

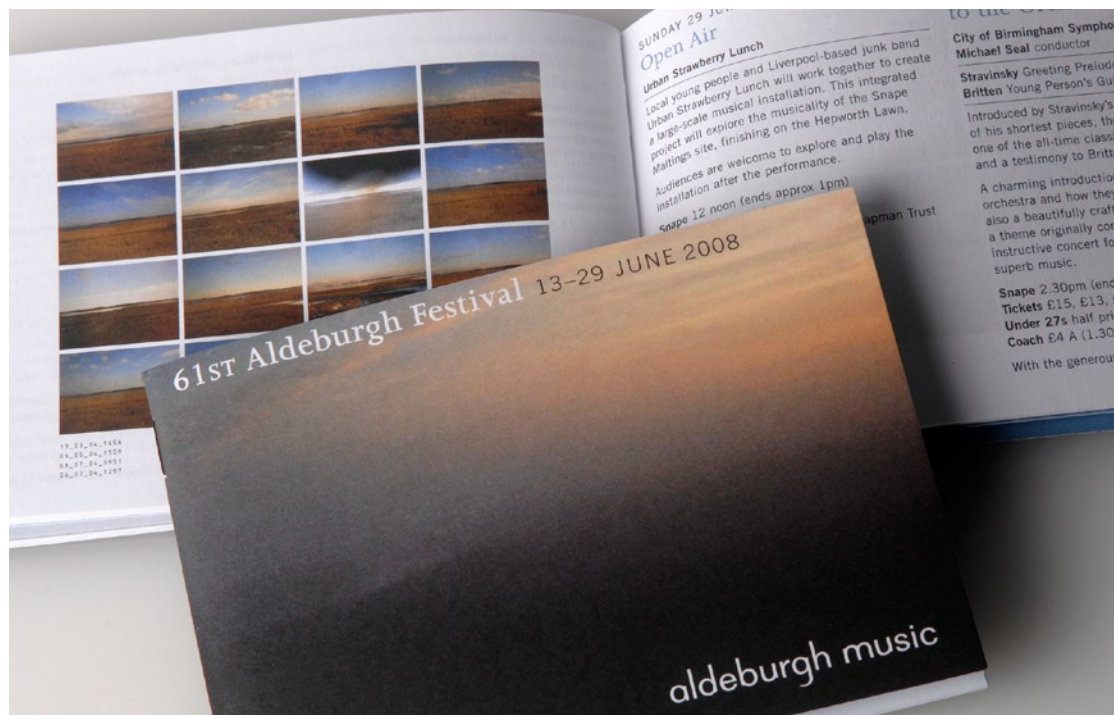
## SILK PEARCE DRAWS ON DIGITAL DATABASE TO PROMOTE ALDEBURGH FESTIVAL

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Branding and design consultancy, Silk Pearce is combining nature with new technology in a highly distinctive design theme for this year's Aldeburgh Festival - one of the UK's best known annual music events which is centred on the small east-coast fishing town in rural Suffolk.

Silk Pearce's design for the programme brochure - promoting the 61st Aldeburgh Festival of Music and the Arts (13 - 29 June) - uses selected images from two live webcams that have been taking pictures of the landscape behind Snape Maltings Concert Hall every hour from dawn until dusk over the last four years. The photography highlights the dramatically changing moods and colours of this unique stretch of the Suffolk coast, which continues to inspire musicians and artists. The front cover of the brochure features a slightly ambiguous atmospheric image taken on a foggy morning. Internal pages show the same view across the reed beds to the River Alde as it meanders towards the coast, photographed at different times of the day and year.

Design elements and images from the brochure, which details all planned events for the annual 17-day festival, will also be being carried over onto concert programme covers, posters, advertising and other promotional literature. Around 60,000 brochures are being printed, with the first batch



Spreads from the Aldeburgh Festival programme brochure



being mailed to sponsors, advanced booking list members and friends of the festival. The remainder are being distributed more widely through tourist offices and other information offices across the UK and overseas to coincide with the opening of public ticket sales on 26 March.

“Silk Pearce has always excelled in translating our ideas into intriguing designs and this year developed an idea first proposed by our chief executive, Jonathan Reekie, to reproduce some of the imagery from our two webcams. As a result, the design team has created a brochure that not only promotes the festival but also captures the atmosphere and essence of what makes Aldeburgh Music so special as a home for the creative arts,” said Marc Ernesti, head of marketing and media at Aldeburgh Music.

“With this year’s design we wanted to remind audiences and the international music community of the beauty of rural Suffolk, particularly as the new creative campus and expanded facilities at Snape Maltings are due to be opened next year. The time lapse imagery really reflects the changing mood, colours and tones of the landscape that have proved such a source of inspiration for artists visiting the region throughout the year, not only to perform but also to study, compose or just to recharge their batteries,” said Peter Silk, joint creative director at Silk Pearce.

This is the ninth year running that Silk Pearce has been appointed to design the Aldeburgh Festival brochure. The consultancy is also working with Aldeburgh Music on the fund raising campaign for its exciting development plan, as well as promotional material for its year round programme of concerts and events.

## **ABOUT THE ALDEBURGH FESTIVAL OF MUSIC AND THE ARTS**

The Aldeburgh Festival of Music and the Arts was founded in 1948 by the composer Benjamin Britten, the tenor Peter Pears and the writer and producer Eric Crozier and is centred on the small east-coast fishing town in rural Suffolk. The idea for the Festival sprang from their initial desire to find a home for their touring opera company, the English Opera Group but since then it has evolved continuously into an expanding programme of music, arts, professional development and education.

The annual Festival remains the centre piece of musical activity at Aldeburgh and it has earned its place as a true highpoint in the UK’s calendar of classical music events. Many works by Britten and other composers were inspired by Aldeburgh and received their world première at the annual Festival; including Britten’s ‘A Midsummer Night’s Dream’ and ‘Death in Venice’.

For further information please visit [www.aldeburgh.co.uk](http://www.aldeburgh.co.uk)

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