

## art karlsruhe with a new corporate design: more lively, more concise, versatile

Karlsruhe, 25.11.2024 – Messe Karlsruhe is modernising the corporate design of art karlsruhe. Similar to the successful reorientation of the fair this year under the preamble 'Evolution instead of Revolution', it now presents itself with a completely renewed appearance. Together with Independent Collectors, a well-known agency in the art scene, we discussed colours, logo, font, visual language and design elements and developed a holistic corporate design that works across all communication channels.

After the conceptual reorientation of art karlsruhe 2024 under the new dual leadership of project manager Olga Blaß and advisory board chairman Kristian Jarmuschek was very well received, this further development is now also reflected visually. In this sense, art karlsruhe is building on its proven origins and yet breaking new ground: 'art karlsruhe is based on a solid foundation that has developed over 20 years,' says Britta Wirtz, Managing Director of Messe Karlsruhe. 'It is important to us to remain true to this heritage - without losing sight of the future. We want to build on our strengths and at the same time be on the move and curious about what is to come. The new corporate design perfectly reflects this mindset.' Kristian Jarmuschek adds: 'With our new visual identity, we are giving art karlsruhe a visual identity that emphasises and reflects our further development in terms of content.'

### Keep moving - also in terms of design

The renewed visual identity was developed in collaboration with the Berlin design agency Independent Collectors in a development process involving lively dialogue with art market players, accompanied by the art karlsruhe advisory board and a careful selection process. It reflects what art, and therefore art karlsruhe, can do: Arouse curiosity, stimulate and inspire. 'After 20 years under a striking red and yellow flag - the colours of Baden - these same colours will in future form the bracket around a colour gradient that symbolises a timeline "from classical modernism to contemporary art" on the one hand, but also stands for the transformation of art karlsruhe and can continue to develop with it on the other,' explains project manager Olga Blaß. "The brand colours are complemented by a text logo that can respond in format and colour to all the requirements of today's, mostly digital, world. A blur effect, which we will always experience differently, alerts us to take a closer look, perhaps even to take a step back or move closer in order to change our perspective, just as we do when looking at art.' The newly developed font appears modern and clear, but at the same time high-quality and elegant. Whether for classic media, brochures, websites or other digital media - the new corporate design will now appear everywhere art karlsruhe is visible.

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