

INGENIOUS

CASE STUDY 17

MACCLESFIELD BARNABY FESTIVAL
CREATIVE DEVELOPMENT

ingeniouscreative.com



ABOUT THE CLIENT...

The Festival takes place in and around Macclesfield's picturesque Market Place and Town Square.



THERE HAS BEEN A BARNABY FAIR SINCE THE 13TH CENTURY WHEN MACCLESFIELD WAS GRANTED ITS BOROUGH CHARTER. THE EVENT HAS CHANGED OVER TIME FROM FESTIVALS AND FAIRS, TO PARADES AND CIRCUSES, CARNIVALS AND MILL SHUT-DOWNS.

It's believed the name St Barnabas – an early Christian convert and later patron Saint of Cyprus – was taken in recognition of the contribution Macclesfield archers made in the Crusades. In the 20th Century Barnaby meant factory and school closures and seaside excursions. It continued as a uniquely Maxonian holiday until the '80s.

The local tradition had all but died out when in 2004 Macclesfield Borough was dubbed the 'least cultured place' in Britain for its lack of amenities.

In 2009 things began to change when a group of like-minded folk had a vision for a festival of arts, culture and fun, based in the town centre and rooted in Macc's heritage and talents.

This ambition was realised in 2010 when Barnaby was reborn as a weekend festival, transforming the town and bringing Maxonians onto the streets.



THE STARTING POINT...



HAVING PREVIOUSLY WORKED WITH BARNABY IN 2011 AND 2012, WE WERE ONCE AGAIN ASKED TO DELIVER THE CREATIVE DIRECTION FOR THE FESTIVAL FOR 2018.

This previous knowledge was initially something of a double-edged sword, as was the familiarity with the client. We knew what had gone before, so could avoid repeating it, but equally we were very conscious our 'home crowd' was watching, and we didn't want to let them down. No pressure, then!

The 2018 festival had a theme of 'routes / roots', so immediately we had something to work with. Additionally, we wanted to create something that really engaged with Maxonians of all backgrounds and would make them want to come and get involved.

This led us to investigating how we could use the town itself - the one thing we've all got in common - as part of our design.



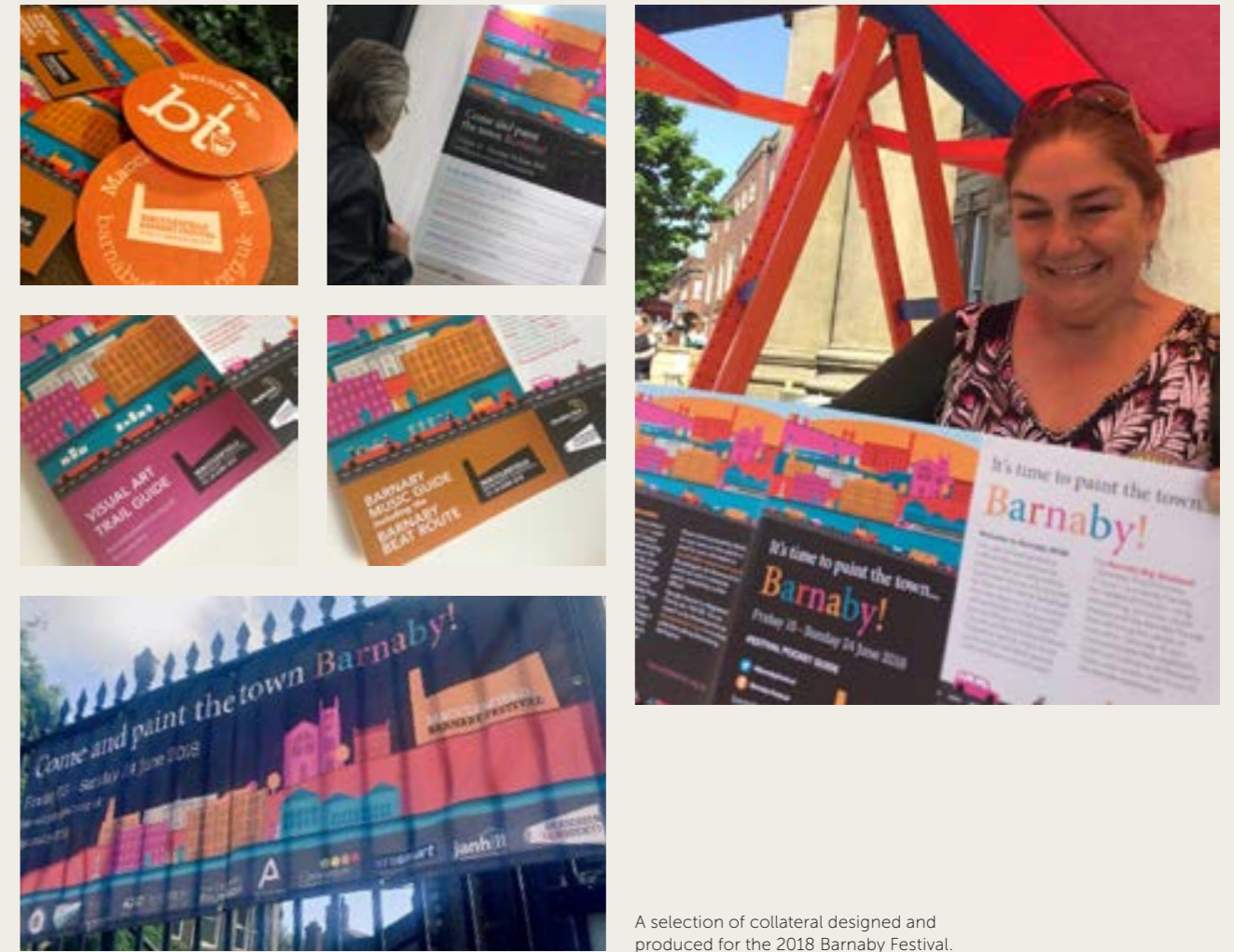
Our initial creative concepts were based around engaging with our local community, using visuals inspired by our home town of Macclesfield.



WHAT WE DID...

Our bespoke illustration of the town, featuring key local landmarks in the Barnaby brand colours, coupled with our headline 'it's time to paint the town Barnaby' took centre stage.

The concept was applied to a range of collateral, including broadsheet festival guides, wayfinding signage, banners, posters, leaflets and even, much to our delight, beer mats!



A selection of collateral designed and produced for the 2018 Barnaby Festival.



WHAT THEY SAID...

"Ingenious have perfectly captured the character and personality of the 2018 Barnaby Festival. Their illustrative approach perfectly complemented their concept of 'painting the town'.

Their proactive and committed way of working, often to highly pressured deadlines, was a breath of fresh air. We're absolutely delighted with the work they've done for us."

MACCLESFIELD BARNABY FESTIVAL

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