

Project statement
Event Branding
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This is a branding project for a festival that is to take place in New Orleans. The name of the festival "Faire Le Marché" is the original roots for the phrase "makin' groceries". It is a festival to celebrate the history and produce of the French Market. The inspiration and technique used for creating this project came from hand painted grocery store signs. Developing and using the technique to paint the signs was a large part of this project. The target audience is people looking for locally grown groceries and those wanting to learn about the history of the city. To create the design, paper, paint, and brushes were used in a hand painted lettering style.