

● LUMINALE 2020
↳ PRESSEMELDUNG

Frankfurt am Main
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Reduced to the Essentials – The Luminale gets a New Face

For 2020, a redesigned Luminale is taking the stage. This means that the Biennale for Light Art and Urban Design is also more visually powerful as an independent cultural festival in and beyond Frankfurt am Main.

For the new look, we were lucky to recruit the services of renowned graphic designer Sandra Doeller, who works for many renowned clients both at home and abroad, for artists and cultural institutions and thereby constantly exploring the boundaries between viewing habits and subtle irritations.

"Posters particularly are often designed on a very small scale," explains Doeller. Different colors, fonts and interwoven designs are intended to help win the fight for attention. But the Luminale wants to take another route: "If everybody shouts loudly, nobody is heard. The Luminale's remake should thus be able to achieve a great deal with reduced resources."

Clear Design on all Channels

Consistently reducing color to black and white, as well as the selection of a single, still novel typeface, set in one size only, form the basis of the new look. The result is a clear and precise appearance providing high recognition value, yet at the same time, not visually competing with the Luminale's light art.

In order to show the design to full advantage on all channels and in all media, Doeller and her team have prepared various scenarios. From the animated social media campaign to the redesign of the Luminale logo, to bill posting in the public space, the new image is uniformly communicated. The luminous elements evoke associations with the neon tube and thus with those days when advertising was still called publicity. Thus, the design can also be read as a current reference to the new Luminale theme: "Digital Romantic".

Further information: www.luminale.de

ABOUT THE LUMINALE

The Luminale has been held in Frankfurt every two years since 2002. The Festival of Light Art, originally initiated by Messe Frankfurt in close cooperation with the exhibiting Light + Building industry, is now one of the largest cultural events in Frankfurt and the Rhine-Main region. As a Biennial for Light Art and Urban Design, since 2018, the Luminale has pursued its goal of creating a popular and high-quality program in terms of both art and content, as well as making a sustainable contribution to urban design. Thus, the city is not only a stage, but a major component of the festival itself. Projects that engage with urban visions of the future at the interfaces of light,

architecture, technology, ecology and social interaction in the city, and an accompanying, transdisciplinary dialogue on related issues, make this a tangible experience. The Luminale 2018 presented 150 light productions in Frankfurt and Offenbach and attracted almost 250,000 visitors. The heart of the Luminale in the urban space is the Light Walk. On it, places within walking distance are connected to form a city tour and a public gallery of light art. The Luminale e. V. was founded in June 2017 as a non-profit organization to promote and organize the Luminale as a Biennial for Light Art and Urban Design.

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