



ACHIEVEMENT IN PUBLISHING

ANDERS KNUDSEN

Anders Knudsen has influenced the provincial and national magazine scene for more than 20 years. He first made his mark as the original art director of *Avenue* magazine in Calgary, where he not only displayed his strong design skills but also mentored countless up and coming magazine professionals. Anders' generosity is exemplified by openly sharing his skills and experience to help foster and develop art directors and creative stars that span the country. His approach is one of nurturing talent, and then getting out of the way, with his protégés often stepping into Anders' role while he moved into a new area that needed his attention.

His work and character not only inspired colleagues and students in the design arena, but also the word-smiths around him – established and emerging writers and editors. Those who know Anders applaud him for his collaborative and business acumen that foster excellence from those he worked with. The number of times he reinvented himself over the course of his career – from art direction to iPad development to overseeing a custom division – is a great example of his perseverance and willingness to adapt and learn new skills.

Anders' passion for the industry grew as he moved up through the ranks at RedPoint Media, where he was an influential senior leader and has been credited with helping the company manoeuvre and thrive in a rapidly changing and challenging environment. His ability to provide readers with fresh and compelling visual content was the result of his eagerness to embrace new technologies.

Over the past two decades, Anders and his team have garnered many provincial, regional and national magazine awards – evidence of his drive for creating exceptional products. His colleagues (past and present) say it's only fitting that, after such a decorated tenure as a creative talent, that Anders receives the Achievement in Publishing award to honour his outstanding and lasting contribution to the magazine industry in Alberta and Canada.