

# SAATCHI'S STRANGE CANNES EYEBALL SHOW

Giant 'Eye Pod' Stunt Kicks Off Young Directors Showcase

CANNES (AdAge.com) -- For the last 15 years, the Saatchi & Saatchi New Directors Showcase has been one of the visual highlights of the Cannes Lions Ad Festival. Designed to introduce the work of new directors from around the world, it always opens with an elaborate stunt. Ringmaster for the show is Saatchi's worldwide creative director, Bob Isherwood, who this year was accompanied on stage by a giant eye.

Suddenly, torrents of smaller eyes began to fall into the audience like a macabre hail storm. In the darkened theater hall of the Palais, the eyes appeared even more unworldly due to the strobe-light effect of the photographers' flashes as they fell.

Always on the watch for souvenirs of their Cannes adventures, attendees scooped up the faux eyeballs. The surprise of the show came as the giant eye was revealed to be an 'Eye-Pod' that opened to disgorge Paul Arden, retired creative director of Saatchi & Saatchi, London.

The audience, which could hardly believe its eyes, gave the whole thing a rousing round of applause. Right Photo: Chairman of Publicis Groupe's Saatchi & Saatchi Worldwide, Kevin Roberts, and his wife, Rowena, watch the proceedings.

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