

MUSIC & ARTS FESTIVAL • CONCEPT

INNER VISION

A gig-poster campaign that
trusts the audience's eye.

CREATIVE DIRECTION — LOLI MARI MONTALVO
lolimari.com



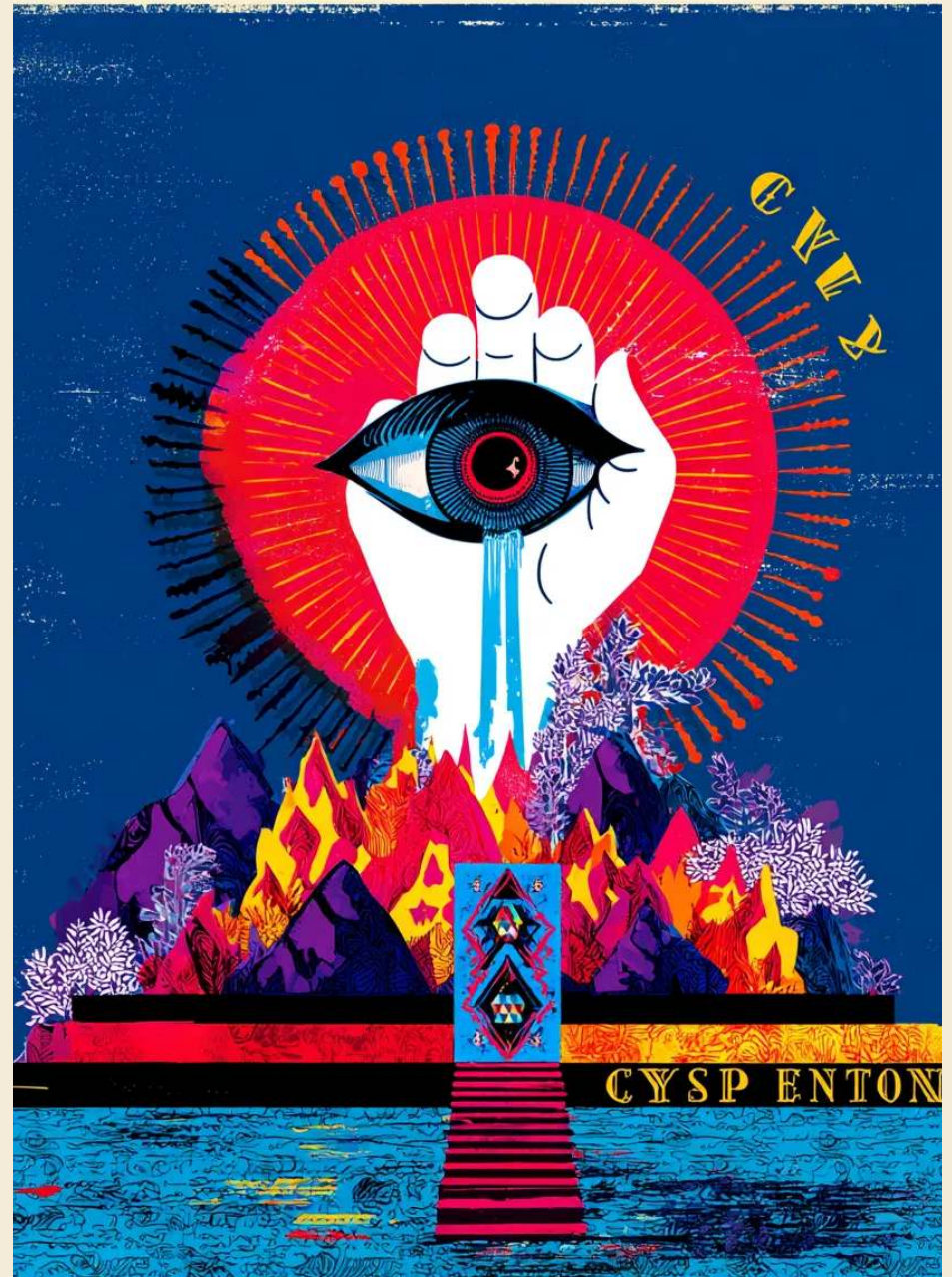
The brief

01 • CHALLENGE

Festival marketing has flattened into the same gradient-and-sans-serif look. A cultural event that wants to feel like an experience needs artwork people would actually pin to a wall.

02 • APPROACH

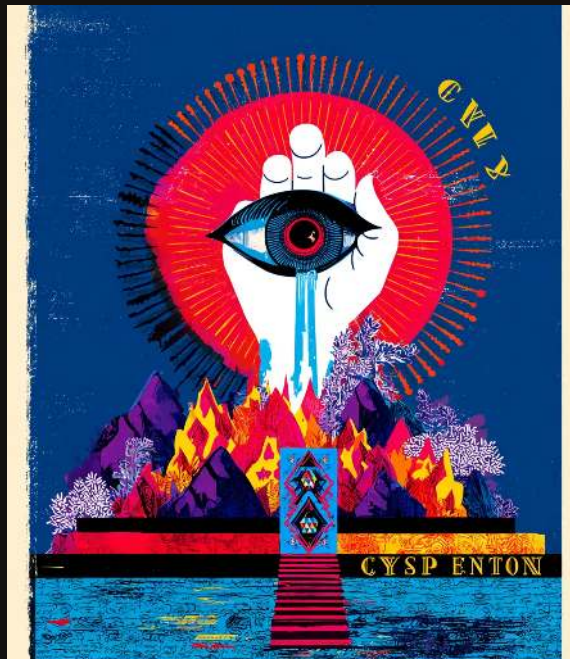
Revive the hand-pulled gig-poster tradition — high-contrast screenprint energy, hand-and-eye symbolism, ritual and landscape — as a campaign identity rather than a one-off poster.



KEY VISUAL

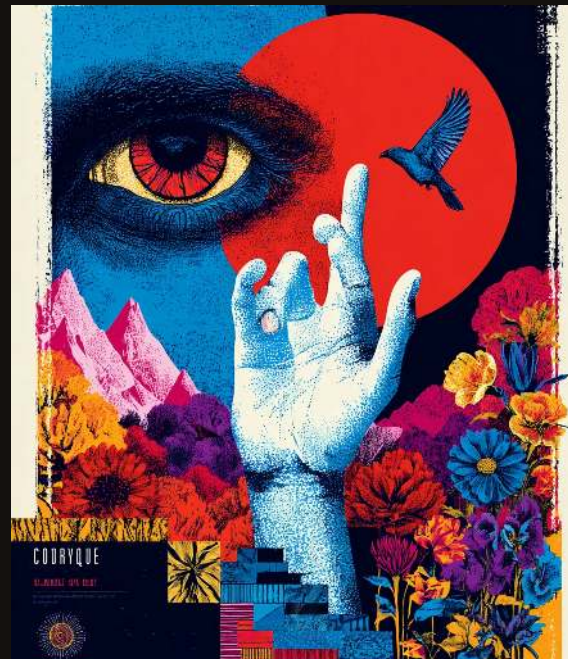
Key visuals

ONE SYSTEM

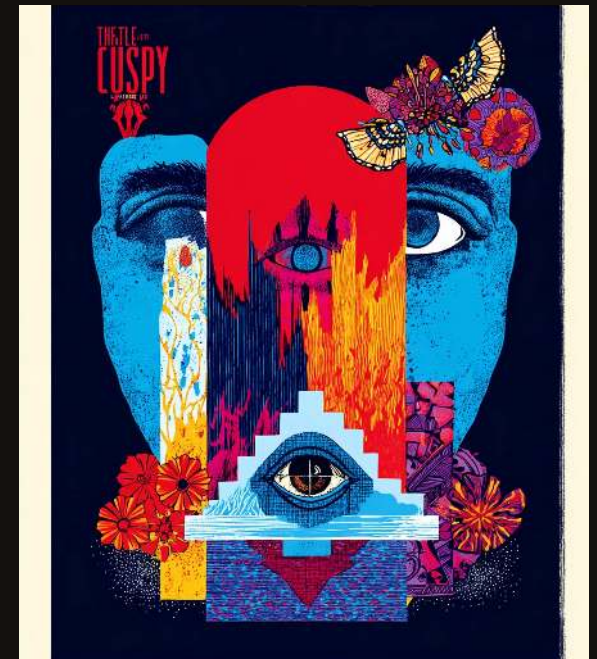


HAND & EYE

Built a series around a recurring visual grammar: the seeing hand, the third eye, the sacred mountain, tight registration and halftone grit — variable enough for a lineup of dates, unified enough to be one brand.

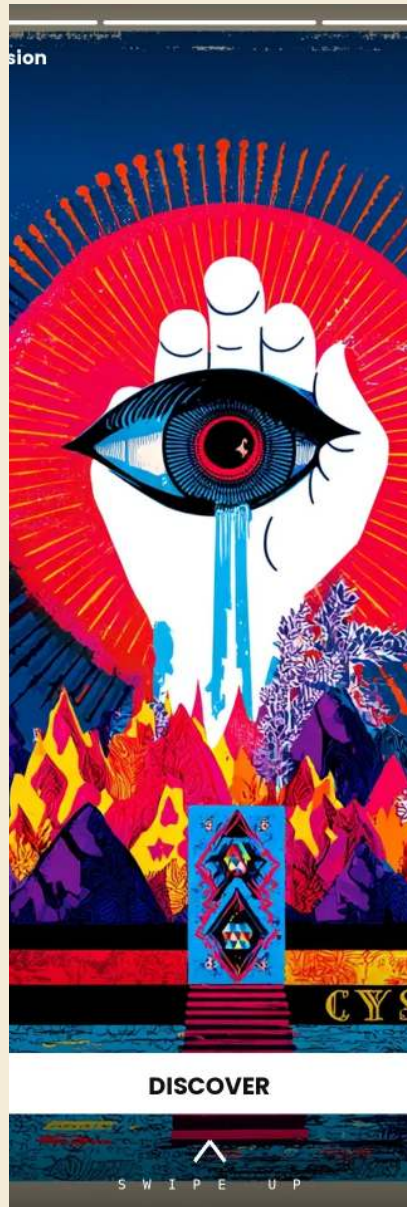


THIRD EYE



SACRED MOUNTAIN

Digital campaign



INSTAGRAM STORY

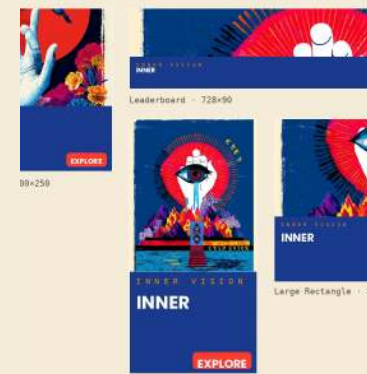


INSTAGRAM POST

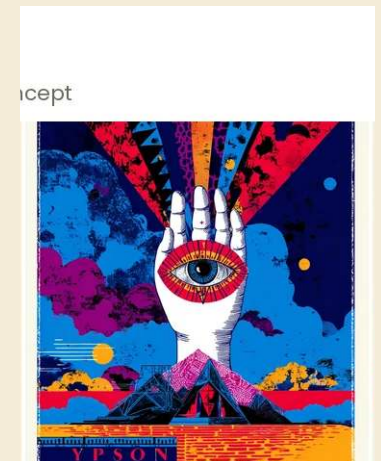


OUT-OF-HOME KEY VISUAL

CAMPAIGN
placement



DISPLAY ADS



IG FEED

Direction & outcome

CREATIVE DIRECTION

Kept the palette hot and limited and the symbolism consistent, so any single poster is unmistakably part of the family. Trust the viewer to read the icon without a caption.

OUTCOME

A poster-first festival identity that doubles as merch and social key art — collectible, screenshot-friendly, and clearly authored.

LESSONS LEARNED

The most shareable campaigns look like art, not advertising. If people want to keep it, the media budget goes further.

Inner Vision

FESTIVAL IDENTITY • CONCEPT



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