



DRUŠTVO ZA VIZUALNE  
KOMUNIKACIJE MAGDALENA  
Roška ulica 11  
SI-2000 Maribor, Slovenija

6. MEDNARODNI FESTIVAL KREATIVNE KOMUNIKACIJE  
13. - 15. maj 2004, Maribor

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To Whom It May Concern

**Subject: Letter of Recommendation for Mr. David Berman**

Mr. David Berman was special guest speaker at 6th International festival of creative communication Magdalena for youth, held from May 13 - 15, 2004 in Maribor, Slovenia.

Magdalena always searches for outstanding personalities who have ability to think and work out of the box. David's speech about weapons of mass deception in the field of communication and advertising was certainly one of the highlights of Magdalena festival. He was provocative, critical and made strong points when asking designers if they are aware of the power they have in their hands when communicate their messages to the wide audience. Social responsibility and ethic are one of the most important values that each designer should search for when creating the world of mass communication. And this is exactly what David was saying to Magdalena audience. His ability to listen and answer with questions is something that we can just appreciate and be happy for.

Overall, David is one of the best speakers we've ever host and great educator. He puts a lot of energy and enthusiasm in his lectures and I strongly recommend him to everybody that work in the filed of communication. I certainly believe he will create special experience for you and your audience.

Sincerely,

Tina Fras  
President of the Magdalena festival

