together” poster design contest by harmoniously merging images and typography to successfully convey a profound message.



Designer Ho Tu Anh at the DTU Graphics Center

The contest was organized in June 2014 by EWT, an NGO actively engaged in ecosystem and endangered wildlife protection in southern Africa. One of the EWT initiatives is to prohibit rhinoceros hunting for the exploitation of their tusks and to protect all wildlife species on the brink of extinction. In 2013, EWT worked Education for Nature-Vietnam (ENV) to publish two other posters in their campaign to protect the rhinoceros.

The haunting poster shows a baby rhinoceros, slowly dying because his tusks have been cut off, with his mother hugging him in his dying moments. Ho Tu Anh made the attendees at the contest reflect upon how misconception and greed can seriously damage our environment and wildlife. Furthermore, by highlighting the word “NO” in “RhiNO”, Ho Tu Anh managed to convey two messages at the same time: “Don’t Hunt and Kill the Rhinoceros” and “Protect the Rhinoceros”, which garnered the jury’s special acclaim for his poster.



The posters that Ho Tu Anh submitted for the contest

“I get so many worthwhile things out of these contests, more experience, the chance to talk with other designers and ask questions, to get immersed in the real world and to improve my own knowledge and skills.” said designer Ho Tu Anh. *“It is really beneficial for myself, in my work and my life. This contest in particular carries a special meaning for someone like me working in Education. It’s essentially a humanitarian cause and my designs are obligated to call out to our community to protect nature and rare species and thereby also to protect our own living environment.”*

Ho Tu Anh has already received several other big prizes in Vietnam and abroad, the most recent being second prize in the Logo Design Contest entitled: “40 Years of Dialog - Friendship - Trust” to celebrate the 40 years of diplomatic relations between Vietnam and Germany, organized by the Embassy of the Federal Republic of Germany to Vietnam in September 2014. His recent success will motivate Ho Tu Anh, the DTU Designer, to further showcase his talent and reap even more success on his road to professional fulfillment.

(Media Center)