

SYDNEY FILM FESTIVAL LEUVER AND SPACELAB

The collaborative efforts of Leuver Design and Spacelab Design were responsible for this year's Sydney Film Festival branding and promotional campaign, which also celebrated the festival's 50th anniversary.



Creative directors, Marita Leuver and Sylvia Weimer teamed up to produce a comprehensive kit of promotional elements, including a 48-page booking guide, a 120-page souvenir guide, city

metrolites, sponsorship banners, venue banners, posters, invitations, style guide, opening night order of proceedings, subscriber and VIP cards, plus multiple magazine and newspaper press ads; quite a job given that the bulk of this was produced in five weeks.

The design idea is an obvious one, but the strength of execution made this year's festival one of the most eye-catching and successful. Sales targets were exceeded, and souvenir guides quickly sold out.

"The success of the campaign is very much due to its strong branding," says Spacelab's Weimer. "The application of the coloured circles, representing the red, green and blue of screen projection, has ensured a strongly-branded and highly visual campaign that is unmistakably Film Festival."