

Individual Commentary- Stage Mood boards

This task was very connected to branding (completed by Steffi Stoker), so a lot of collaboration took place. From very early on, the aesthetic chosen of Lakewave festival was going to be cohesive with sustainability and environmental awareness. At first the challenge to create the visuals of each stage was very clear. Hence the moodboards allowed ideas to flourish. It was important to research websites such as pinterest in order to find a starting point for our original creation (Halley, E. 2019)

It also led me to discover several ways to reduce pollution while still building beautiful outdoor festival stages. Such as the use of wood pallets, used plastic cups and paper. One of the main sources of inspiration was the aesthetic brought by Pickathon festival in Portland USA. Their concept showed that a big capacity event does not require environment's harm; it 'requires a thoughtful design' (Bell, T. 2016)

References

Halley, E. (2019) *Entertainment Marketing* (Lecture). London: Tileyard Education.
31st January 2019

Bell, T. (2016) *How 'diversion architecture' will make outdoor concert festivals more sustainable* [Online]. Available at: <https://inhabitat.com/how-diversion-architecture-will-make-outdoor-concert-festivals-more-sustainable/> (Accessed 16th March 2019)