

---

Modern and attractive design to represent the 2020 Havana Book Fair

09/01/2020



The modern and attractive visual identity and image with which the 29th Havana International Book Fair (FIL Cuba 2020) will be presented, to be held February 6-16, was shown to the press today in an unprecedented launch in the history of the event.

Sonia Almaguer Darna, director of the Cuban Book Chamber, in charge of the fair's organization, announced this is the first time the process of creating the visual campaign for the event is being publicly exposed, since this year it will have the particularity of launching its definite identity.

The directive declared that this was one of the targets the Chamber had worked on during 2019, to create a registered trademark of the Fair for its recognition in Cuba and the world, along with a more current image campaign gathering the details that would best distinguish an event so awaited by the Cuban population.

The young designer Tais Maria Garcia, in charge of the visual identity of FIL Cuba 2020, highlighted as features of the new brand its versatile, professional, popular and modern character and, as for the campaign, she informed that in each fair the poster will include identity elements of the host and guest countries and referring to literature.

In the case of the poster of the next edition, to reflect Cuba, green tones were used in a warm background, bright and lively colors; of the guest of honor, which this time will be the Socialist Republic of Vietnam, the star and the drum Dong Son, an icon of its culture along with the

Vietnamese tapestries, were graphically supported. (ACN)

---