



30&BEYOND

The next idea changes everything.

30 years of connecting culture, craft, creativity, and technology.

And we're just getting started.

For three decades, adfest has brought together the people, the ideas, the creativity and the technology that have shaped our region- and our world.

But turning 30 isn't about looking back. It's about looking ahead.

We've lived through an extraordinary evolution. We started in a world governed by print, radio, billboards, and the broadcast clock. Today, technology has broken every boundary. Media consumption has transformed from a one-way street into an ever-flowing, hyper-personalized, real-time conversation. We've witnessed industries transform, technologies evolve and new generations of creative voices emerge.

Through these seismic shifts—as platforms multiplied, algorithms evolved, and emerging technologies redefined how work is crafted and consumed—one truth has remained constant: Technology can scale our reach, but it is humanity and creativity that create resonance. The kind of creativity that moves hearts, shapes cultures and drives meaningful change will always require the spark of human courage, curiosity and conviction.

30&BEYOND celebrates the journey we've shared, the community that has made it possible, and the limitless possibilities that lie ahead.

30 years of ideas.

30 years of people.

30 years of connections.

30 years of technology pushing boundaries.

And now, a future full of possibilities.

New ideas waiting to be discovered.

New voices waiting to be heard.

New connections waiting to be made.

New boundaries waiting to be pushed.

30 isn't a finish line.

Because human creativity doesn't have one.

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