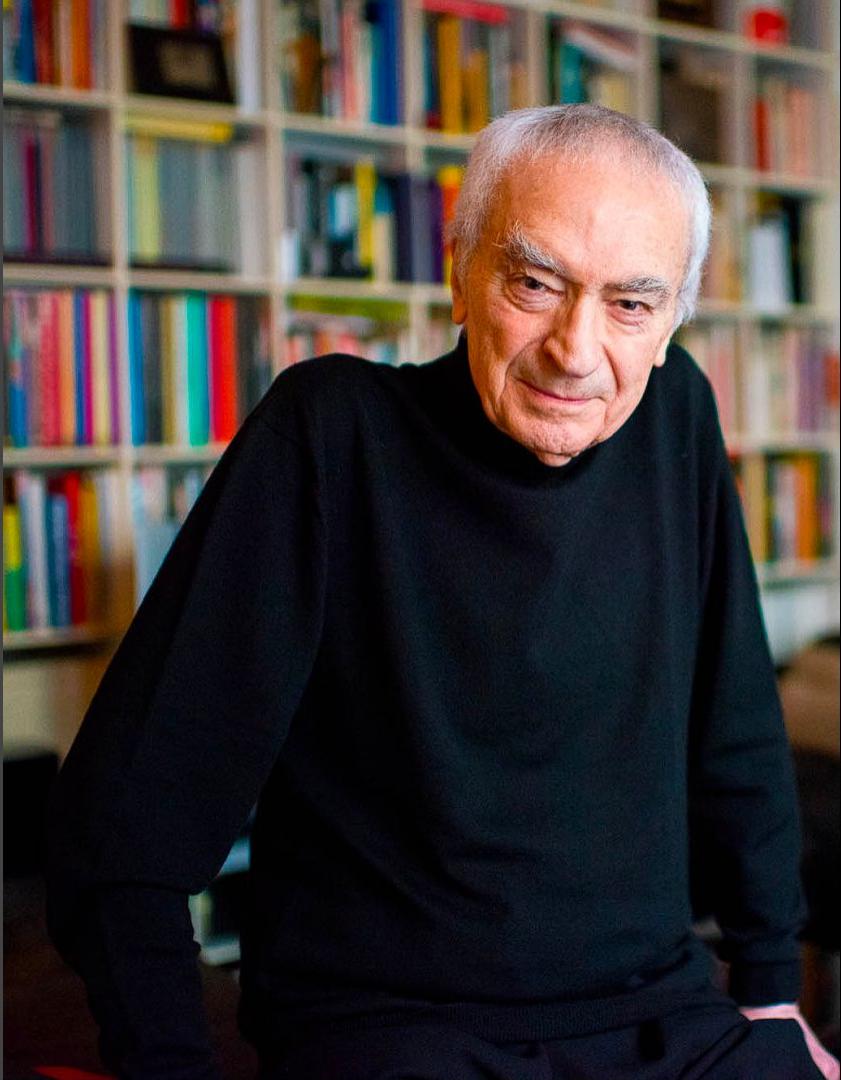


Massimo Vignelli

Reuben Crasto / Juntao Gao / Alice Sun
SI 616 / 2024 Winter



Part I

Background

Early Life

1931

Born on January 10 in Milan, Italy

1948-1953

Studies architecture at Polytechnic University of Milan

1950s

Started working as a designer in Milan

1957

Married Lella Vignelli, also a prominent designer



Rise to Fame

1958

Moves to the United States, here he initially works for various design firms, including Knoll International , where he serves as the company's art director.

1965

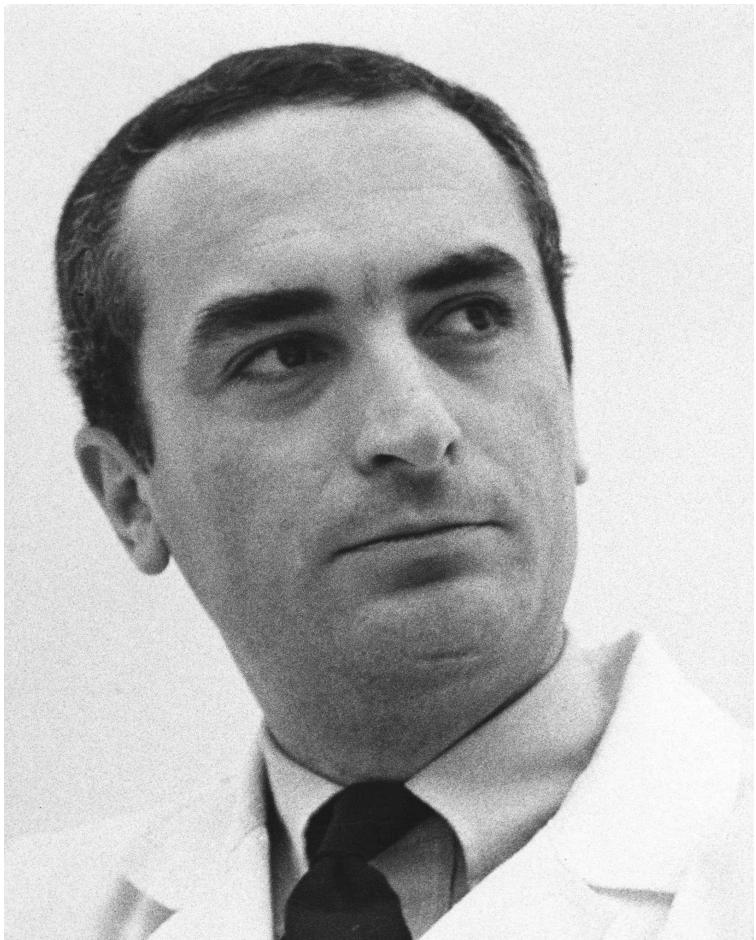
Massimo and Lella Vignelli found Vignelli Associates established in NYC

1960s-1970s

Gains recognition for his groundbreaking work in graphic design, including projects such as *the American Airlines identity system (1967)* and *the New York City Subway map (1972)*

1980s

Vignelli expands his design practice beyond graphic design to include product design, interior design, and architectural projects.



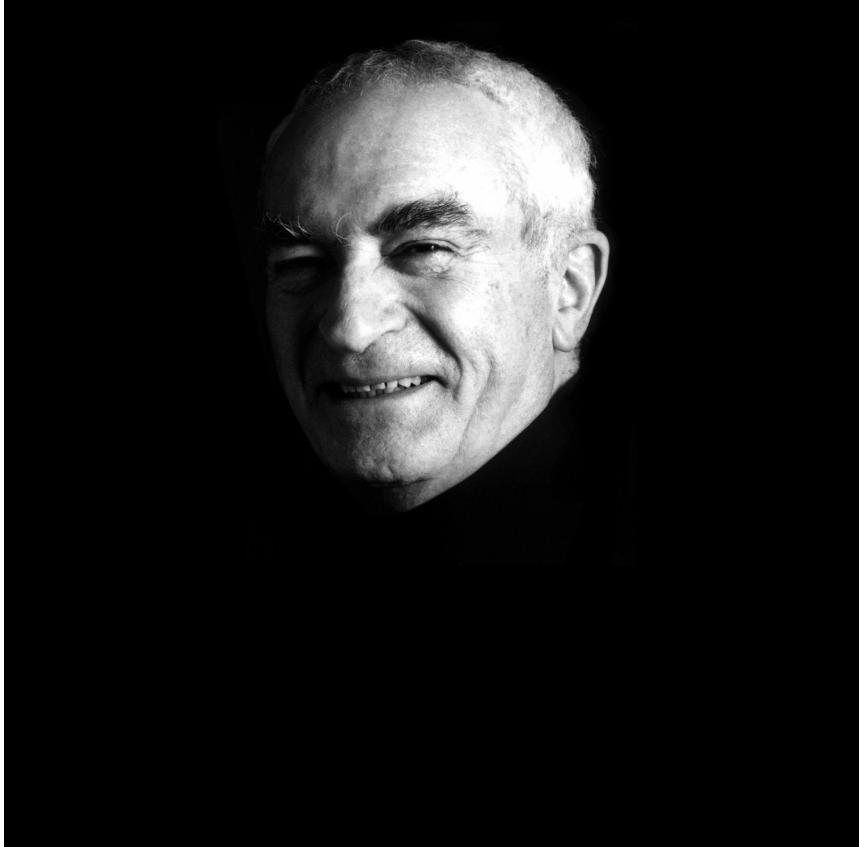
Late Career

1990s

Vignelli remains active in the design community, working on a wide range of projects and advocating for the importance of design education.

2014

Passes away on May 27, 2014



Part II

Influences

Max Huber

- Experimental Typography
- Abstract and Geometric Forms
- Color and Contrast



7 CIAM (1949)

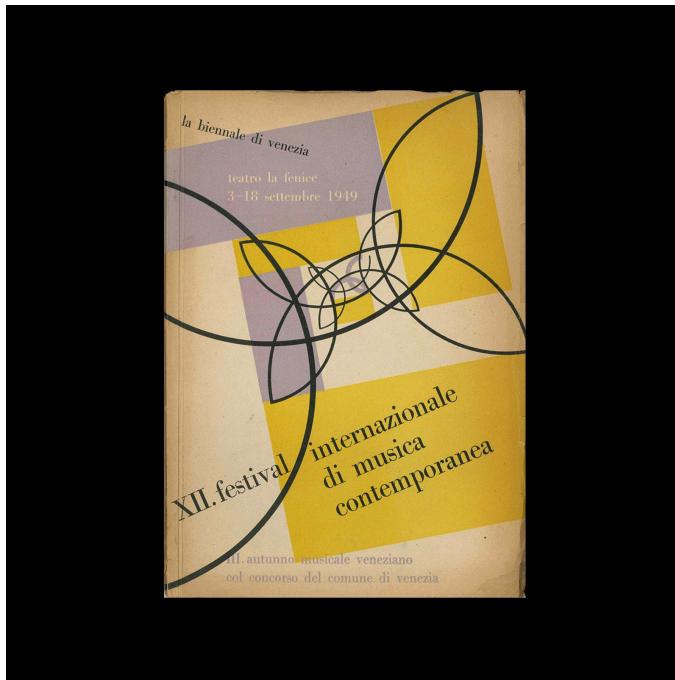


UNESCO (1950)

Max Huber



Riviera Adriatica travel guide (1958)



La Biennale di Venezia XII,
Festival Internazionale Di Musica Contemporanea (1949)

Paul Rand

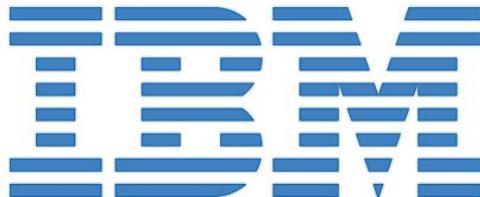
- Simple geometric forms
- Bold typography



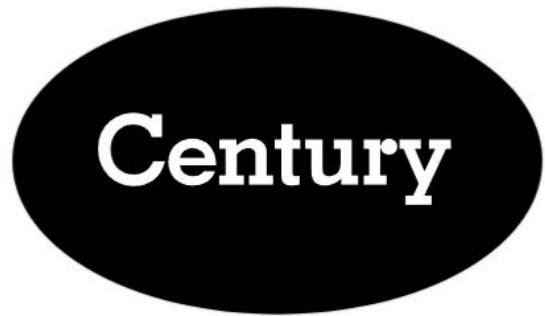
American Broadcasting Company (1962)



BAB-O (1951)



IBM (1972)

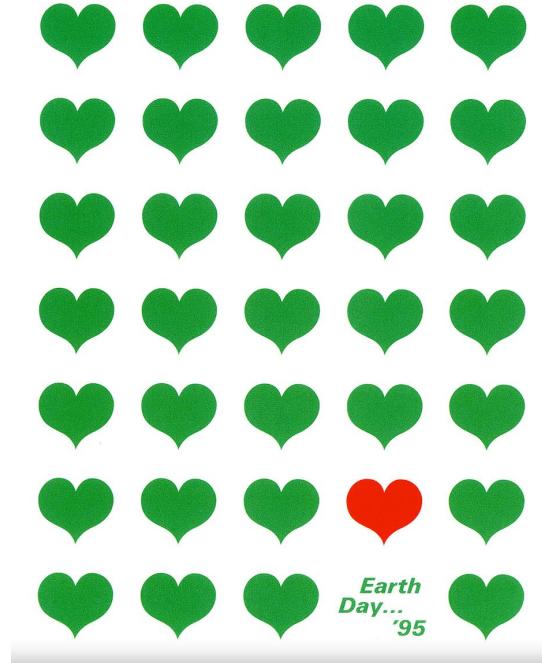


Century Lightings (1949)

Paul Rand



DADA (1951)



Earth Day, v2 (1995)

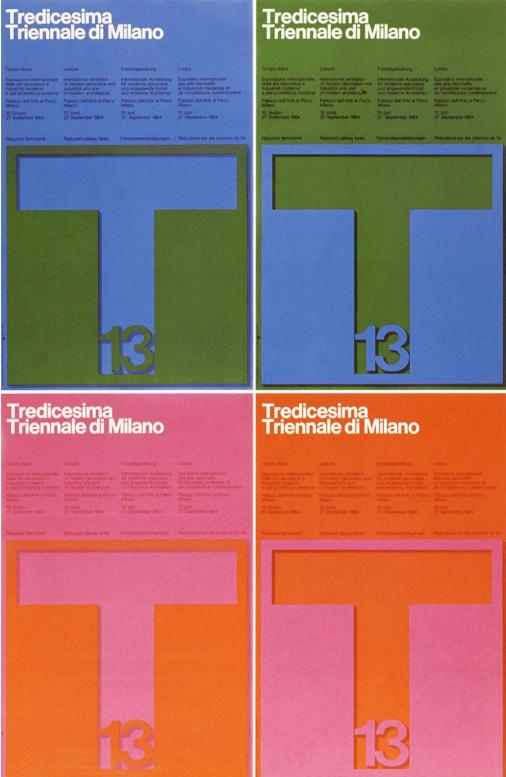
Part III

Style

I see graphic design as the organization of information that is semantically correct, syntactically consistent, and pragmatically understandable. I like it to be visually powerful, intellectually elegant, and, above all, timeless.

- Massimo Vignelli

Style - Early Work



Tredicesima Triennale (1964)



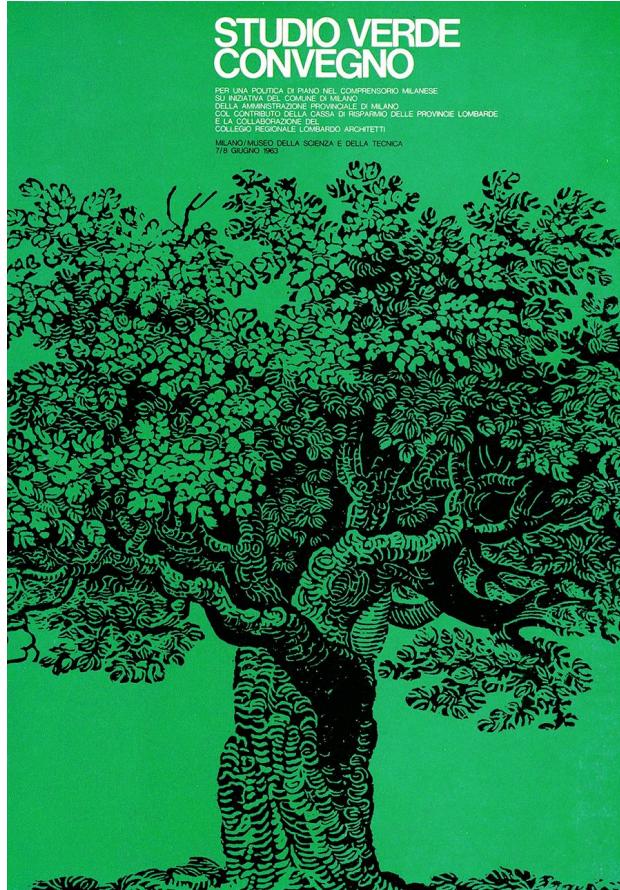
Piccolo Teatro di Milano (1964)



Science Encyclopedia Galileo(1964)



Pneumatici Pirelli (1963)



Studio Verde (1963)

American Airlines

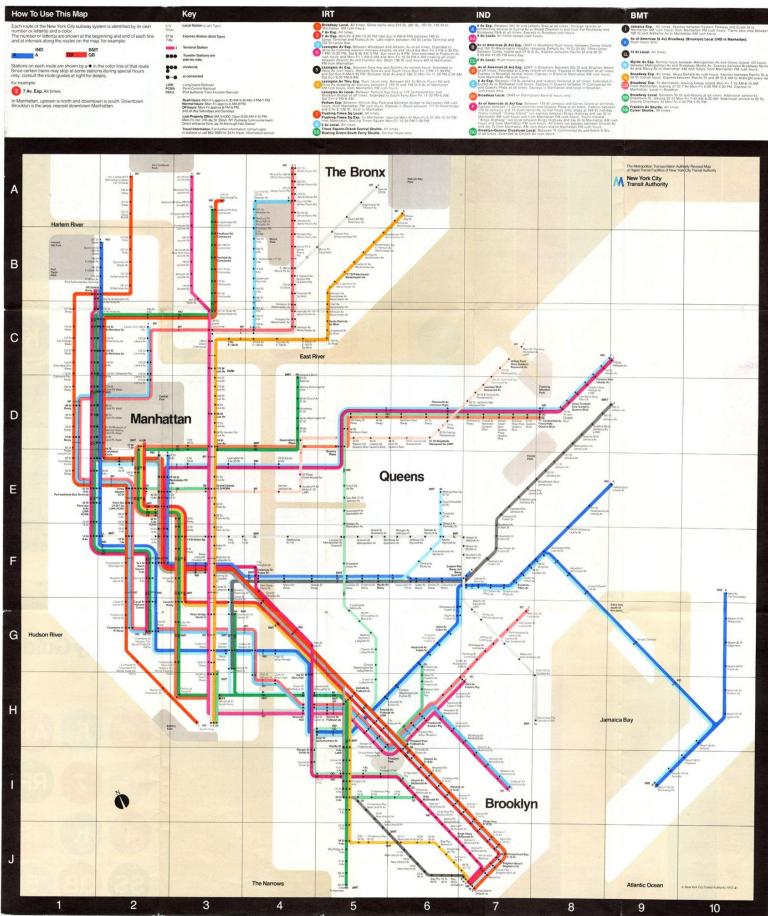
Vignelli's redesign of the American Airlines identity, including the iconic eagle symbol and the "AA" monogram, is one of his most recognized works. This project set a new standard for corporate branding and identity design.



American Airline (1967, with Heinz Waibl)

New York City Subway Map

Vignelli's redesign of the New York City subway map simplified the complex subway system into a visually intuitive and elegant diagram. While controversial for its lack of geographical accuracy, it remains an influential piece of graphic design.

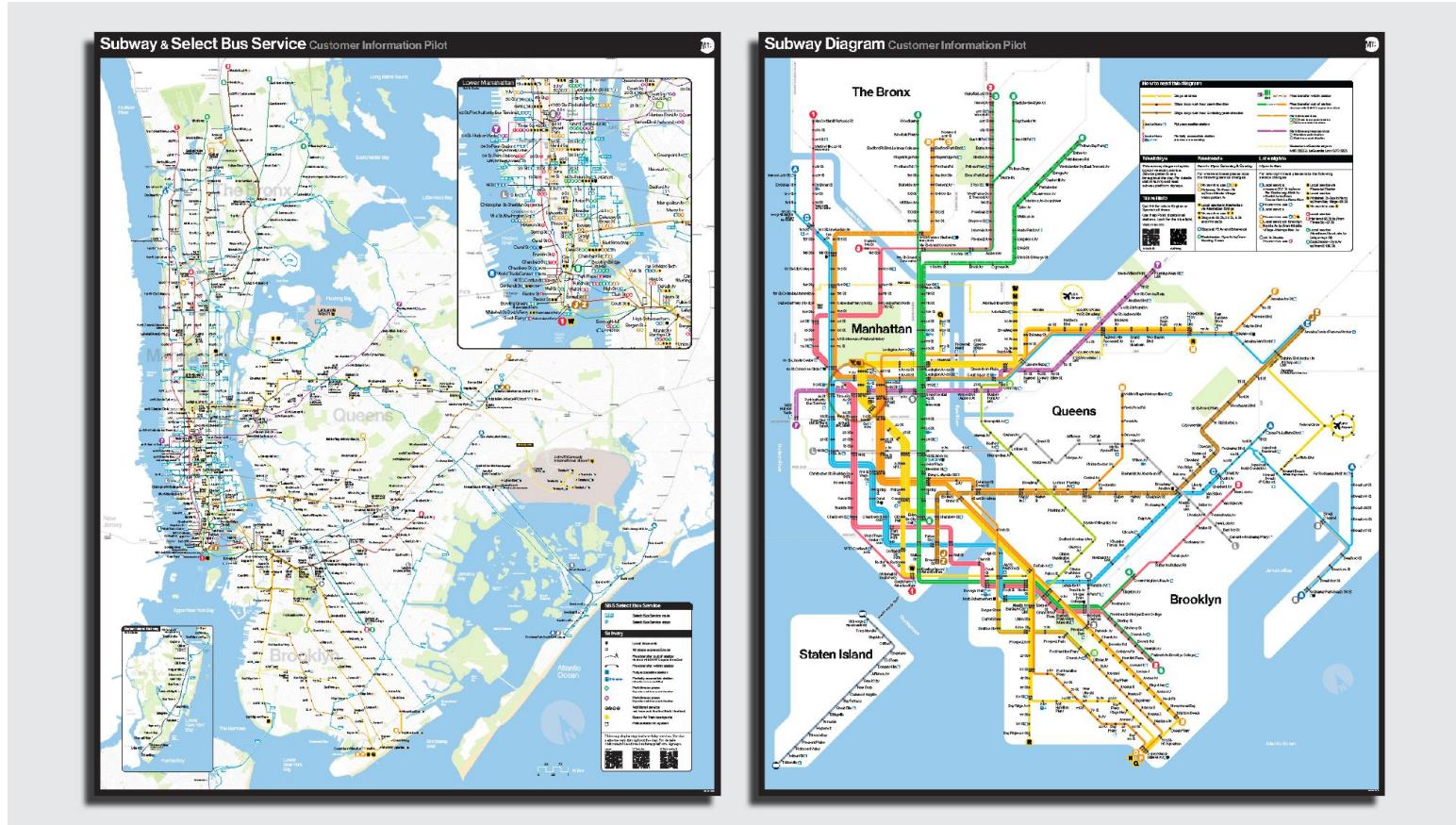


New York Subway Map (1970)



New York Subway Map Guide(1970)





Geographic Literacy vs Information Clarity: Comparison between the updated MTA New York Subway Map and Vignellis's Design

Bloomingdales

Vignelli created a cohesive visual identity for Bloomingdale's, including the distinctive "B" and "d" interlocked logo. His work helped establish Bloomingdale's as a prominent department store with a strong brand presence.

The logo consists of the lowercase word "bloomingdale's" in a bold, black, sans-serif font. The letters are slightly rounded and have a consistent thickness. The 'b' and 'd' are interconnected, forming a larger, stylized letter 'B'. The 'g' has a small vertical stroke on its right side. The 'l' and 'o' are standard lowercase forms. The 'm' is a simple vertical line with a horizontal stroke. The 'a' has a small vertical stroke on its left side. The 'e' is a standard lowercase form. The 's' has a small vertical stroke on its left side.

Bloomingdale's (1972)

Bloomingdales



Bloomingdale's (1972)

Bloomingdale's packaging program consisted of the logo designed in 3 weights, boxes in eight different colors and exclusive alphabet for adverts and signage.

Knoll Design

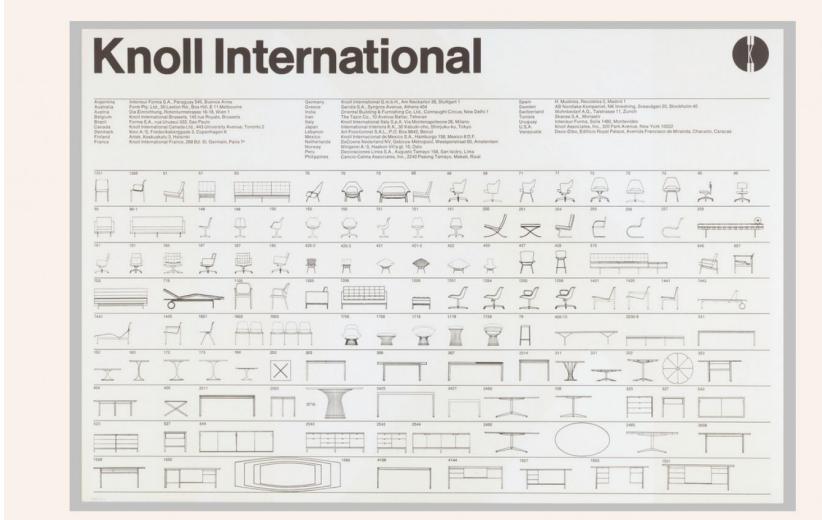
Vignelli's design of the Knoll Furniture catalog showcased his mastery of layout and typography. The catalog presented Knoll's modern furniture designs in a sophisticated and elegant manner, reflecting Vignelli's minimalist aesthetic.

The image shows a large, bold, orange logo for "Knoll". The word "Knoll" is written in a sans-serif font, with the letters "K" and "n" being significantly larger than the other letters. The "o" and "l" are also large but slightly smaller than the "K" and "n". The "l" has a unique double-line vertical stroke. The entire logo is set against a plain white background.

Knoll (1966)



Knoll International (1967)





Knoll International (1967)

National Park Service Brochures

Vignelli's redesign of the National Park Service brochures aimed to unify and modernize the visual identity of the parks. His clean and minimalist designs helped communicate important information to visitors effectively.



National Park Service Brochures (1977)

Heller

- Creating an identity for the brand by just using the name.
- Using the same size of the name to maintain a strong identity.

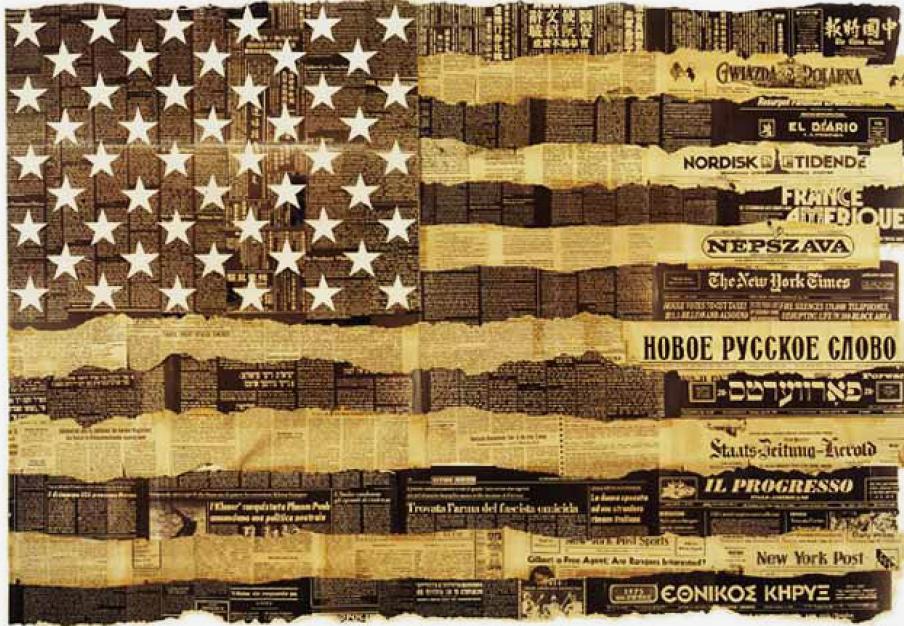


Heller Packaging (1968)

Posters



A New Wave of Austrian Architecture (Poster, 1980)

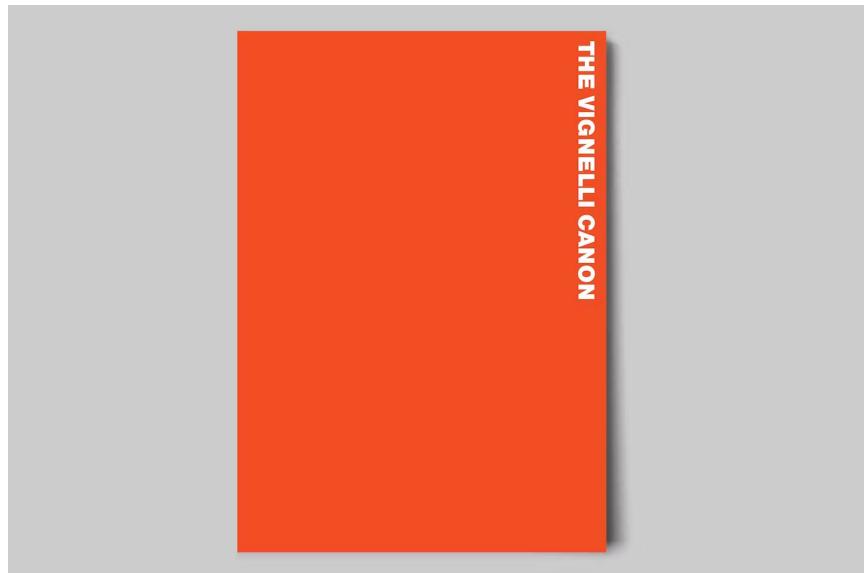


USA Bicentennial Poster (1967)

Style - Books



Design: Vignelli (1981)



The Vignelli Canon (2010)

Style - Book / Magazine



Knoll Design Catalog (1981)



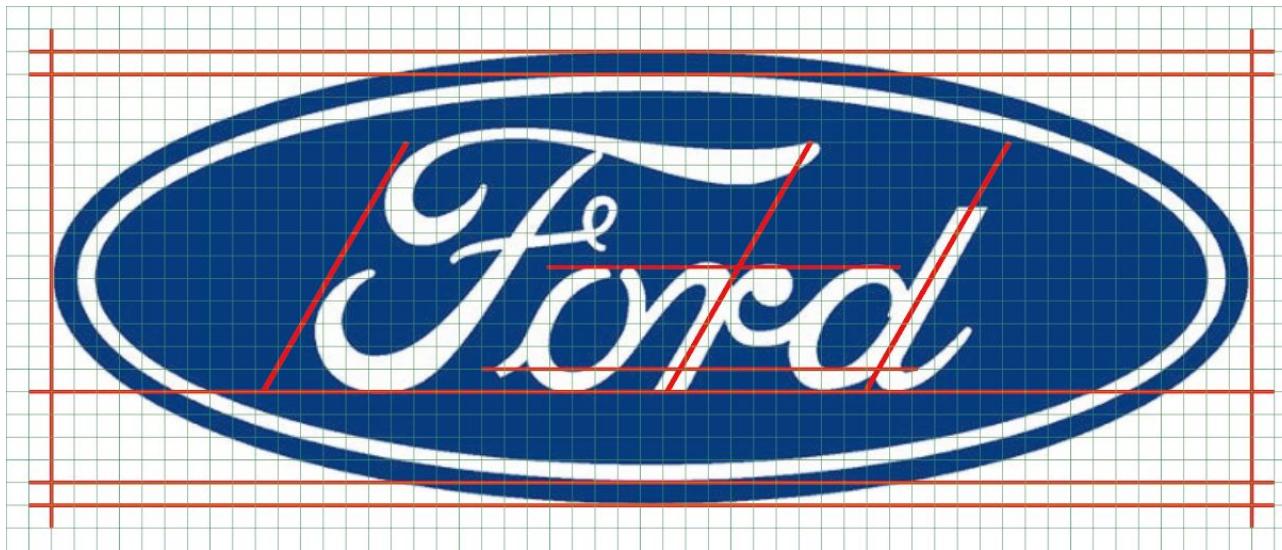
Biblioteca Sansoni (1963)

Style - Logotype

- Unimark International, a design firm co-founded by Massimo Vignelli, worked on the redesign of the Ford logo in 1966.
- Unimark opened offices in various US cities, including Detroit, where Ford was a first major client.
- As part of a larger corporate overhaul of the company's branding, the logo has remained relatively untouched (except for some 3D effects) for over 50 years.



Ford (1966)



Style - Logotype

- The 1960s marked the time where American Airlines knew that they needed a new look and character for their brand. Massimo Vignelli was commissioned to create a new symbol that gives the brand a new look and yet still keeps it close to its origin.
- Vignelli created a logo that focused on the wordmark, making it the center of attention and keeping the eagle in the back.
- This new version was minimalistic while still keeping enough characters in it to give the logo personality. This logo stayed with the brand for 40 years and was easily identifiable to people around the world.



American Airline (1967, with Heinz Waibl)



AmericanAirlines

The American Airlines logo is displayed against a light gray background featuring a fine grid pattern. The logo consists of two interlocking 'A' shapes. The left 'A' is red with a white triangle at the top. The right 'A' is dark blue with a white triangle at the top. Below the logo, the words "AmericanAirlines" are written in a bold, sans-serif font. "American" is in red and "Airlines" is in dark blue, matching the colors of the 'A's above. The entire logo is enclosed within a green rectangular frame.

Style - Logotype

- Starting with the classic Bauhaus typeface Futura, Massimo trimmed the extraneous details, merged the double Os, and turned a cumbersome 13-letter word into an elegant, stylish composition of lines and circles.
- The iconic “Big Brown Bag” from Bloomingdale’s is a timeless symbol of design excellence and brand identity. Designed and branded by Vignelli Associates in 1973, this bag has been an enduring emblem for half a century.



bloomingdale's

Bloomingdale's (1972)

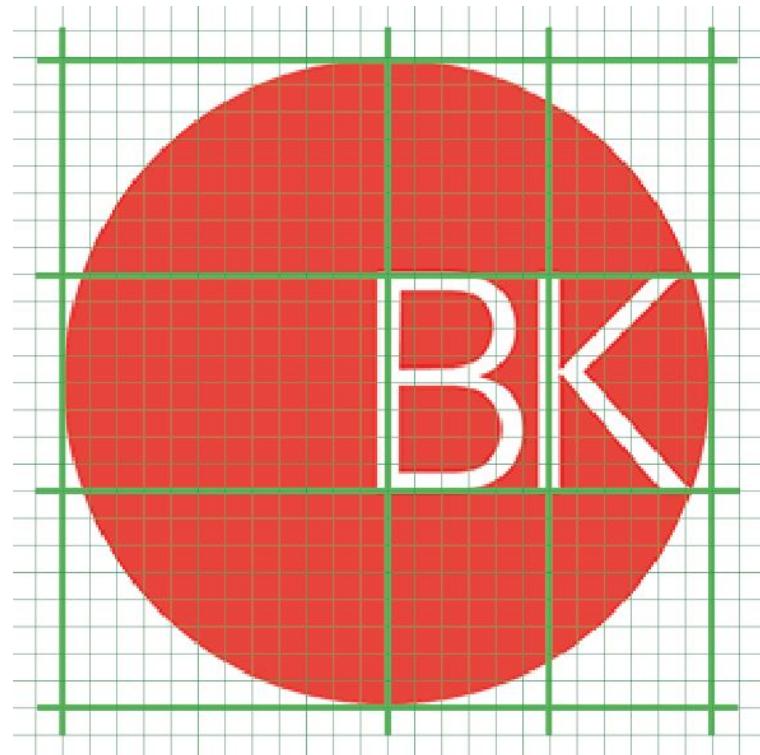
bloomindoles

Style - Logotype

- "I am very pleased with the graphic identity programme for BK Italia, ... This project exemplifies totally our philosophy of 'design is one', in that we believe design should be semantically correct, syntactically consistent and pragmatically understandable."



BK Group (2006)



Part IV

Lessons Learned

Key Observations

Color Palette: Uses the color palette to express the mood. Uses the whole spectrum.

Typography: Sticks to Sans-Serif (Helvetica, Futura) and Serif (Bodoni, Century, Times New Roman)

Gestalt: Continuity, Symmetric and Asymmetric balance, Closure

Grid: Modular Grid

Geometry: Combines basic shapes and removes parts to create a new shape

Additionally

- Structured architectural approach to design
- Functional Designs

Lessons Learnt

Building a bold and strong identity

Harnessing the tool of visual power to express intellectual elegance. In the process of creating a strong identity for a brand, one should not adhere to trends, but rather invest in a design that is centered on the message you are trying to convey to create something that is timeless.



Lessons Learnt

Using creative freedom within boundaries

Creating variations and options to showcase a plurality of meanings which allows the design to be read in different ways. At the same time treading with caution to avoid lack of control.



Lessons Learnt

Create dynamic layouts using typography

Use typography to not only merely show information but also create a dynamic visual narrative.



Part V - Brand Identity

Montuno Jazz Festival

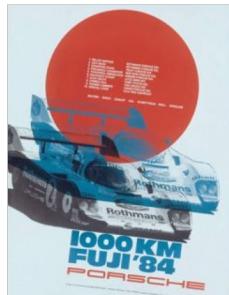
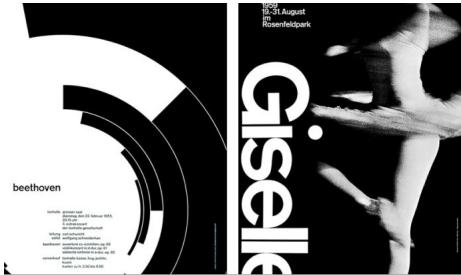
Montuno Jazz Festival



We decided to use "Montuno" as our brand name. In jazz, "Montuno" refers to a specific rhythmic pattern commonly found in Latin jazz and Afro-Cuban music. The montuno serves as a foundation for improvisation and interaction among musicians, providing a groove over which soloists can play.



Moodboard

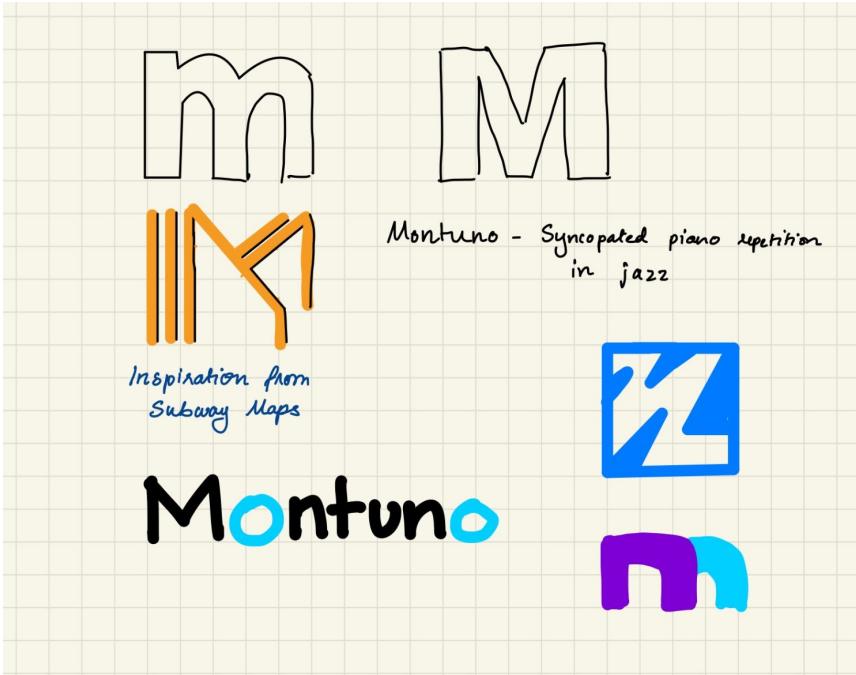


Ideation & Variation

Montuno
Montuno
MONTUNO
MONTUNO



Ideation & Variation



Ideation & Variation



Final Logomark



Final Logos

Logotype



Logotype with Tagline



Logo Scalability



1 inch



2 inch



4 inch

Free Space



Brand Colors

Primary Colors



#F26822
CMYK (0,54,82,5)



#2298A0
CMYK (49,3,0,37)



#0C1D2F
CMYK (14,7,0,82)

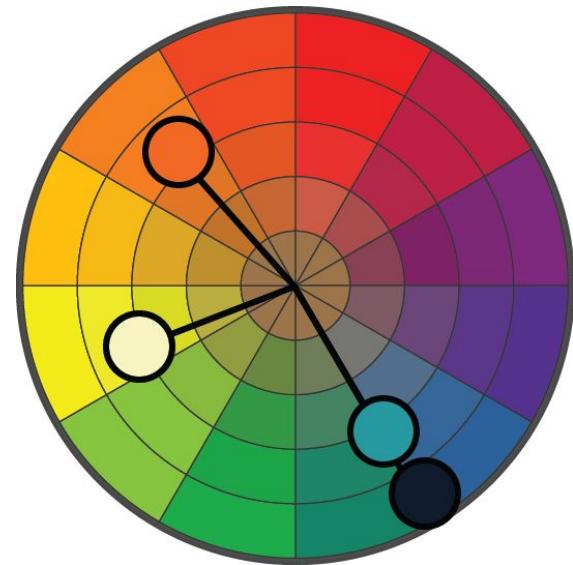
Secondary Colors



#F8F1C0
CMYK (0,3,22,3)



#5AACB2
CMYK (35,2,0,30)



Complementary Harmony

Typography

Neue Haas Grotesk Text Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Peridot PE Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Heading 1

Neue Haas Grotesk Text Pro
Bold - 40 px

Heading 2

Neue Haas Grotesk Text Pro
Bold - 24 px

Heading 3

Neue Haas Grotesk Text Pro
Bold - 20 px

Button

Neue Haas Grotesk Text Pro
Medium - 18 px

Body

Neue Haas Grotesk Text Pro
Medium - 16 px

Caption

Peridot PE Variable
Medium - 20 px

Color Variants



Montuno



Montuno



Montuno

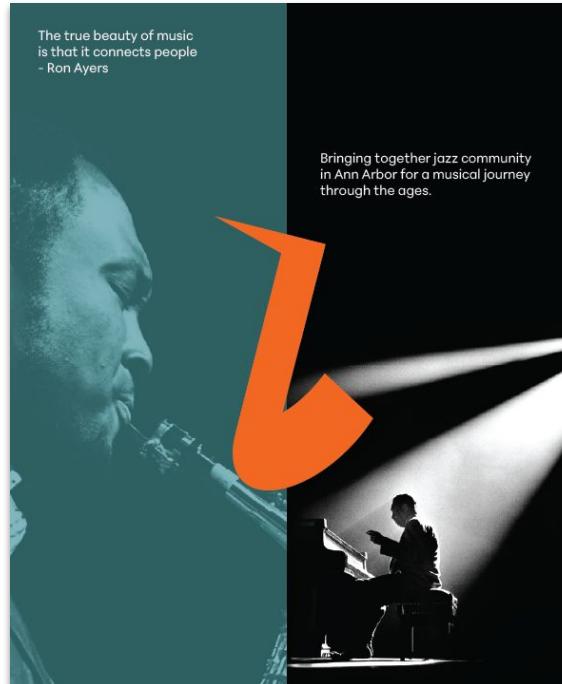


Montuno

Promotional Posters - Set 1



Version 1

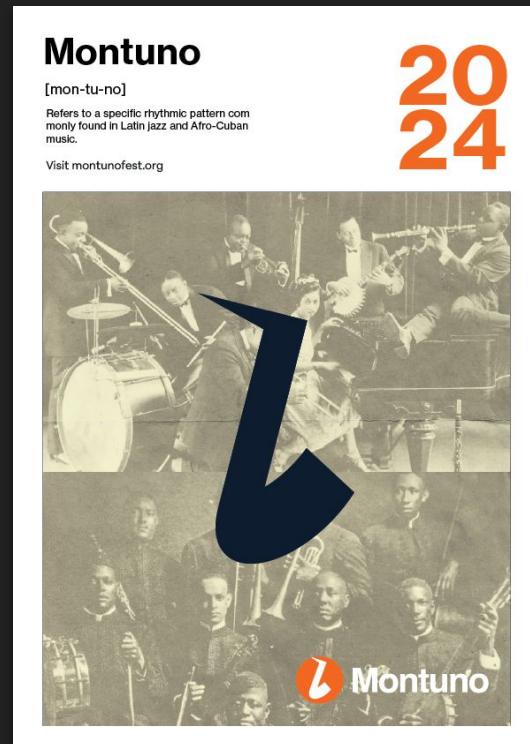
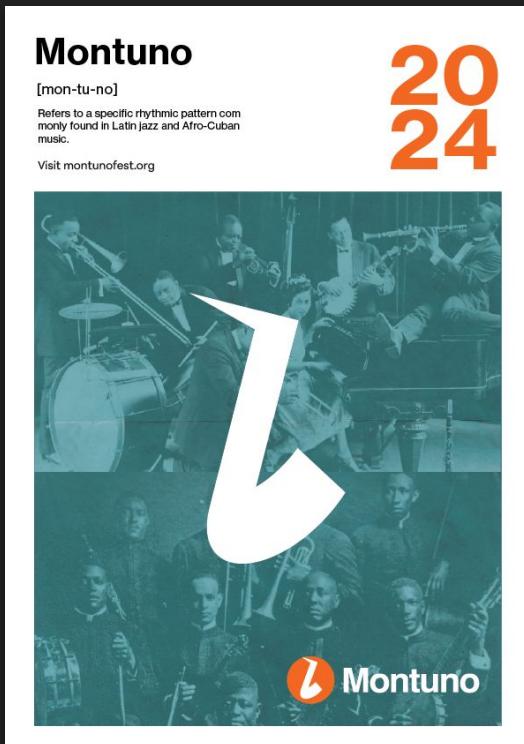


Version 2

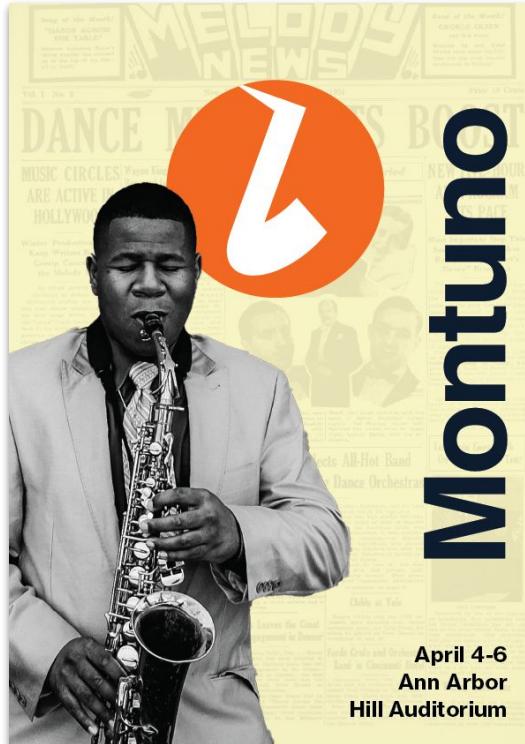
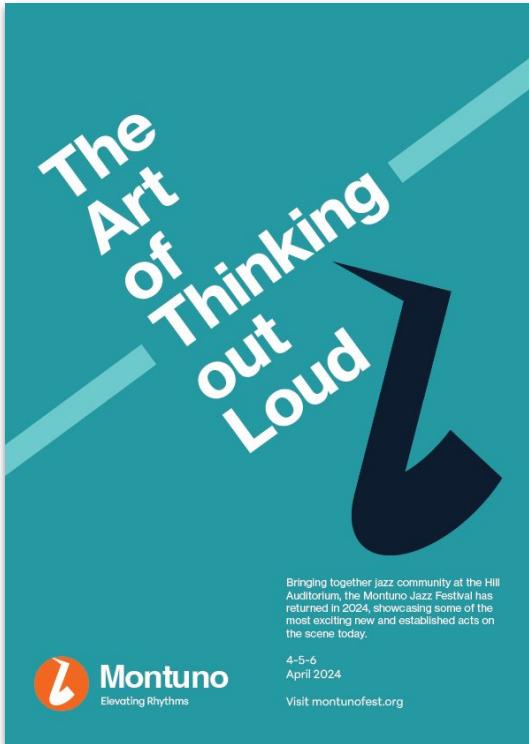


4-5-6
April 2024
Visit montunofest.org

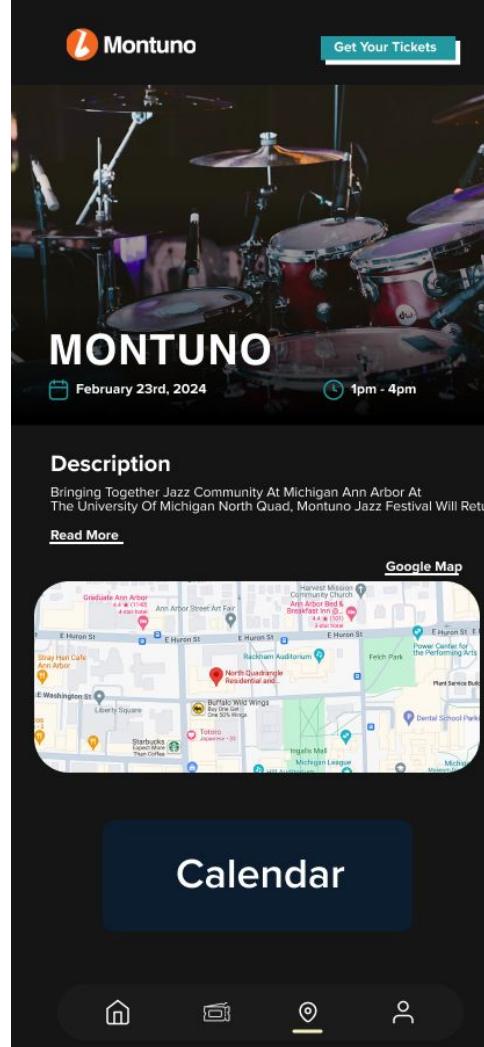
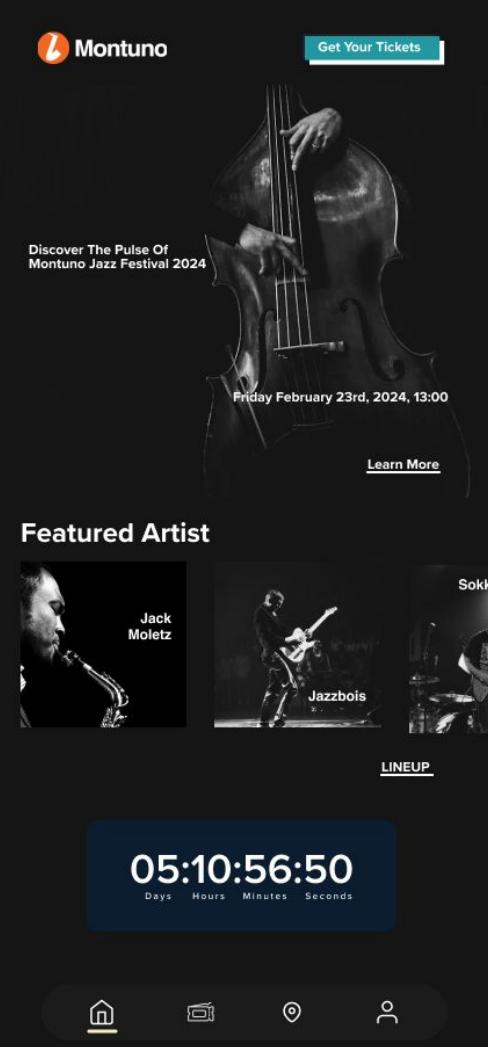
Promotional Posters - Set 2



Promotional Posters - Set 3



Mobile Design



Mobile Design

 Montuno

[Get Your Tickets](#)

February 23rd, 2024 1pm

MONTUNO

[Learn More](#)

[Find Best Available](#)

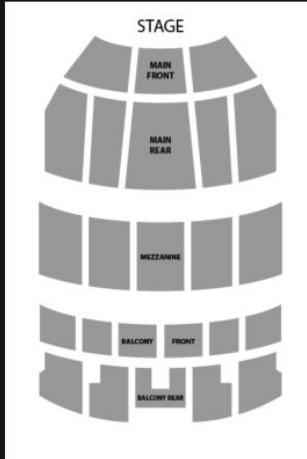
Section

1F Main Front
\$200.00 - \$250.00

1F Main Front
\$150.00 - \$200.00

2F Mezzanine
\$100.00 - \$130.00

3rd Balcony
\$50.00 - \$100.00



3rd Balcony
\$50.00 - \$100.00

STAGE

MAIN FRONT

MAIN REAR

MEZZANINE

BALCONY FRONT

BALCONY REAR

 \$0.00
0 Seats

Add To Cart



Website Design



The homepage features a large black and white photograph of a double bass player. At the top left is the Montuno logo with an orange 'L' icon. The main title 'Montuno' is in large white letters. Below it, the text 'Discover The Pulse Of Montuno Jazz Festival 2024' is displayed. A blue button at the bottom says 'Get Your Tickets'. A list of artists follows, including Oscar Jerome, Theo Croker, Ojirimsa, The Silhouettes Project, Egg Ella May, OKVSHO, Experience, Analis, Melodiasinfonie, The Superries, Es'a's Afro-Synth Band Ft Kamazu, Mark De Clive-Lowe, Tour-Maubourg (Live), Tara Lily, Byron Wallen, Chip Wickham, Greg Foot, Levitation Orchestra, Secret Night Gang, Gendresa, David Mrakpor, Zeitgeist Freedom Energy Exchange, Amy Gadiga, Ron Luft, Bricknasty, Nok Culture Ensemble, DoomCannon, Brown Penny, Jazzbois, Myele Mananza, Olive Jones, COOP, Kofi Kinaata, Isabella Bumhah, Summer Pearl, Cossus Cobbson, Tyronelisaacsturtz, Between Worlds, Zola Marcelle, NeOne The Wonderer, Gigi Williams, Miryam Solomon, David Kofi, Romaria Campbell, Plumm X Sktrd, Dominic J Marshall, State Is Flow, MATTERS UNKNOWN, David Kayode, Akin Soul & The Soul Tribe, Abeni, Christ-Stephane Boizi, MADELEINE, Sultan Stevenson, And Is Phi, Luke Bacchus, Bad Influence, Tomorrow's Warriors Frontline, Brother Portrait, Sokkyo, Josh Kye, ABNA, Interview, GRAMM, Kele Okereke, Tres Bien, Sheard, Miranda Redford, Big Massive, Tomorrow's Warriors, Jazz Re>Freshed, tru Thoughts Records, Sounds Queer, and MORE TBA.

Featured Artist

Jack Moletz, Jazzbois, Sokkyo, GRAMM., Oscar Jerome, MADELEINE

Montuno

ABOUT LINEUP STORE TICKET

Discover The Pulse Of Montuno Jazz Festival 2024

Get Your Tickets

Oscar Jerome // Theo Croker // Ojirimsa // The Silhouettes Project // Egg Ella May // OKVSHO // Experience // Analis // Melodiasinfonie & The Superries // Es'a's Afro-Synth Band Ft Kamazu // Mark De Clive-Lowe // Tour-Maubourg (Live) // Tara Lily // Byron Wallen // Chip Wickham // Greg Foot // Levitation Orchestra // Secret Night Gang // Gendresa // David Mrakpor // Zeitgeist Freedom Energy Exchange // Amy Gadiga // Ron Luft // Bricknasty // Nok Culture Ensemble // DoomCannon // Brown Penny // Jazzbois // Myele Mananza // Olive Jones // COOP // Kofi Kinaata // Isabella Bumhah // Summer Pearl // Cossus Cobbson // Tyronelisaacsturtz // Between Worlds // Zola Marcelle // NeOne The Wonderer // Gigi Williams // Miryam Solomon // David Kofi // Romaria Campbell // Plumm X Sktrd // Dominic J Marshall // State Is Flow // MATTERS UNKNOWN // David Kayode // Akin Soul & The Soul Tribe // Abeni // Christ-Stephane Boizi // MADELEINE // Sultan Stevenson // And Is Phi // Luke Bacchus // Bad Influence // Tomorrow's Warriors Frontline // Brother Portrait // Sokkyo // Josh Kye // ABNA // Interview // GRAMM // Kele Okereke // Tres Bien // Sheard // Miranda Redford // Big Massive // Tomorrow's Warriors // Jazz Re>Freshed // tru Thoughts Records // Sounds Queer + MORE TBA



The mobile view shows a dark background with a large orange 'L' logo on the left. The main title 'Montuno' is in large white letters. Below it, the text 'Discover The Pulse Of Montuno Jazz Festival 2024' is displayed. A blue button at the bottom says 'Get Your Tickets'. A list of artists follows, including Oscar Jerome, Theo Croker, Ojirimsa, The Silhouettes Project, Egg Ella May, OKVSHO, Experience, Analis, Melodiasinfonie, The Superries, Es'a's Afro-Synth Band Ft Kamazu, Mark De Clive-Lowe, Tour-Maubourg (Live), Tara Lily, Byron Wallen, Chip Wickham, Greg Foot, Levitation Orchestra, Secret Night Gang, Gendresa, David Mrakpor, Zeitgeist Freedom Energy Exchange, Amy Gadiga, Ron Luft, Bricknasty, Nok Culture Ensemble, DoomCannon, Brown Penny, Jazzbois, Myele Mananza, Olive Jones, COOP, Kofi Kinaata, Isabella Bumhah, Summer Pearl, Cossus Cobbson, Tyronelisaacsturtz, Between Worlds, Zola Marcelle, NeOne The Wonderer, Gigi Williams, Miryam Solomon, David Kofi, Romaria Campbell, Plumm X Sktrd, Dominic J Marshall, State Is Flow, MATTERS UNKNOWN, David Kayode, Akin Soul & The Soul Tribe, Abeni, Christ-Stephane Boizi, MADELEINE, Sultan Stevenson, And Is Phi, Luke Bacchus, Bad Influence, Tomorrow's Warriors Frontline, Brother Portrait, Sokkyo, Josh Kye, ABNA, Interview, GRAMM, Kele Okereke, Tres Bien, Sheard, Miranda Redford, Big Massive, Tomorrow's Warriors, Jazz Re>Freshed, tru Thoughts Records, Sounds Queer, and MORE TBA.

Montuno

ABOUT LINEUP STORE TICKET

Discover The Pulse Of Montuno Jazz Festival 2024

Friday February 23rd, 2024, 13:00

Get Your Tickets

Oscar Jerome // Theo Croker // Ojirimsa // The Silhouettes Project // Egg Ella May // OKVSHO // Experience // Analis // Melodiasinfonie & The Superries // Es'a's Afro-Synth Band Ft Kamazu // Mark De Clive-Lowe // Tour-Maubourg (Live) // Tara Lily // Byron Wallen // Chip Wickham // Greg Foot // Levitation Orchestra // Secret Night Gang // Gendresa // David Mrakpor // Zeitgeist Freedom Energy Exchange // Amy Gadiga // Ron Luft // Bricknasty // Nok Culture Ensemble // DoomCannon // Brown Penny // Jazzbois // Myele Mananza // Olive Jones // COOP // Kofi Kinaata // Isabella Bumhah // Summer Pearl // Cossus Cobbson // Tyronelisaacsturtz // Between Worlds // Zola Marcelle // NeOne The Wonderer // Gigi Williams // Miryam Solomon // David Kofi // Romaria Campbell // Plumm X Sktrd // Dominic J Marshall // State Is Flow // MATTERS UNKNOWN // David Kayode // Akin Soul & The Soul Tribe // Abeni // Christ-Stephane Boizi // MADELEINE // Sultan Stevenson // And Is Phi // Luke Bacchus // Bad Influence // Tomorrow's Warriors Frontline // Brother Portrait // Sokkyo // Josh Kye // ABNA // Interview // GRAMM // Kele Okereke // Tres Bien // Sheard // Miranda Redford // Big Massive // Tomorrow's Warriors // Jazz Re>Freshed // tru Thoughts Records // Sounds Queer + MORE TBA

Website Design

 Montuno [ABOUT](#) [LINEUP](#) [STORE](#) [TICKET](#)

Discover The Pulse Of
Montuno Jazz Festival 2024



Montuno

Friday February 23rd, 2024, 13:00

[Get Your Tickets](#)

Oscar Jerome // Theo Croker / Ojirims / The Silhouettes Project // Ego Ella May // OKVSHO - Experience // Analis // Melodisinfonie & The Stupreries // Esas Synth Band Ft Kamazu // Mark De Clive-Lowe // Tour-Maubourg (Live) // Tara Lily // Byron Wallen / Chip Wickham // Greg Foot // Levitation Orchestra // Secret Night Gang // Gendresa // David Mrakpor // Zeitgeist Freedom Energy Exchange // Amy Gadaga // Rob Luft // Bricknasty // Nok Culture Ensemble // DoomCannon // Brown Penny // Jazzbois // Myele Manzana // Olive Jones // COOP // The Sirens // Kellie Farrow // Radule // Jules Leacock // Kaner // Charlie Stearn // Isobelle Bumham // Summer Pearl // David Kofsi // Romarna Campbell // Plumm X Sktrd // Dominic J Marshall // State Is Flow // MATTERS UNKNOWN // David Kayode // Akin Soul & The Soul Tribe // Abeni // Christ-Stephane Boizi // MADELEINE // Sultan Stevenson // And Is Phi // Luke Bacchus // Bad Influence // Tomorrow's Warriors Frontline // Brother Portrait // Sokkyo // Josh Kye // ABNA // Interview // GRAMN. // Kelly Cleary // Tresor // Deneen Sheard // Miranda Redford // Big Massive // Tomorrow's Warriors // Jazz ReFreshed // tru Thoughts Records // Sounds Queer + MORE TBA

Featured Artist



Jack Moletz

Jazzbois

Oscar Jerome

GRAMN.

MADELE INE

 Montuno

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HIGHLIGHT



Jack Moletz



Jazzbois



Oscar Jerome



GRAMN.



MADELE INE



Sokkyo

Website Design

About

Bringing Together Jazz Community At Michigan Ann Arbor At The University Of Michigan North Quad, Montuno Jazz Festival Will Return In 2024, Showcasing Some Of The Most Exciting New And Established Acts On The Scene Today.



MONTUNO

In Jazz, "Montuno" Refers To A Specific Rhythmic Pattern Commonly Found In Latin Jazz And Afro-Cuban Music. The Montuno Serves As A Foundation For Improvisation And Interaction Among Musicians, Providing A Groove Over Which Soloists Can Play.

Cultural Richness

Embracing The Montuno Spirit, Our Festival Is Dedicated To Showcasing The Dynamic Interplay Between Traditional Rhythms And Contemporary Jazz Innovations. By Featuring Artists Who Specialize In Or Draw Inspiration From Latin Jazz, We Provide A Platform For The Celebration And Continuation Of This Rich Musical Heritage.



Education & Engagement



Beyond Entertainment, MONTUNO Aims To Engage Our Community Through Workshops, Interactive Sessions Led By Local Musicians, Scholars, And Collaboration With Universities. Attendees Have The Opportunity To Dive Deep Into The History, Technique, And Culture Of The Montuno Rhythm. These Experiences Aim To Foster A Deeper Appreciation And Understanding Of Latin Jazz Among Our Festival-Goers.

About

Bringing Together Jazz Community At Michigan Ann Arbor At The University Of Michigan North Quad, Montuno Jazz Festival Will Return In 2024, Showcasing Some Of The Most Exciting New And Established Acts On The Scene Today.



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In Jazz, "Montuno" Refers To A Specific Rhythmic Pattern Commonly Found In Latin Jazz And Afro-Cuban Music. The Montuno Serves As A Foundation For Improvisation And Interaction Among Musicians, Providing A Groove Over Which Soloists Can Play.

Website Design

The Montuno website homepage features a prominent banner at the top showing a close-up of a red drum set. Below the banner, the word "MONTUNO" is displayed in large, bold, white letters. Underneath, the date "February 23rd, 2024" and time "1pm - 4pm" are shown. The main navigation menu includes links for "ABOUT", "LINEUP", "STORE", and "TICKET". The "TICKET" link is underlined, indicating it is the active page.

Section

1F Main Front
\$200.00 - \$250.00

1F Main Front
\$150.00 - \$200.00

2F Mezzanine
\$100.00 - \$130.00

3rd Balcony
\$50.00 - \$100.00

A circular diagram illustrating the layout of the venue's seating sections. The sections are labeled: STAGE (top), MAIN FRONT (upper left), MAIN REAR (upper right), MEZZANINE (center), BALCONY (lower left), and BALCONY REAR (lower right).

\$0.00
0 Seats

Add To Cart

Montuno

Home
Ticket
Merchandise
Community

Event
Virtual Music
Coming Soon

Contact Us
FAQ

Section

1F Main Front
\$200.00 - \$250.00

1F Main Front
\$150.00 - \$200.00

2F Mezzanine
\$100.00 - \$130.00

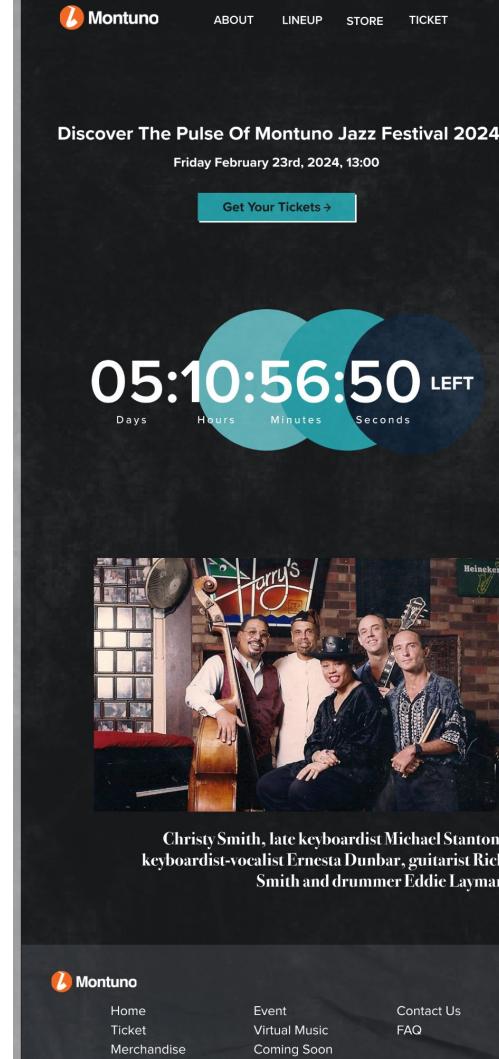
3rd Balcony
\$50.00 - \$100.00

A detailed circular diagram of the venue's seating sections. The sections are labeled: STAGE (top), MAIN FRONT (upper left), MAIN REAR (upper right), MEZZANINE (center), BALCONY (lower left), and BALCONY REAR (lower right). The diagram provides a more granular view of the seating arrangement compared to the previous diagram.

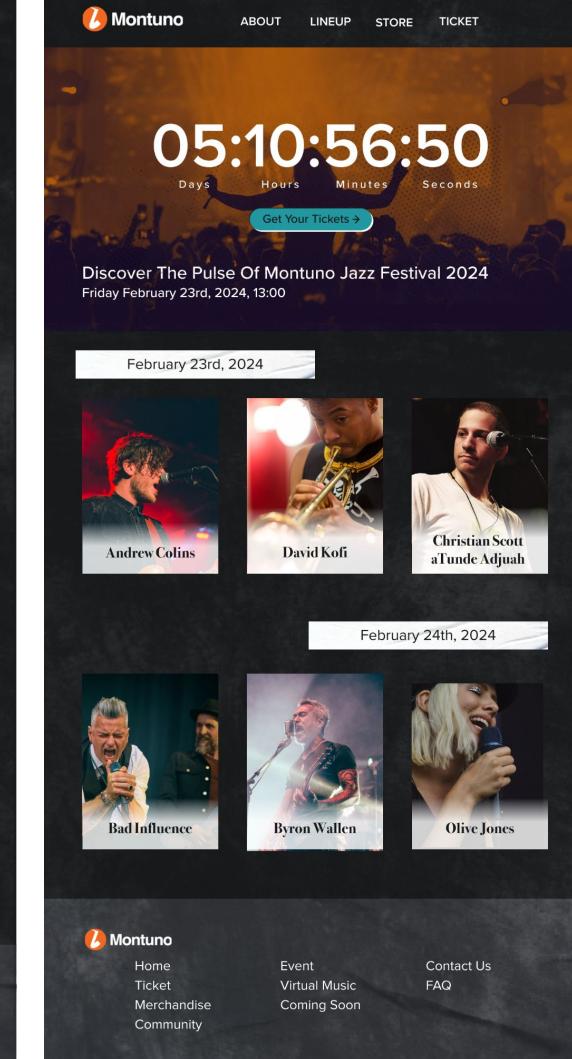
Design Variations



The first variation of the Montuno Jazz Festival website features a dark background with a large, stylized orange and teal digital clock at the top displaying "05:10:56:50 LEFT". Below the clock, the text "Discover The Pulse Of Montuno Jazz Festival 2024" and "Friday February 23rd, 2024, 13:00" are displayed. A teal button labeled "Get Your Tickets >" is positioned below the text. The "Featured Artist" section follows, featuring three small images of musicians: "Jack Moletz" (saxophone), "Jazzbois" (guitarist), and "Sokkyo" (drummer). Below this, there are four more images of artists: "GRAMN." (vocalist), "Harry's" band (a group of five musicians), "Bad Influence" (vocalist), and "Olive Jones" (vocalist). At the bottom, a long list of artists is provided, including Oscar Jerome, Theo Croker, Ojerine, The Silhouettes Project, Ego Ella May, etc. The footer contains the Montuno logo and links to Home, Ticket, Merchandise, and Community.



The second variation of the Montuno Jazz Festival website has a dark background with a large digital clock at the top displaying "05:10:56:50 LEFT". Below the clock, the text "Discover The Pulse Of Montuno Jazz Festival 2024" and "Friday February 23rd, 2024, 13:00" are displayed. A teal button labeled "Get Your Tickets >" is positioned below the text. The "Featured Artist" section follows, featuring three small images of musicians: "Andrew Colins" (vocalist), "David Kofi" (trumpet player), and "Christian Scott aTunde Adjuah" (vocalist). Below this, there are four more images of artists: "Harry's" band (a group of five musicians), "Bad Influence" (vocalist), "Byron Wallen" (vocalist), and "Olive Jones" (vocalist). At the bottom, a long list of artists is provided, including Christy Smith, Michael Stanton, Ernesta Dunbar, Rick Smith, Eddie Layman, etc. The footer contains the Montuno logo and links to Home, Ticket, Merchandise, and Community.



The third variation of the Montuno Jazz Festival website has a dark background with a large digital clock at the top displaying "05:10:56:50 LEFT". Below the clock, the text "Discover The Pulse Of Montuno Jazz Festival 2024" and "Friday February 23rd, 2024, 13:00" are displayed. A teal button labeled "Get Your Tickets >" is positioned below the text. The "Featured Artist" section follows, featuring three small images of musicians: "Andrew Colins" (vocalist), "David Kofi" (trumpet player), and "Christian Scott aTunde Adjuah" (vocalist). Below this, there are four more images of artists: "Harry's" band (a group of five musicians), "Bad Influence" (vocalist), "Byron Wallen" (vocalist), and "Olive Jones" (vocalist). At the bottom, a long list of artists is provided, including Christy Smith, Michael Stanton, Ernesta Dunbar, Rick Smith, Eddie Layman, etc. The footer contains the Montuno logo and links to Home, Ticket, Merchandise, and Community.

Design Variations

Montuno ABOUT LINEUP STORE TICKET

Discover The Pulse Of Montuno Jazz Festival 2024

Friday February 23rd, 2024, 13:00

[Get Your Tickets](#)

LINEUP

Oscar Jerome // Theo Croker // Ojerime // The Silhouettes Project // Ego Ella May // OKVSHO // Experience // Analis // Melodiesinfonie & The Sugarpies // Es'a Afro-Synth Band Ft Kamazu // Mark De Clive-Lowe // Tour-Meets-Live // Tara Lush // Byron Wallen // Mark Wickham // Greg Foster // Levitation // Deepak Bhattacharya // Andrea // David Mrukpor // Zeitgeist Freedom Energy Exchange // Amy Gedigaga // Rob Luft // Bricknasty // Nok Cultural Ensemble // DonCannon // Brown Penny // Jazzbos // Mylle Manzanha // Olive Jones // COLECTIVA // Mackwood // Dol Glori // Raquel Martinis // Eriksson Kaner // Charlie Stacey // Isabella Burnham // Summer Pearl // Cassius Cobbson // Tyronelsaastuart // Between Worlds // Zola Marcellle // NeOne The Wonderer // Gigi Williams // Miryam Solomon // David Kofi // Roman Campbell // Xanadu // Dorianiversary // State Is Flow // MATTHEWS UNKNOWN // David Kavale // Akin Sanni & The Soul Tribe // Abeng // Christ Stéphane Boizi // MADELEINE // Sultan Stevenson // And Is Phi // Luke Bacchus // Bad Influence // Tomorrow's Warriors Frontline // Brother Portrait // Sokkyo // Josh Kye // ABNA // Intervention // GRAMN. // Keira Chakraborty // Inés Loubet // Mali Sheard // Miranda Radford // Big Massive // Tomorrow's Warriors // Jazz ReFreshed // Tru Thoughts Records // Sounds Queer + MORE TBA



Christy Smith, late keyboardist Michael Stanton, keyboardist-vocalist Ernesta Dunbar, guitarist Rick Smith and drummer Eddie Layman

Montuno ABOUT LINEUP STORE TICKET

ABOUT

Bringing Together Jazz Community At Michigan Ann Arbor At The University Of Michigan North Quad, Montuno Jazz Festival Will Return In 2024, Showcasing Some Of The Most Exciting New And Established Acts On The Scene Today.

MONTUNO

In Jazz, "Montuno" Refers To A Specific Rhythmic Pattern Commonly Found In Latin Jazz And Afro-Cuban Music. The Montuno Serves As A Foundation For Improvisation And Interaction Among Musicians, Providing A Groove Over Which Soloists Can Play.

Cultural Richness

Embracing The Montuno Spirit, Our Festival Is Dedicated To Showcasing The Dynamic Interplay Between Traditional Rhythms And Contemporary Jazz Innovations. By Featuring Artists Who Specialize In Or Draw Inspiration From Latin Jazz, We Provide A Unique Platform For The Celebration And Continuation Of This Rich Musical Heritage.

Signage



Ticket



Ticket



Badge



Water Bottle



T-shirt



T-shirt



Thank you!

Reuben Crasto / Juntao Gao / Alice Sun
Massimo Vignelli / SI 616 / 2024 Winter

