



Crystal Palace Festival unveils new branding and programme launch

Vintage Crystal Palace and its 1970s musical heyday are the creative inspiration behind the new brand design for this year's Crystal Palace Overground Festival

www.crystalpalacefestival.org

Crystal Palace Overground Festival has unveiled the brand new brand identity for the annual festival to tie in with the launch of this year's programme and website.

The design has been created by local Crystal Palace designers Rick Walker (graffiti artist), Graeme Dalton (fine arts) and Gillian Hibbs (illustrator) who brought their own unique styles of design together to create the live and vibrant, typography based, design together.

The new design kick starts the countdown for the festival, taking place between Thursday 27 June and Sunday 30 June, across Westow Park and the Upper Norwood Triangle.

The Crystal Palace Overground Festival is always a hit with the locals, and visitors also come from miles around to attend it. Over 4,500 people attended last year's event.

Creative director of Paintshop Studio, Rick Walker, said: "I have always been a fan of the festival and it's been great to be involved and work with some of the other creative people in the area.

"The design was a joint effort between myself, another local designer Graeme Dalton and Gillian Hibbs, a very talented local illustrator.

"We all wanted to get involved and it was a great experience to combine our ideas, influences and skills. It really was a collaborative effort and started by agreeing to go down a typographic route for the design.

"Each of us sketched out hand-drawn typefaces onto tracing paper and then met to overlay them and see what combinations worked.

"I then photographed these and brought them into the computer to create the layout, detail text and add the colour. The process of photographing hand drawn images tends to give a very nice natural feel to the design.

"This was a new approach for us all but it seemed like a very natural and organic way to design and felt really appropriate for the Crystal Palace Overground Festival."

Festival director, Noreen Meehan, said: "The new branding really hits the mark in appealing to a very diverse audience – quite a difficult brief to nail but the team did a brilliant job and we are thrilled with this vibrant homage to Crystal Palace past and present.

"The full programme is now available on the website. It's bigger and better than ever, and we look forward to seeing you all there!"

The newly designed website is live now, and includes a comprehensive guide to planning your festival weekend and a regularly updated blog.

For more information and to get involved, visit www.crystalpalacefestival.org

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Notes for editors

For media enquiries, interviews and pic requests please call Carol Ann Walters on 07780 703 600 or on email press@crystalpalacefestival.org

About the Crystal Palace Overground Festival

The Crystal Palace Overground Festival is a FREE family-friendly festival run by a team of dedicated volunteers. It was launched in 2007 by the Upper Norwood Triangle traders and has gone from strength to strength with over 4,500 people attending last year's event.

The 4-day event provides a platform for the many creative and diverse people, musicians, traders and artists of Crystal Palace, and showcases Crystal Palace, its people and all it has to offer to visitors from across London, and beyond!

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