

Brief 1

Strawberry Fields Festival Rebranding

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Phase 1

Research



STRAWBERRY FIELDS FESTIVAL

The original Strawberry Fields Festival branding celebrated its music-meets-nature ethos with a rustic look and earthy colors, creating a welcoming vibe with handcrafted typography and images of joyous togetherness in the Australian wilds. Its logo stood for an authentic escape to music and tranquility. The rebrand shifts focus to art as the heart of the festival experience.



<https://www.strawberry-fields.com.au/gallery-homepage>



ART FIRST

Strawberry Fields Festival goes beyond the display of music and shifts the perspective to emphasize art at its core, spotlighting the spectrum of creativity beyond music. It's a holistic cultural canvas, showcasing diverse artistic expressions alongside the rhythm, crafting an immersive tapestry where visual and performing arts are as prominent as the festival's pulsating soundscapes.



<https://www.strawberry-fields.com.au/gallery-homepage>



Veronica Fuerte

Veronica Fuerte's work, particularly her Christmas branding for Barcelona, provided key inspiration for this project. The use of lines and shapes presented in these posters were used as inspiration for the distinct and distorted shapes implemented in Strawberry Fields Festival's new brand identity.



<https://heystudio.es/work/>



Aries Moross

The art direction of Spice World 2019, with the use of vivid colors placed against a black background inspired the bold and bright blue, red, and pink hues that energize the new brand identity's color palette.

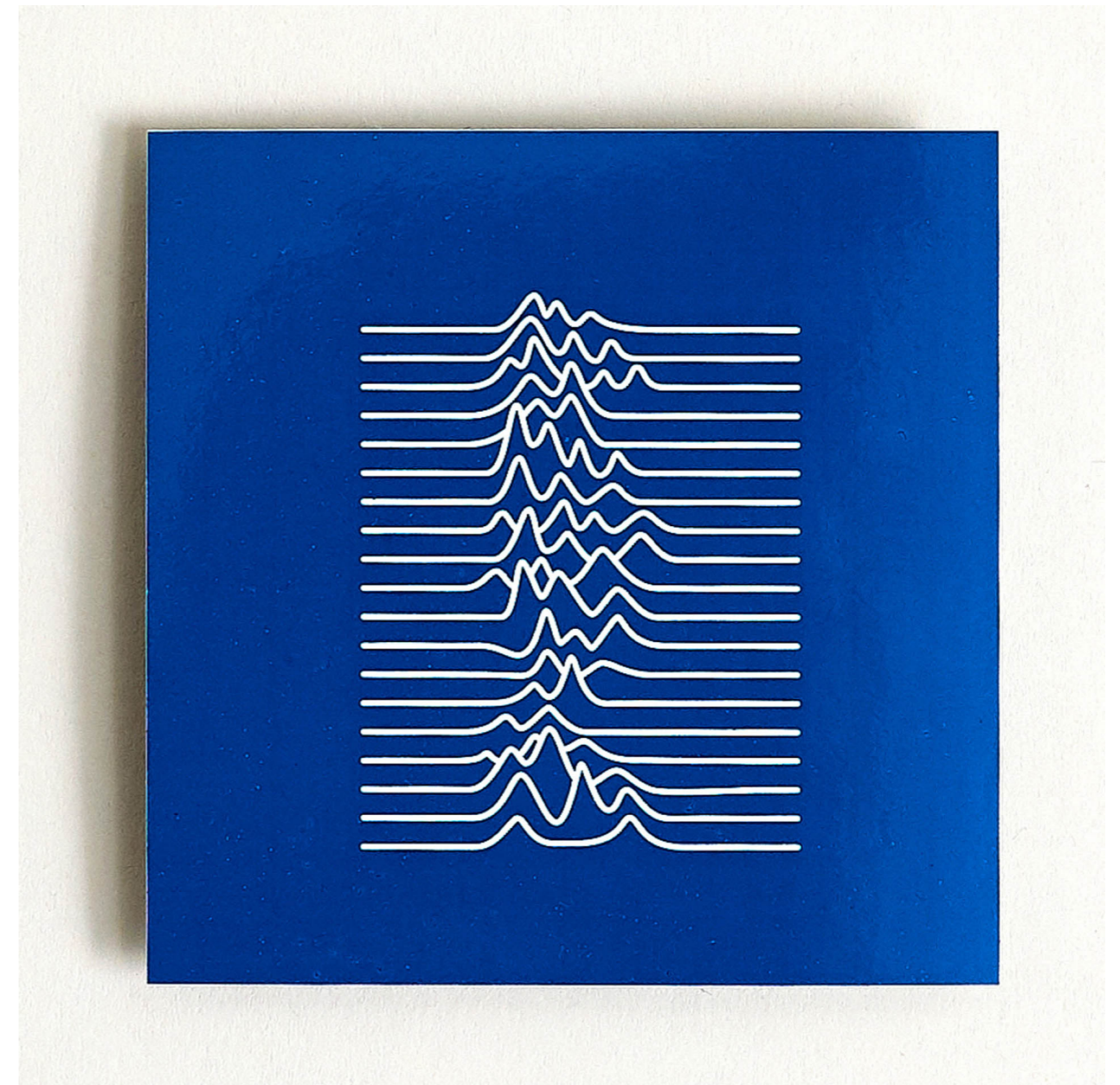


<https://www.ariesmoross.com/Spice-World-2019>



Unknown Pleasures by Joy Division

Peter Saville's iconic design for Joy Division's "Unknown Pleasures" album sleeve, with its graphic representation of sound waves, has influenced a key component of the brand's new identity. The wave design, which harmonizes with the festival's musical emphasis, and the intricate layering of the waves, served as a creative spark for the layout.



<https://blog.shillingtoneducation.com/famous-graphic-designers/>



Juicy Sonic Magic

The spatial design and layout employed by The Collected Works for 'Juicy Sonic Magic' provided significant inspiration for this branding brief. The use of white space and stacked text is an interesting source of exploration.



<https://identitydesigned.com/juicy-sonic-magic/>



Strawberry Fields Festival Stages

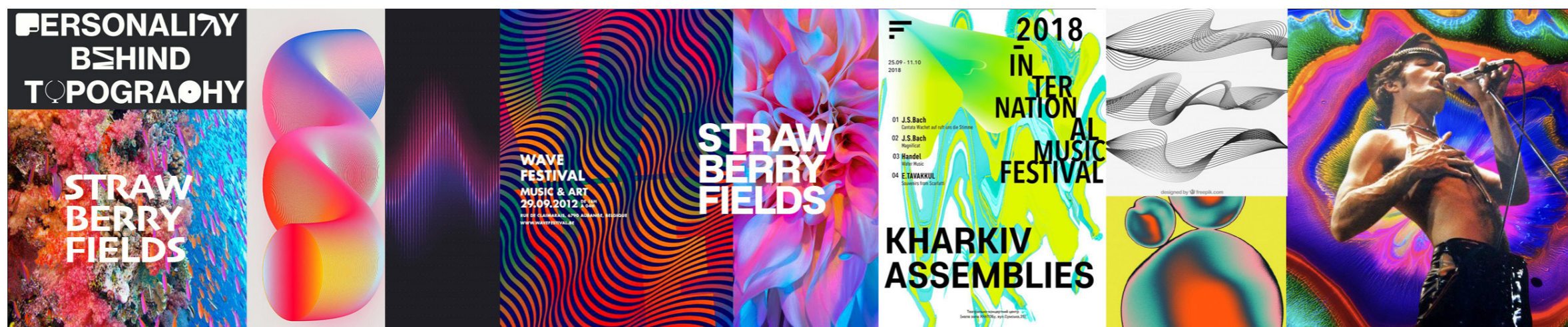
The draped fabrics over the Strawberry Fields Festival stages inspired the primary graphic of the rebranding. Their flowing shapes and vibrant colors embody the fluidity and adaptability that the rebrand seeks to capture.



<https://mixmag.net/feature/review-strawberry-fields-was-a-perfectly-curated-escape-hidden-deep-in-the-bush/2>

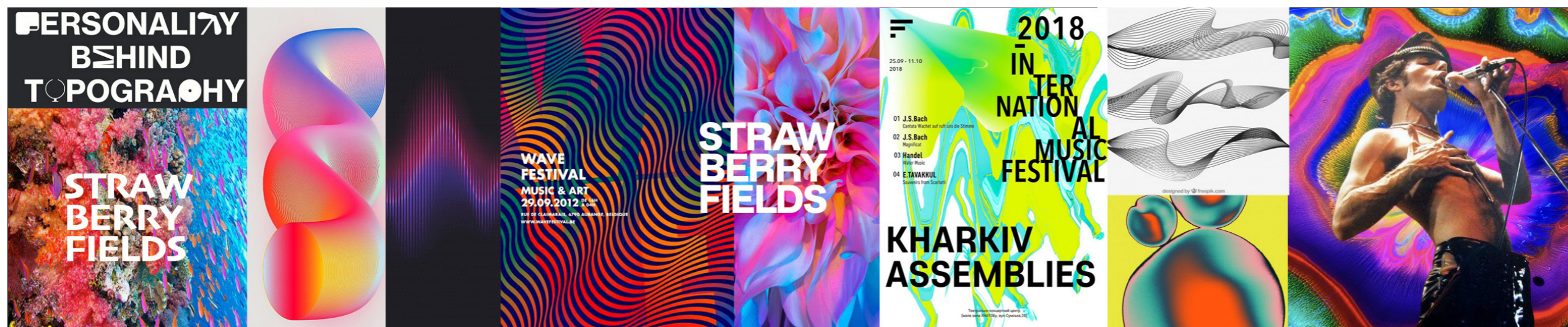
Phase 2

Stylescapes





CHOSEN STYLESCAPE



This stylescape captures the essence of art through the use of vivid colors and striking typefaces, embodying versatility and flexibility with its diverse textures and intriguing graphic shapes that offer endless possibilities for storytelling. Incorporating images of sound waves underscores the festival's core themes of music and art, while the selection of bold, attention-grabbing posters highlights the stylescape's focus, delivering a visually compelling narrative that aligns perfectly with the festival's artistic vision.

Phase 3

Conceptual Development



ART FIRST: THE PULSE OF EXPRESSION

Strawberry Fields Festival's rebrand, "Art First: The Pulse of Expression," infuses the festival with a visual rhythm that echoes the beat of music, spotlighting art as the central thread in the festival's immersive experience. This new identity promises an engaging multisensory journey where art is not just featured but celebrated as the heart of the festival.



STRAWBERRY FIELDS

Hand-drawn sketches of the letters 'S', 'B', and 'F' in various styles, including a bubbly 'S' and a blocky 'F'.

STRAWBERRY FIELDS



STRAWBERRY FIELDS FEST

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[BERRY]
[FIELDS]
[FESTIVAL]

[STRAW]
[BERRY]
[FIELDS]

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FIELDS  FEST**

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**STRAWBERRY
FEDS** 



**STRAWBERRY
FEDS**



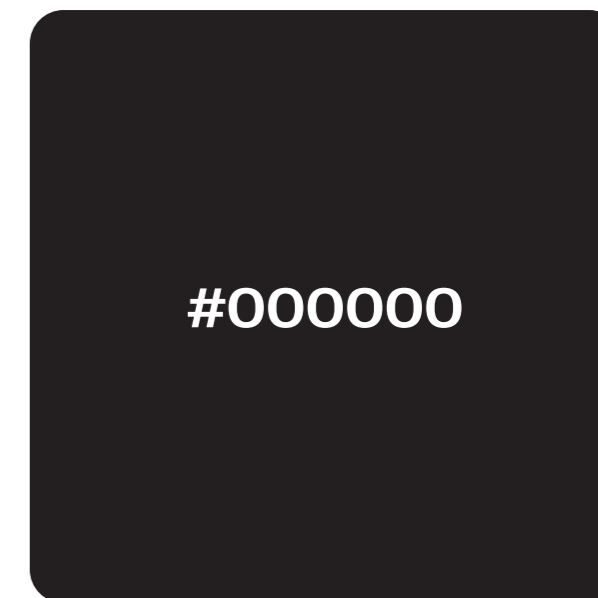
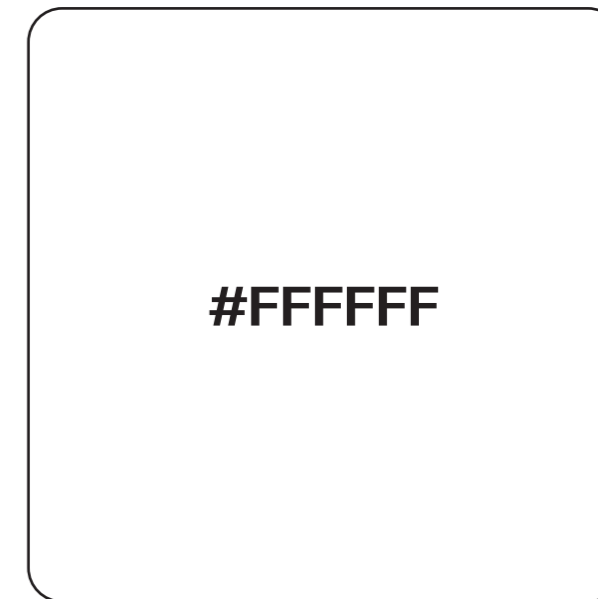


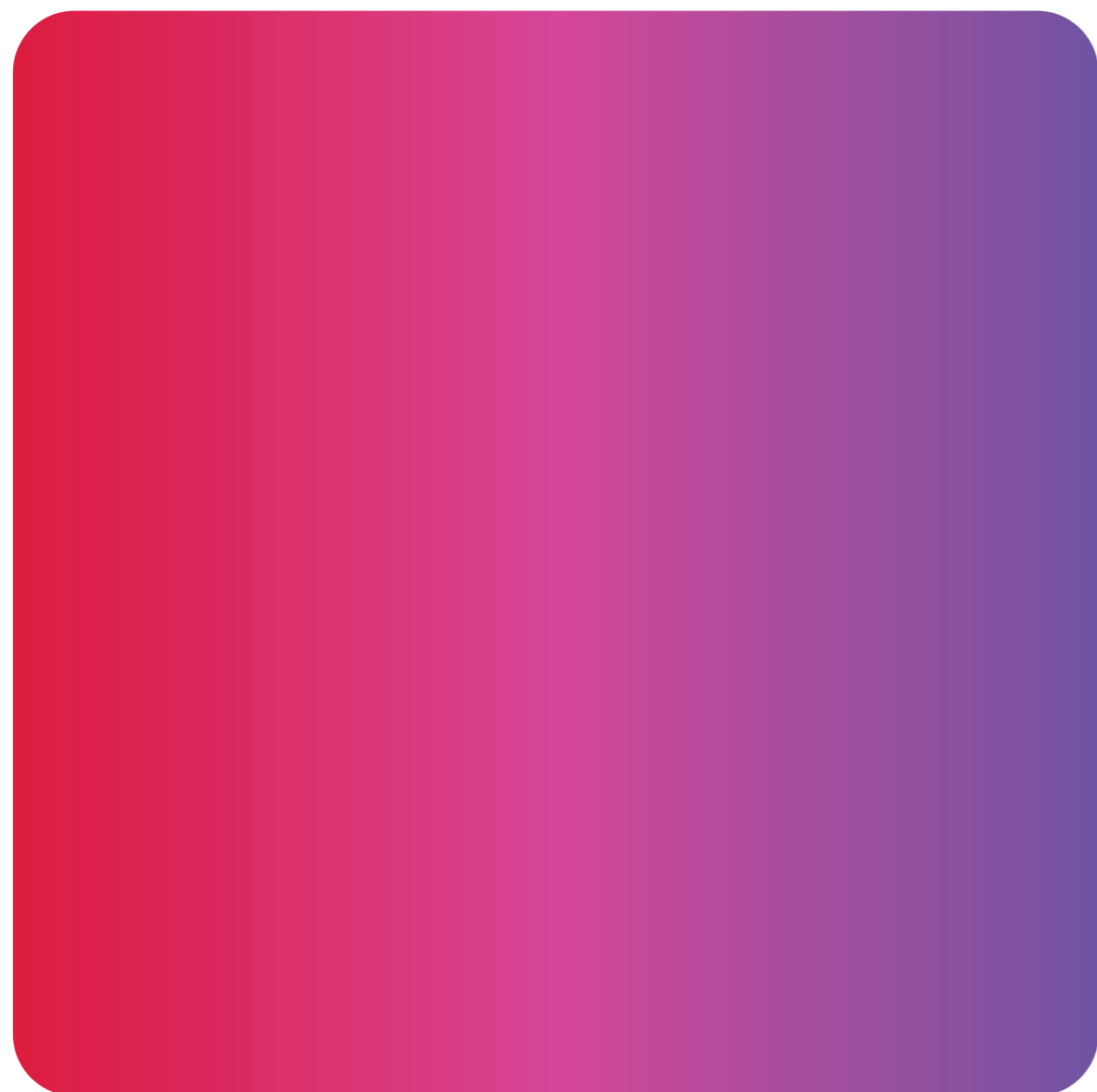
STRAWBERRY FEDS

Horizontal Layout

**STRAW
BERRY
FEDS**

Vertical Layout







COLOR PALETTE INSPIRATION



<https://euphoric-threads.com/strawberry-fields-festival/>



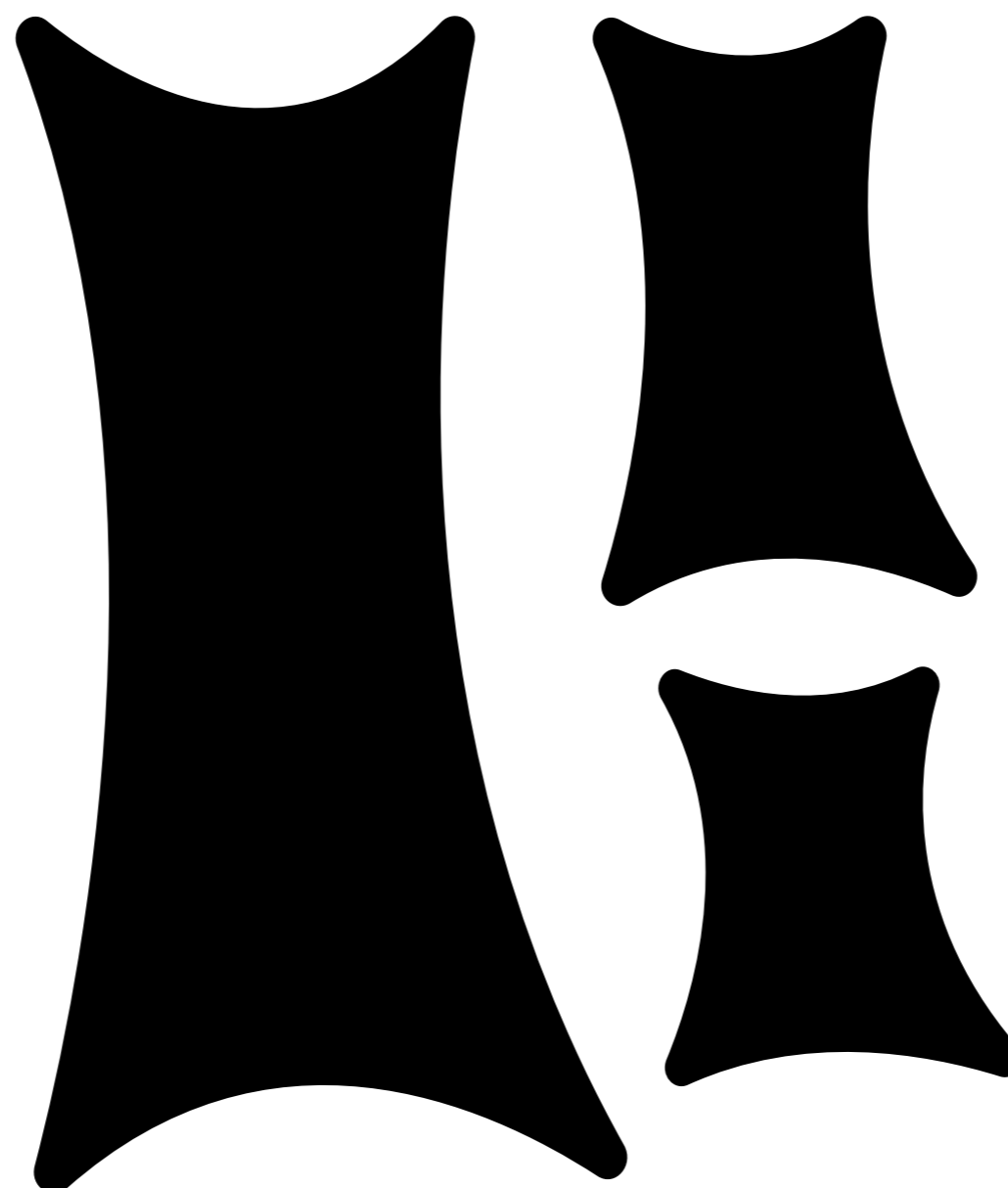
<https://www.socialseason.com.au/case-studies/strawberry-fields>

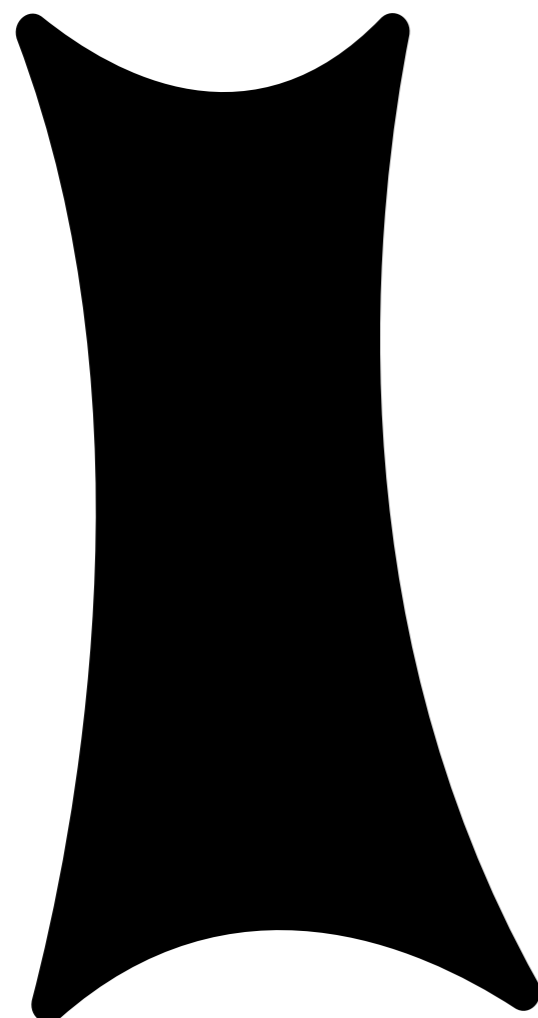
The color palette for the Strawberry Fields Festival rebranding is inspired by the vibrant hues of the festival's signature shade sails, as captured in these images. The mix of pink, blue, and purple captures the spiritual vitality of the festival. This selection of colors not only reflects the lively, inclusive vibe of the festival but also resonates with the natural beauty of the surroundings, reinforcing a connection between the event's artistic flair and its outdoor setting.



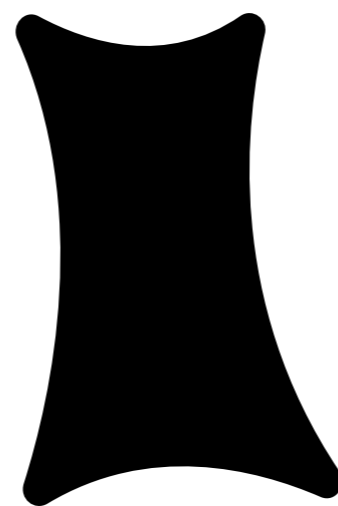
**RIGHT GROTESK
 COMPACT BLACK
 Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Ss Yy Zz**

RIGHT GROTESK
 LIGHT
 Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Ss Yy Zz

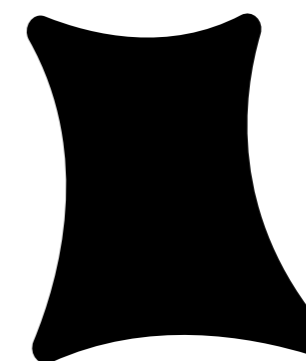




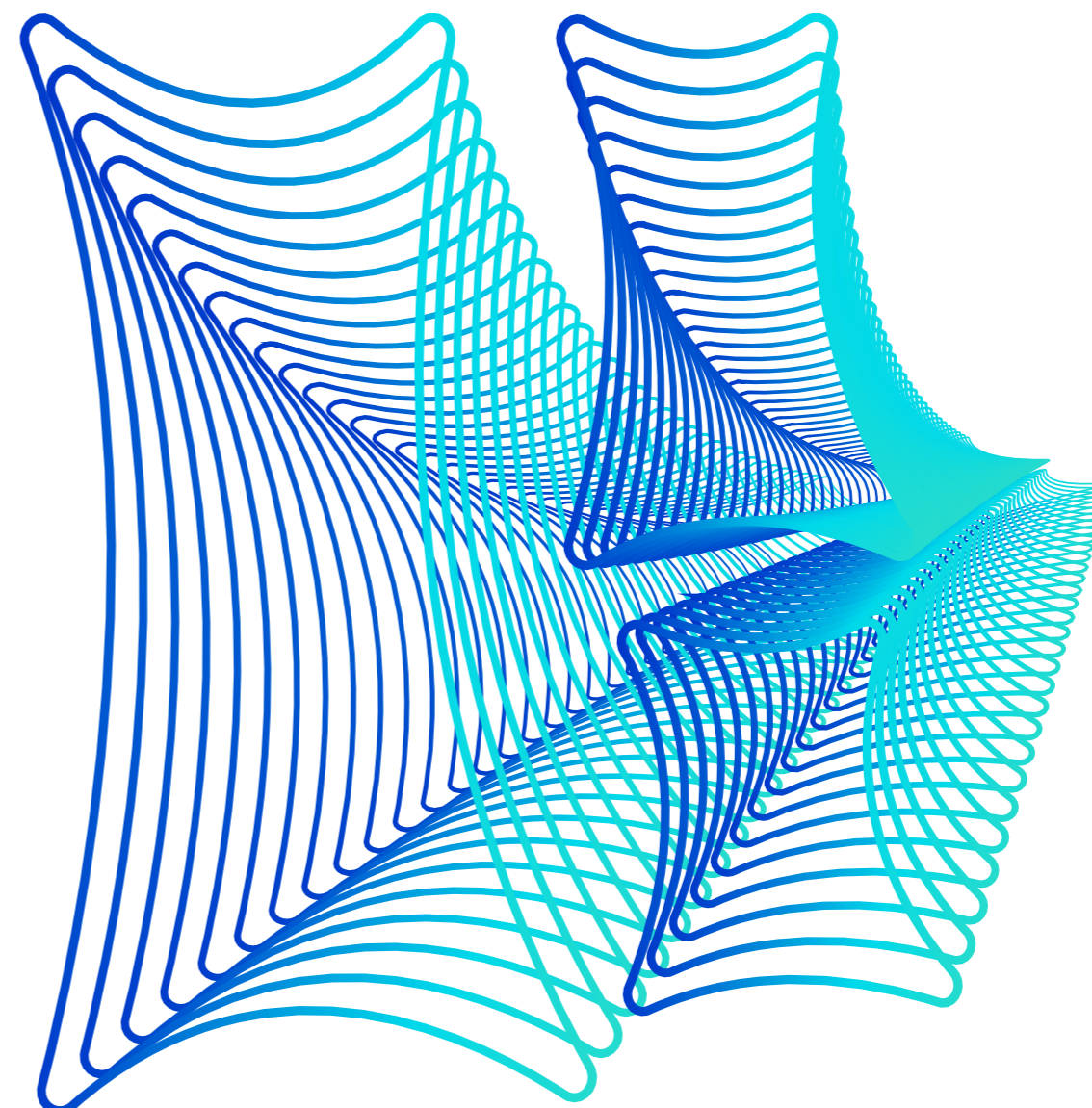
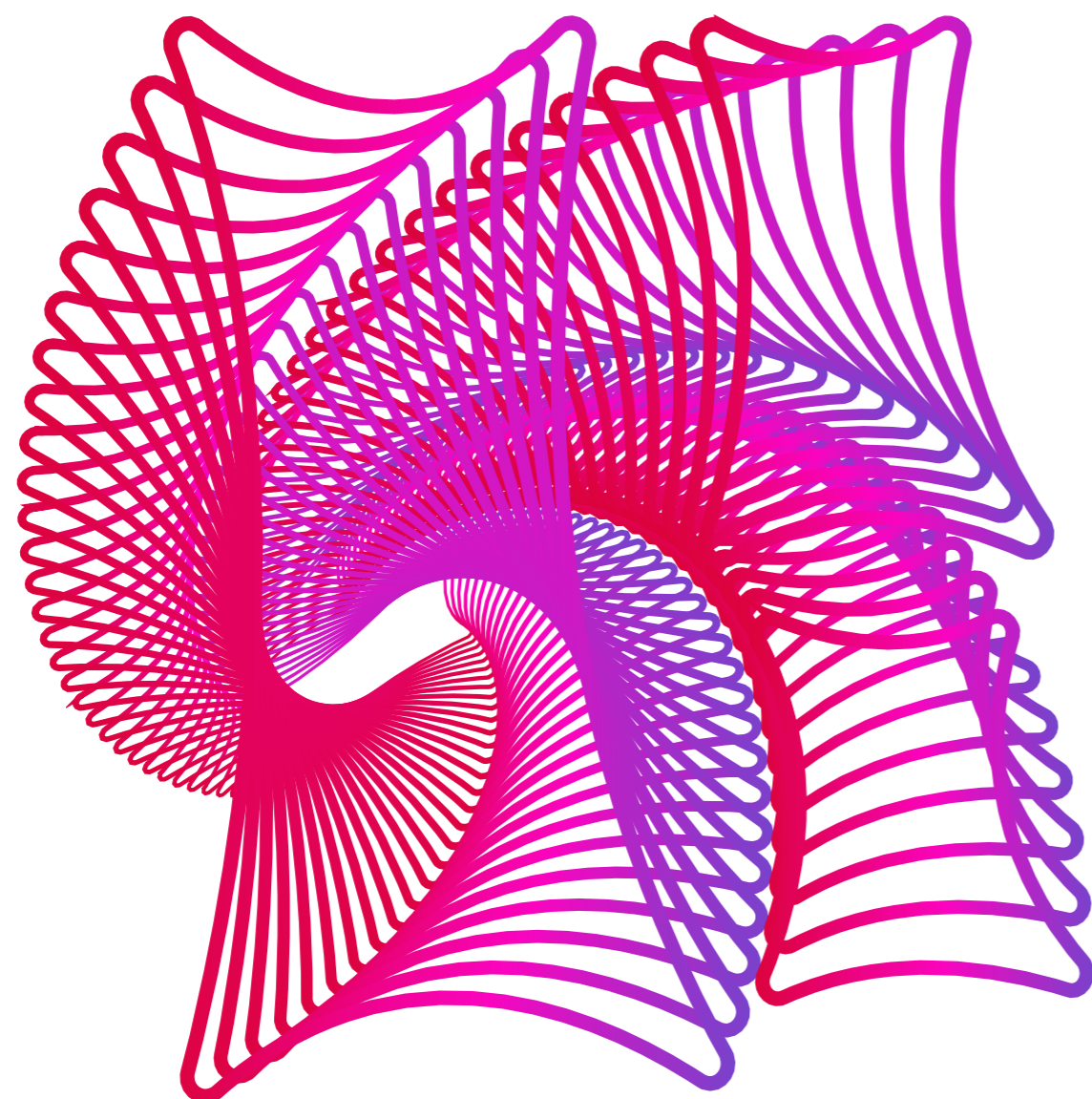
Festival's main stage –
the central hub of
Strawberry Fields where the
most vibrant and powerful
performances take place.

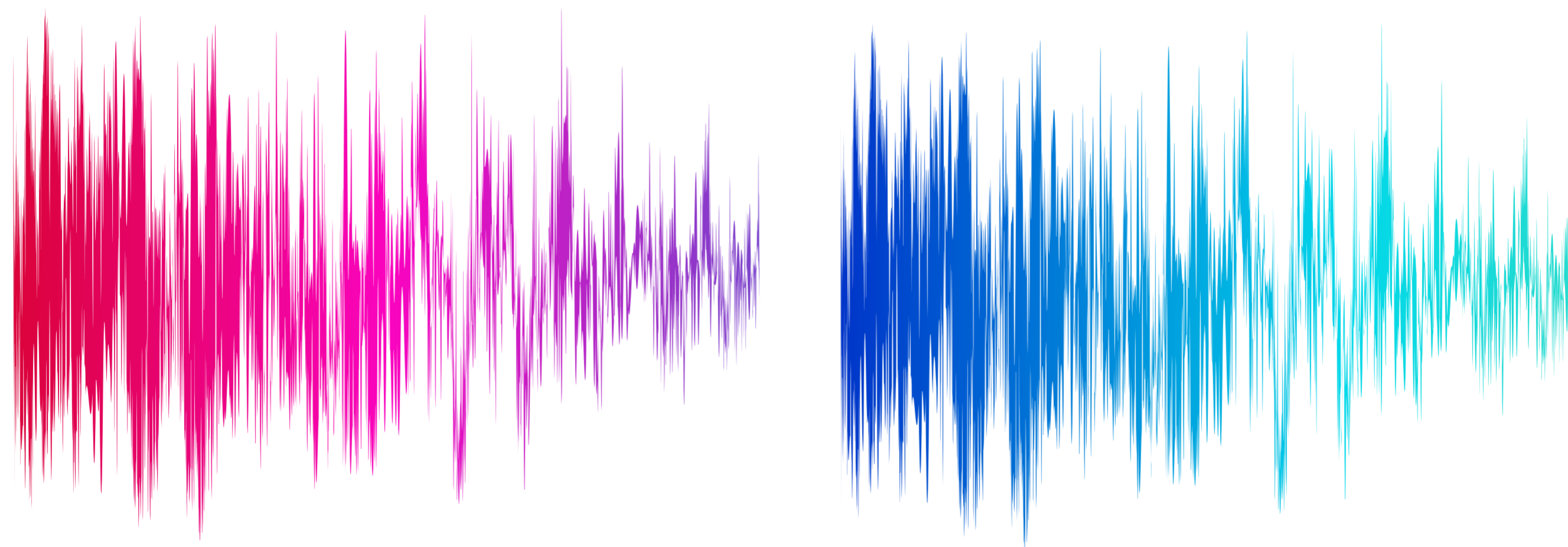


Community spaces –
the areas where people
gather for more intimate
performances and
workshops.



Individual –
the festival attendee.
It's a reminder that each
person's experience is
unique and personal.





Graphic representation of the sound waves produced by the phrase "Strawberry Fields Festival".

Phase 4

Applications to Media



















<https://www.strawberry-fields.com.au/gallery-homepage>

<https://heystudio.es/work/>

<https://www.ariesmoross.com/Spice-World-2019>

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<https://www.socialseason.com.au/case-studies/strawberry-fields>

<https://www.strawberry-fields.com.au/>

https://www.instagram.com/strawberryfields_festival

<https://beat.com.au/strawberry-fields-set-times-the-times-and-stages-for-every-artist-in-2023/>

<https://www.adventuresnsunsets.com/strawberry-fields-festival-review-guide-australia-doof/>

<https://euphoric-threads.com/strawberry-fields-festival/>

Thank You!

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