

YOUR GUIDE TO ADEX 2011 + FREE TICKET TO ADEX 2011

AsianDiver

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BY DIVERS, FOR DIVERS

Terrific Turtles!
The Magnificent Seven

Reptile Realms
Seychelles, Sipadan & More

Leatherback Crisis
Species In Hot Water

The BigBlueBook

Dedicated to the Marine Turtle



AUSTRALIA A\$8.95 (incl. GST) • CHINA RMB40 • INDONESIA RP70.000 • MALAYSIA RM18 • MALDIVES US\$6.95
NEW ZEALAND NZ\$9.50 (incl. GST) • PHILIPPINES PHP240 • SINGAPORE S\$8.95 (incl. GST) • TAIWAN NT\$160 • THAILAND Baht240



COMMEMORATIVE EDITION



(Event Overview)

ADEX 2011 will be jam-packed with great deals, fun activities, enlightening talks and interesting exhibitions. Make sure you drop by to make the most of the exciting events on offer!



All through the weekend, it's non-stop action at ADEX 2011! This year's show will be jam-packed with exciting activities – expect daily prize giveaways, ocean-themed art displays, try-dives, a celebrity zone, and so much more!

ADEX 2011 WEEKEND RUNDOWN

Daily activities and features to look forward to!

THE CELEBRITY ZONE

Meet and greet your idols at the Celebrity Zone! Pick up useful tips and tricks from the experts, and while you're at it, get your ADEX memorabilia signed by them as well!

LUCKY DRAWS

Enter our daily lucky draws and win amazing prizes! From dive packages to the latest dive equipment, it's all yours for the taking!

ART EXHIBITION

Artist Pascal Lecocq will be exhibiting his visually stunning ocean-themed works of art at the show. See his one-of-a-kind masterpieces for yourself and even purchase them if you like!

TRY-DIVES

Two different tanks for two different water activities – learn the art of freediving with Guinness World Record freediver Ai Futaki in the Inflatable Swimming Pool and give scuba diving (supported by *REN Scubaworx* and *BeADiver.com*) and a rebreather system (brought to you by Scuba International) a go at the Try-Dive Tank.

KIDS' INTERACTIVE ZONE

With a great line-up of activities, from art competitions to online pledging, the young ones can spend hours here at the Kids' Interactive Zone.

ADEX VOICE OF THE OCEAN COMPETITION 2011 GALLERY

View the works of shortlisted candidates for the Voice of the Ocean competition and join in the fun and suspense during the new Live Judging process.

Join
Us!

DIVERS' PARTY

There'll be a Divers' Party to look forward to at ADEX! Visit the official ADEX website to find out more about this celebration – we'll be partying all night long!

*Information correct as of date of print.
Updates available on
www.AsianDiver.com/adex

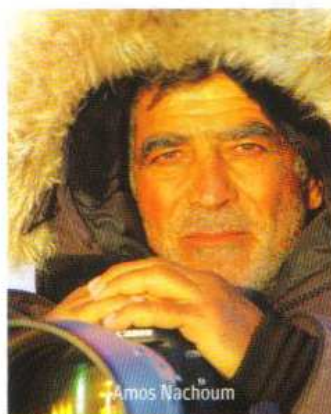


CELEBRITY ZONE

Drop by the Celebrity Zone to meet the stars of the dive industry. From the very unique artist, Pascal Lecocq, to award-winning photographers like Amos Nachoum, Todd Essick, Shawn Heinrichs, and Aaron Wong, as well as Guinness World Record freediver, Ai Futaki – they'll all be there, in the flesh!

You can also pick up a copy of Aaron Wong's book – *WATER.COLORS* and get it signed and personalised with a message by the man himself.

Visit the ADEX official website at www.AsianDiver.com/adex to find out more. Don't miss this golden opportunity to meet these celebrities up close and personal!



Amos Nachoum



Ai Futaki



Todd Essick



Aaron Wong

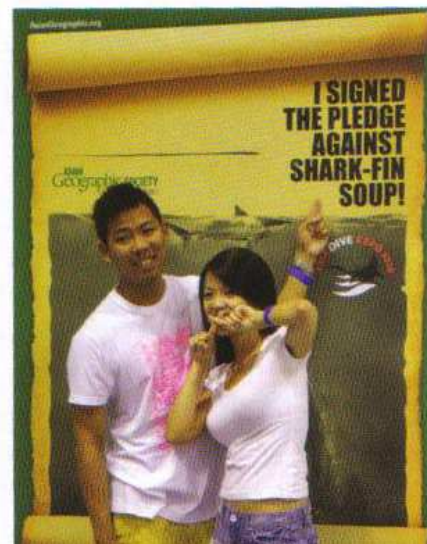
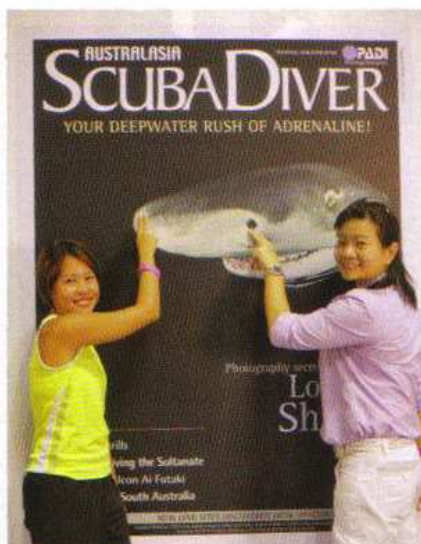
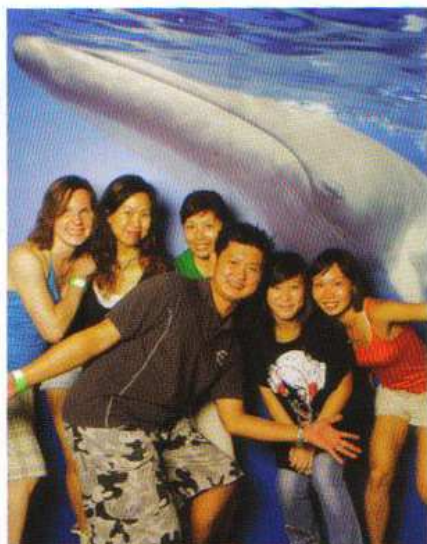


PHOTO SHOOT

Put your best smile forward and get your picture taken with friends and family at the photo booth, located right next to the Celebrity Zone.

Choose from several layouts: the covers of one of our six magazines, against underwater backdrops, or either of our Special Edition titles – *ASIAN Geographic JUNIOR: Turtles!* and *ASIAN Geographic SOCIETY: Humanitarian Imagery (Dual-Hues)!*



Celebrity
Artist



PASCAL LECOCQ

Born in 1958 in Fontainebleau, Pascal Lecocq, Ph.D. of Arts, is the artist behind one of the diving world's most renowned painting *The Matador*. Known as 'The Unique Painter of Divers', he is one of the only painters who supports the dive industry by exhibiting at dive shows (Blue Wild Expo, Paris Dive Show, ScubaFest, World Underwater Pictures Festival - to name a few), since 1992 and every DEMA show since 1998 (DEMA Artist of the Year, 2001). Two hundred solo exhibitions worldwide have been devoted to his work since 1977. Articles about Pascal have been published in newspapers and magazines all over the world and his paintings have been on the front covers of more than 12 magazines.

See Pascal
at the Art
Zone!



© painting by Pascal Lecocq

TOPIC AT ADEX**Pascal Lecocq: The Painter of Blue**

Hear from Pascal about his experience and life as an artist, the reasons behind his rather unique profession, and tips for aspiring young artists and environmentalists.