

# Apple Art from Leo Burnett to celebrate 73rd anniversary



Picture shows the completed apple mural - comprising upto 6000 apples.



The Apple Art mural received much attention - with many members of the public joining the agency's team in the placing of apples on the mural.

**L**eo Burnett Solutions Inc. (LBSI), the local office of internationally acclaimed advertising agency network Leo Burnett Worldwide, in celebration of its 73rd global anniversary unveiled a one-of-a-kind 10 x 20 ft apple mural at Green Path.

The massive work of art used 6000 apples of all varieties

to create a striking image. This unique mural was assembled with the participation of the agency team as well as clients, business partners, media personnel, other distinguished personalities as well as friends from the advertising industry. The Leo Apple Art mural became an attractive highlight down Green Path.

The event started out with the construction of the 10 x 20 ft structure which was used to support the apples. With the help of the participants the mural was assembled transformatively into an image capturing the human empowerment of the sun and the moon. Another highlight of the event was the de-struction of the

mural held that evening, where all the apples used were given away to children from the Vajira Sri Children's Home in Pita Kotte. This whole Leo Apple Art mural signified the new global philosophy of the company, "creativity has the power to transform people's behaviour".

The idea to use apples to construct a mural has a special significance, which marks the birth of the Leo Burnett Company 73 years ago. The story dates back to when the agency first opened its doors on August 05th 1935. As a way of saying "Welcome", the newly formed agency placed a bowl of apples to welcome its guests. The move to open an advertising agency in the midst of the 1930's Depression drew many an adverse comment, including one from a newspaper columnist who predicted that the founder Leo Burnett himself would soon be forced to sell apples on the street. Contrary to the general belief, the ever optimistic Leo Burnett believed that the only way to succeed is by striving to move forward. This belief eventually resulted in the Leo Burnett Company becoming one of the largest and most successful agencies in the world.

Commenting on Leo Apple Art, Ranil de Silva, Managing Director, LBSI said, "The Leo Apple Art has a lot of significance to all of us at Leo Burnett. We have combined two vital elements of our company to celebrate the 73rd global anniversary. The two pursuits of the simple act of giving away apples and our core value of creativity have been brought together in this celebration".

A simple gesture of putting a bowl of apples to welcome visitors had the power to transform people's behaviour in a significant way. This gesture, performed 73 years ago, captured the essence of the company's core values that communicates itself through its award winning masterpieces worldwide. It was Leo Burnett's firm belief that "the work of an advertising agency is warmly and immediately human, and deals with human needs, wants, dreams and hopes". From then on, the apple became a legendary icon used by Leo Burnett offices worldwide. To this day, Leo Burnett agencies world over offer apples as a token of welcome to all its visitors maintaining a tradition set by its founder 73 years ago.

# Distinguished pianist Albert Sassmann plays in Colombo and Kandy



Presented by the Kandy Music Society and sponsored by the Austrian Cultural Forum

his Doctor of Musical Arts degree from the Music Academy "Gheorghe Dima" Cluj-Napoca.

In his concert programmes Albert Sassmann

armed with "an impressive CV" and a "stunning technique" to quote from reviews, Albert Sassmann has performed to critical acclaim and enthusiastic audience reception throughout Europe, the USA, South and Central America, the Middle East, Australia, New Zealand, and East and South-east Asia besides making radio and CD recordings. In addition to his concert schedule he teaches at the University of Music and Performing Arts in Vienna.

Albert Sassmann was born in Linz, Austria. He studied piano at the Bruckner Conservatory, Linz, and at the University of Music and Performing Arts, Vienna with Hans Kann and Peter Efler. Sassmann is an Associate of the Royal College of Music, London and has worked with renowned pianists such as Tatiana Nikolaeva and Jacob Lateiner. He received his Master of Music degree from the University of Music and Performing Arts, Vienna and

focuses on the repertoire of the Vienna Classic, the Second Viennese School and music of the twentieth century.

In his concerts in Colombo and Kandy he will play Mozart's Sonata in D maj. KV 311, two works by Schubert, the Twelve Grazer Waltzes D 924 and the Sonata in G maj. D 894 and will premiere in Sri Lanka a challenging work by the composer Leos Janacek with the intriguing title "I.X. 1905" which is in two movements: The Presentiment - Con moto and The Death - Adagio.

The concert in Colombo will be at the Goethe Institute (the German Cultural Institute) Auditorium, Gregory's Road, at 7.00 pm on 23rd August. In Kandy he will perform at the EOE Pereira Auditorium, Engineering Faculty, University of Peradeniya at 6.30 pm on 24th August. Admission by programme - contact Mrs. Bridget Halpe 081 2239113 or Mrs. Haasinee Andree 011 2723026.

## TV GUIDE

### ETV

A.M.	04.30 Telemarketing
06.00	Prime Time Morning
06.45	Debrief
06.55	Lanka Business Online
07.00	VH1
07.01	Channel News Asia
10.00	Telemarketing
10.30	Channel News Asia
11.00	Telemarketing
Noon	12.00YA TV
12.00	Telemarketing
12.30	VH1
01.00	VH1
02.00	Channel News Asia
03.00	Telemarketing
03.30	Channel News Asia

### ITN

A.M.	03.00 Peyen Peya Puwath
04.30	Station Opening
04.35	Pirith Deshanaya
04.42	Jayamangala Gatha
04.46	Davase Siluvu
05.00	Thakshilawa
06.00	ITN Puwath
06.15	Davase Palithara
06.55	Jeevithaya Jayaganna
07.00	Hathveni Peya
08.00	Peyen Peya Puwath
08.05	Children's Movie
09.00	Peyen Peya Puwath
09.05	Children's Movie
09.05	Samilal Yaya
10.00	Peyen Peya Puwath
10.05	Salmal Yaya
10.30	Nimithera & Discussion - Live
11.30	Quantum Tele Shopping
Noon	Noon News Bulletin
12.00	Noon News Bulletin
P.M.	12.30 Aathma Senehasa
01.00	Puthuru Hambagya
01.30	Hedakara Hendewa
02.00	Peyen Peya Puwath
02.03	Hedakara Hendewa - Contd.
02.30	Thunveni Seenuwa



**Hit and Run**  
Friday at 9.00 p.m. on ART TV

### CHANNEL EYE

A.M.	06.29 Station Opening	P.M.	01.30 Afternoon News
06.30	Talk for the Day	01.45	Olympic
06.45	Classical Songs	07.00	News
07.00	Sampath Rekha	07.30	Olympic - Contd.
07.15	Development Lottery	09.00	News
07.30	Naledugall Inru	09.30	Olympic - Highlights
08.00	Sathurangam	10.00	CIF Documentary
08.30	Kalal Wanakkam	11.00	End of Transmission
09.20	Olympic		

### SIRASA TV

A.M.	04.00 Pirith & Jayamangala Gatha	04.00	Cartoon
04.30	Mahamaluwa	04.30	English Lesson
05.00	Bana	05.00	Scoby Doo
05.30	Cartoon	05.30	Hallo Pappa
06.00	English Lesson	06.00	Magic Box
06.30	Kids First	06.30	Rasala Rasak
07.00	News 1st	07.00	News 1st
07.30	News First	07.30	Pathini
08.00	News 1st	08.00	Mahagedara
09.00	Jeevithayata Ida Dema	08.30	Kindurangana
10.30	Game Show	09.00	Praveena
Noon	Lunch Time News	09.30	Kawya
12.00	Lunch Time News	10.00	News 1st
P.M.	12.15 Lunch Time TV	10.30	Kein Kathawa
01.00	Nonawaruni Mahatwaruni	11.30	Final Cut
01.30	Sinhala Movie	A.M.	01.00 Diganthaya

### MTV

10.32	IPL Cricket H/L	P.M.	12.30 News First
11.00	Fox News	12.45	VOA
		01.15	Fly Tales
Wednesday 13		01.30	Fox News
A.M.		03.00	Kids Movie
05.25	Station Opening	04.30	Angela Anaconda
05.30	Voice of America	05.00	Inspector Gadget
06.30	News First	05.30	Thunder Cats
07.00	Good Morning Sri Lanka	06.00	Enter 10 Music
08.00	Fox News	07.00	Fox News
		08.30	All Starz

### DERANA

A.M.	05.55 Station Opening	01.30	Mix Songs
06.00	Cartoon	04.00	Dragon Tales
06.00	Cartoon	04.30	Cartoon
06.00	Suba Dawasak	06.00	CIMA Spell Master
08.30	Eka Dawasak Ude	06.30	Bollywood Show
10.30	Yugawilakkuwa	07.00	Miss Sri Lanka 2008
11.00	Sihil Sulan Ralle	08.00	Ada Derana
		08.30	Sara
12.00	Aa Derana	09.00	Doo Kumariyo
12.15	Sinhala Songs	09.30	Miss Sri Lanka (Final)
12.30	Sathutu Wila	10.00	Ada Derana
		10.15	Miss Sri Lanka (Contd.)



**Outbreak** - August 16 The Devil's Advocate - August 23 City of Angels - August 30



### SHAKTHI TV

A.M.	06.00 Breakfast News	01.00	Madiya Seithigal
06.15	Filler	01.15	Movie
06.30	Good Morning Sri Lanka	04.00	X-Men
06.45	Newspaper Today	04.30	My Dear Boodham
07.00	Good Morning Sri Lanka	05.00	Gijo
08.30	Kondattam	05.30	Kutties Choice
09.00	Thirai Vaanam	06.00	Pudu Padal
09.30	Thirai Cholai	06.30	Kolangal
10.00	Nimitha	07.00	Kalassam ai Kathyaam Karamam
10.30	Pukundha Veedu	07.30	Anjali
11.00	Porandha Veedu	08.00	News 1st
11.30	Kasturi	08.30	Selvi
12.00	Penmanikkaga	09.00	English News
P.M.	12.30 Penngal Neram	09.30	Lakshmi
		10.00	Malargal
		10.30	Nenjmarappathillai
		11.30	Puththam Puthusu

### SWARNAVAHINI

A.M.	06.00 ENI Passiko	03.00	Gawthami
06.30	Mul Pituwa	04.00	Nilarjana
07.00	Loka Sithyama	05.00	Eka Iththika Mal
07.30	Fantomela - Cartoons	05.30	Mini Toons
08.00	Hello Sri Lanka	06.00	Music
10.30	Himidiri Wessa	06.30	Tele Katha
11.00	Mahajana Sewaya Phisai	07.00	Hariyala Hathala
Noon	12.00 Live @ 12	07.30	Pawani
P.M.	12.30 Kula Kumariya	08.00	Live @ 8
01.00	Hada Rendil Peya	08.30	Parampara
02.00	Senehasata Aadare	09.00	Avanka
		09.30	Bambara Geethaya
		12.00	Close of Transmission

### ART TV

A.M.	06.30 World Business Today	02.30	World News
07.00	The State of Business	03.00	World Sport
07.15	Life Line	03.30	Lary King Live
07.30	CNN Today	04.30	Spider Man
08.00	World Sport	04.57	State of Business (3 min)
08.30	Anderson Cooper 360	05.00	Telesen Marketing
09.00	CNN Today	05.30	World News Asia
09.30	Quantum Tele Shopping	05.57	State of Business (3 min)
09.57	State of Business (3 min)	06.00	Telesen Marketing
10.00	Telesen Marketing	06.30	World News
10.30	CNN Today	06.57	State of Business (3 min)
10.57	State of Business (3 min)	07.00	Music +
11.00	CNN Today	07.45	World News
11.57	State of Business (3 min)	08.15	The State of Business
Noon	12.00 Telesen Marketing	08.30	Girl Friend
P.M.	12.30 CNN Today	08.55	Life Line
12.57	State of Business (3 min)	08.57	The State of Business
01.00	Quantum Tele Shopping	09.00	Related
01.30	Business International	09.57	State of Business (3 min)
01.57	State of Business (3 min)	10.00	Desperate Housewives
02.00	Business International	11.00	The State of Business
		11.45	Music
		M.N.	
		12.00	Your World Today

### RUPAVAHINI

A.M.	05.18 Station Opening	03.00	News
05.20	Homage to the Triple Gem & Karaniya Metta Sutta	03.05	Sandakada Pahana
05.30	Siri Sadaham Maga	04.00	News
05.55	Dina Asiriya	04.05	Sandakada Pahana (Contd.)
06.00	News	05.00	News
06.05	Sivudasa	05.05	Singhighe Katha
06.30	Pathihara Sirasithala	05.30	Seserygus
07.00	News	06.00	News
07.05	Aadaraneeya Yavuvanaya	06.30	Siri Lanka New Vision of Archeology and Creative Skills
08.00	News	07.00	Kung Fu
08.05	Nuga Sevana	07.29	Headline News
09.00	News	07.30	Shina Pavuru
09.05	Nuga Sevana - Contd.	08.00	News (Sinhala)
10.00	Nuga Sevana	08.30	Pasubima
10.50	Nuga Sevana	08.35	Tele Drama
11.00	News	09.05	Jayawiru & Susasetha
11.05	Aluth Sri Lankawak	09.19	Sagna Vasavaya
Noon	12.00	12.00	Siri Sri Mal P.M.
12.30	News	10.00	anni Meheyuma
01.00	Beijing Olympics 2008	10.03	The X Files
02.00	News	11.00	News
02.05	Beijing Olympics 2008 - Contd.	11.30	Aluth Sri Lankawak
		A.M.	
		12.30	End of Transmission