

All Ireland Marketing Awards Trophy

The commissioned design for the Marketing Institute of Ireland's All Ireland Marketing Awards uses the theme of the feather as an object of elegance and gentle persuasion. It is in a sense a metaphor for the practice of marketing that can tickle or persuade the biggest animal or organisation into reacting to its strength. It can even guide a heavy but fast-moving arrow to circumnavigate in an arc, or to strike home on a target that seems far away. The award is constructed in stainless steel, bronze and stained ash.

Shane Holland is an award-winning Irish designer who, along with his skilled team of designers and craftsmen based in Duleek, Co. Meath, has delivered design projects involving lighting, furniture and sculptural elements in mixed materials, here in Ireland and internationally.

"My mission is to create items of functionality, elegance and expression which will last into the future."

