

The Osborne Foundation organizes a design competition among young students, who will reinterpret the iconic Osborne Bull on its 60th anniversary

The organizer of the competition is the prestigious designer Emilio Gil, Gold Medal for Merit in Fine Arts in 2015

El Puerto de Santa María, 27th September 2017. The **Osborne Foundation** is holding a design competition to pay homage, on its 60th anniversary, to one of the most outstanding icons in the history of graphic design: the Toro de Osborne. The Foundation has proposed that design school students throughout Spain should reinterpret the well-known figure.

The competition is being held in collaboration with the Spanish Network of Design Associations (**READ**) and has an exceptional organizer: Emilio Gil, Gold Medal for Merit in Fine Arts in 2015. The competition is aimed at more than 130 Spanish Design Schools and Faculties, whose students will have until 31 October to submit their work. The jury will subsequently study and evaluate all the proposals, and will announce the winner on 20 November.

Through this competition, the Osborne Foundation aims to give visibility to young design students, stimulating their creativity, disseminating their work and recognizing the best: the winner of the competition will receive a scholarship for a three-month training period as a prize. In addition, the finalist projects will be exhibited at the Toro Gallery - the Osborne Foundation's museum space in El Puerto de Santa María (Cadiz) - and in other Spanish exhibition halls.

The Toro de Osborne: 60 years representing Spanish design

This initiative is part of the activities celebrating the 60th anniversary of the first Toro de Osborne Bull billboard, in 1957. Since then, the **Toro de Osborne** has become a unique image in the history of design, being reinterpreted in the last few decades by internationally known artists like Salvador Dalí, Keith Haring, Richard Avedon, Helmut Newton or Annie Leibovitz. That is why the Supreme Court recognized the historical, aesthetic and cultural value of the billboard in 1997.

About The Osborne Foundation

The Osborne Foundation aims to train young people to promote their employability, fostering a culture of entrepreneurship and innovation. In addition, the Osborne Foundation is dedicated to the preservation and dissemination of Osborne's historic heritage.

The Osborne Foundation has strong alliances with public and private bodies that allow it to carry out activities aimed at achieving these objectives.

In this way, the Osborne Foundation has become the vehicle that channels all Corporate Social Responsibility activities at the Osborne Group.

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