

Sylvia Vitale Rotta, the first woman to receive the title of Chevalier de la Légion d’Honneur in the graphic design world

Paris, 20 October 2017 - Team Créatif Group is proud to announce that its President and CEO has been awarded the Chevalier de la Légion d’Honneur. Granted by the Ministry of Foreign Affairs and International Development, it will be presented by her friend, Nathalie Roos, Managing Director of the L’Oréal Professional Products Division.

Team Créatif Group congratulates her for this prestigious honour which recognises their leader’s work in the ‘branding & packaging’ field. It rewards an exceptional career stretching over 30 years. Sylvia has managed to build up her design group thanks to her creativity and an international vision of the business.

For Sylvia, design is a key economic player with significant added value generating business. It also improves each person’s habits by reconsidering the relationship between objects, humans and their environment worldwide.

Born in Tanzania to Italian parents, Sylvia is a citizen of the world who studied at the London School of Art & Design. There she met Nick Craig with whom she founded Team Créatif in 1986. The group, which specialises in creating packaging for the food industry, has been located in Paris since its inception. It is now one of the leading international independent groups in the field of everyday design, both on the French and international market.

A design ambassador across the world, Sylvia was Chair of the first Design jury at Eurobest 2008 and also Chair of the Design category at Cannes Lions the following year. She was Chair of the Design jury at Dubai Lynx in 2010. She is an active member of the EPDA (European Packaging Design Association). She is also involved in See it Be It, an initiative launched by Cannes Lions to support female talent. Sylvia also held a masterclass at Cannes Lions in 2014, as well as at Lieu du Design in 2015. She regularly collaborates with universities such as ISTE, ESTACOM and ECV. She took part in her first Tedx conference with ISTE in 2016. She has been a member of the jury at the Red Dot Awards twice and co-presented the Branding category in Berlin in 2015.

Nathalie Roos will be handing over the award. She is managing director of the L’Oréal Professional Products Division and member of the executive committee. She has previously held senior management roles at multinational groups and was deputy chair of the Alsace regional competitiveness and jobs cluster (2010-2014). She has 3 children.

About Team Créatif Group

Founded by Sylvia Vitale-Rotta and Nick Craig 32 years ago, Team Créatif is one of the rare

independent French groups focusing on Brand Design which is able to offer a comprehensive package: from visual identity to branding and packaging with Team Creatif, retail with Market Value, global communication with Shortlinks and production with Diadem. It is the second largest design group in France by size and Team Creatif itself is France's top Consumer Branding agency with Team Creatif. The group can take on international projects thanks to its locations worldwide: Brazil, Indonesia and the USA. With 300 employees worldwide, it is an everyday partner for its clients, mainly in the food production sector. Team Créatif Group helps them to build successful brands, both in local and overseas markets. Its consolidated turnover in 2017 is estimated at €34 million.

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