



ARTWORK GUIDE

2016 Official Commemorative Poster of Brazos Valley Worldfest

This poster is a teaching resource for cultural, language and geography learning:

BACKGROUND

The 2016 poster for Brazos Valley Worldfest is a tribute to the event's 10th Anniversary. The poster's design reflects the unique imagery, excitement and theme of Worldfest – "Connecting Cultures. Honoring Heritage".

Brazos Valley Worldfest authorized the Bryan-College Station Sister Cities Association to commission the official commemorative poster. In coordination with The Arts Council of Brazos Valley, a call for poster entries was organized to recruit artists from the three international cities that Bryan-College Station has formal agreements with to bring together citizens, students, and businesses. Enrico Pense from Greifswald, Germany was chosen to serve as the Artist Ambassador to create the poster. The setting of Wolf Pen Creek Amphitheater and the festival's mix of entertainment inspired the poster's design and mood.

LANGUAGES IN POSTER

Brazos Valley Worldfest is a free, family-friendly event that is respectful of diverse cultures and heritages. The start of positive exchanges begins with the expression, "HELLO" and the poster contains this greeting translated in some of the world's most spoken languages – "Ni Hao" (Chinese), "Hola" (Spanish), "Howdy" (English), "Namaste" (Hindi), "Marhaba" (Arabic), "Bonjour" (French), and "Guten Tag" (German).

BOOTHS IN POSTER

The poster contains a visual homage to the three Sister Cities of Bryan-College Station:

"KUNST Handwerk" – German for "CRAFTS" to recognize the City of Greifswald, Germany and to symbolize the iconic craftsmanship reputation of German artisans

- Greifswald is situated along the Baltic Sea in the northeastern part of the German federal state Mecklenburg-Vorpommern

"BOISSONS" – French for "DRINKS" to recognize the City of Bastogne, Belgium and to symbolize the distinct styles and flavors of beverages in Belgian society

- Bastogne is situated on a ridge of the Ardennes Forest in the southeastern part of Belgium's Luxembourg Province

"COMIDA" – Spanish for "FOOD" to recognize the City of Salamanca, Mexico and to symbolize the influence of meals in the Mexican cultural heritage

- Salamanca is situated on the low mountain chains of central Mexico in the federal state of Guanajuato