



**NATIONAL CHERRY BLOSSOM FESTIVAL  
2018 OFFICIAL ARTWORK  
DESIGN BRIEF FOR CONCEPT SKETCHES**

**CLIENT INFORMATION**

National Cherry Blossom Festival  
1250 H Street, NW Suite 1000  
Washington, DC 20005  
[www.nationalcherryblossomfestival.org](http://www.nationalcherryblossomfestival.org)

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**PROJECT INFORMATION**

The National Cherry Blossom Festival is one of the world's greatest celebrations of spring. The Festival is committed to deepening our connection to nature, engaging and enriching communities, and inspiring creative international exchange and collaboration. The Festival is iconic, a bucket list item for many who travel from near and far to attend.

**We want to create a strong visual work of art that:**

- "Owns" springtime anchored in the annual flowering of the cherry blossom trees
- Retells the narrative of the awe-inspiring beauty of the trees in bloom
- Can be utilized on merchandise that captures the memory of participation, looks "cool," and appeals to a mass audience (locals, tourists, old, young, families, culturally diverse)

**The artwork should convey:**

- Celebration and joy, a sense of excitement
- Springtime; with pink cherry blossoms as a prominent element (though keeping in mind this should be as gender neutral as possible)
- Energy and vividness (has movement)
- Reference to the city/location where the cherry trees are located

**We don't want:**

- To be portrayed as a soft, tranquil occasion
- The art to be solely a botanical study of the cherry blossoms or a landscape rendering of their geographical location
- Overt Japanese imagery or references
- Literal representation of what the Festival's events showcase (ex. kites, parade, performances)

**Specifications:**

- The artboard size is 18" by 24". Concepts can be submitted in either portrait or landscape orientation.
- In all instances of reproduction, the artwork will be printed using four-color-process

**Supplemental Artwork**

When developing the concepts, the artist is requested to submit a complementary design for the Festival t-shirt. This design incorporates elements from the original art design, but is not "bound" by the restrictions of the artboard (so has "organic"

borders) and can be reproduced according to our t-shirt screen printing specifications. The art would be restricted to six colors, including white when reproduced on a dark-colored t-shirt. The t-shirt artwork can use tints to expand the range of color presented (i.e. taking a dark pink and then utilizing tints of that dark pink to up to 50% would still be considered one color in the t-shirt printing process).

The artist is required to provide an extraction of the art that is solely blossom-focused, which may be used in creating the lapel pin design and/or additional marketing and merchandise pieces.

### **CONCEPT PHASE DELIVERABLES**

The artist is required to submit **two-three concept sketches** for review by the Artwork Selection Committee. Concepts may be accompanied by inspiration boards and color palette options to help provide “narrative” on the direction of the sketches, including reference to forecasts or trends the artist noted for the forthcoming year. Initial iterations on how the concepts would appear on merchandise items such as a t-shirt and mug will also be accepted, but are not required.

### **REFERENCES**

More information about the National Cherry Blossom Festival can be found in our annual review posted on-line:  
<http://www.nationalcherryblossomfestival.org/about/2016-annual-review/>

Here are some links to imagery that helps evoke the beauty of the blossoms:

FotoDC 2014 Cherry Blossom photo contest gallery:

<http://www.fotodc.org/2014-cherry-blossom>

<http://www.fotodc.org/2014-cherry-blossom-judges-favorites-1>

FotoDC 2012 Cherry Blossom photo contest gallery:

<https://www.facebook.com/media/set/?set=a.349739641753543.82346.104746369586206&type=3>

FotoDC 2011 Cherry Blossom photo contest gallery:

<https://www.facebook.com/media/set/?set=a.307952889265552.72973.104746369586206&type=3>

### **NATIONAL CHERRY BLOSSOM FESTIVAL LOGO (STACKED AND HORIZONTAL)**

