

## SILK PEARCE AND BLEGVAD PACK A POWERFUL PUNCH FOR POETRY

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Branding and design consultancy Silk Pearce has teamed up with American singer-songwriter and cartoonist Peter Blegvad to design the promotional programme for The Twenty First Aldeburgh Poetry Festival (6 to 8 November 2009). Blegvad – probably best known for his Leviathan comic strip from the ‘Independent on Sunday’ during the 90s – will also perform some of his own songs, stage an exhibition and take part in discussions at the Festival.

The programme design, which is dramatically different from previous years, has a cutting-edge, futuristic feel in zingy pink and vivid yellow to appeal to new audiences and communicate the Festival’s forward-looking, inclusive approach. Pen and ink drawings of a writer’s hand, an arrow, spinal columns and nerve fibres are being used to illustrate the powerful emotional impact that poetry has and the connections between the head, heart and the written word. A hand-drawn typeface is being used for the main section headings throughout and the programme’s outside back cover includes Blegvad’s cartoon ‘signature’: a small sketch of baby Levi with Bunny, his stuffed toy rabbit.



Silk Pearce has based the promotional brochure for this year’s Aldeburgh Poetry Festival around a series of illustrations from Peter Blegvad, the American singer-songwriter and cartoonist. Blegvad’s artistic skills and wit are ideal for translating the power of poetry into illustration.





“This is the seventh year running that Silk Pearce has designed the Festival programme and each year we commission a different illustrator to provide a new take on poetry. Peter Blegvad’s artistic skills and wit make him the perfect artist to mark the Festival’s 21st anniversary: he understands and can translate the power of poetry into illustration and coupled with Silk Pearce’s striking designs has helped ensure that the Festival continues to be fresh, original and evolving,” said Naomi Jaffa, director of The Poetry Trust, organisers of the Festival.



**Rob Steer, senior designer at Silk Pearce has given this year’s Aldeburgh Poetry Festival programme brochure a cutting-edge, futuristic feel in zingy pink and vivid yellow. 2009 is the seventh year running that Silk Pearce has been appointed to design all promotional and other materials for the Festival.**

25,000 copies of the 36-page programme brochure are being printed with the first batch being mailed to The Poetry Trust’s audience database, sponsors, friends and other contacts this month. The remainder will then be distributed more widely as an insert in major literary or poetry magazines and through arts and tourist information points across the eastern region and at selected outlets throughout the UK. A PDF copy can be downloaded from the festival tab at [www.thepoetrytrust.org](http://www.thepoetrytrust.org)

A number of Peter Blegvad’s other illustrations, including comic strips, more resonant of Levi will be featured in ‘The Poetry Paper’ – The Poetry Trust’s quality annual broadsheet, also designed by Silk Pearce – which is launched at the Festival.





## **ABOUT THE POETRY TRUST**

The Poetry Trust exists to discover, celebrate and promote the best contemporary poetry to the widest possible audience. A registered charity and an Arts Council literature flagship, the Trust is responsible for the international Aldeburgh Poetry Festival, the UK's leading annual celebration of contemporary poetry, The Poetry Channel – a new digital platform – and a year-round programme of live events, advanced seminars, creative learning in schools and local communities, prizes and publishing.

The Aldeburgh Poetry Festival is the Trust's main annual event featuring performances, discussions and exhibitions for anyone interested in the art form. This year's event includes an exhibition of festival photographs spanning several years, a special 21st birthday party and a virtual festival with works and reading from poets who for one reason or another have been unable to attend in person.

For further information please visit [www.thepoetrytrust.org](http://www.thepoetrytrust.org)

For additional information please contact:

**SIMON MCKAY**

*Telephone* 01353 741075

*Email* [simon@silkpearce.com](mailto:simon@silkpearce.com)

