

proyecto / project

feSt festival internacional de teatro de Sevilla



de / by	> calc + lapanaderia
fecha / time	> primavera 2006 (primera edición)
campo / field	> diseño_comunicación_imagen corporativa
dirección / address	> www.sevillafest.com

vista / glance



logo, basic



sticker



streetposters, photos taken in the streets..

resumen / brief description >

in 2006 we got invited to do the campaign for the first international theatre festival of Seville - feSt. in collaboration with I a p a n a d e r i a we proposed from zero: the name and the subtitle - feSt, Sevilla es un Teatro, the logo, and developed then the various print applications. all was based on our claim - Sevilla es un Teatro. on one side this ambiguous term points to something positive, alive, on the other, associated with daily life it lets us think of falsehood, soemthing artificial, a lie. we thought this duality, this two faces of janus, are perfect to communicate in and with Seville. a city where reality (its people, its public spaces) and fiction (its traditions, its rites) are in permanent exchange.

en colaboración con / in collaboration with > Daniel Pony Alonso, Pamela Campagna