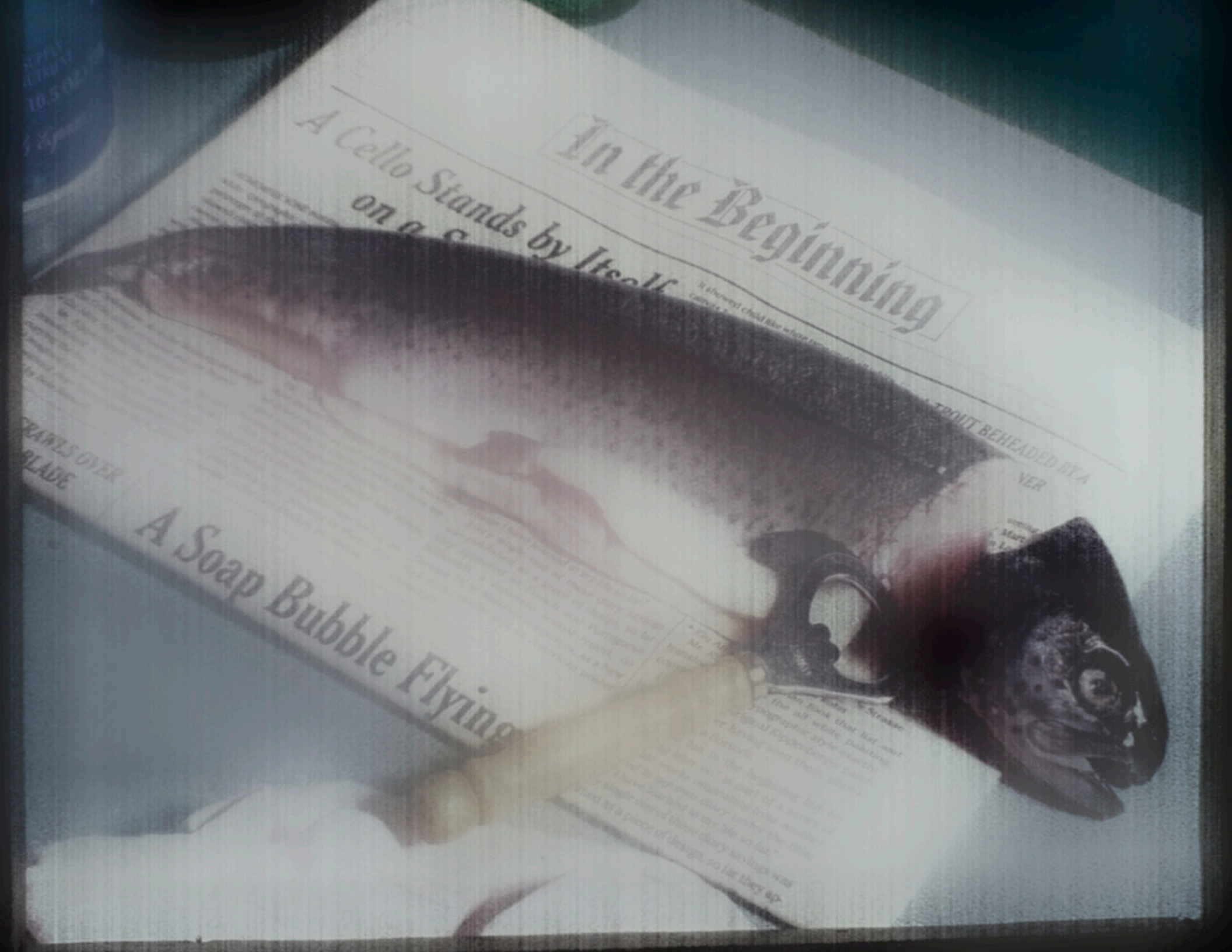




A
COEN BROTHERS
FILM FESTIVAL

DESIGN BRIEF

PREPARED BY ALANA SPARROW



The Entrails



EN ROUTE

- ^ Designer Vis a Vis 05
- ^ The Brief 06
- ^ The Line of Attack 08

FESTIVAL ITEMS

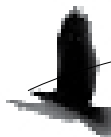
- ^ ID System 20
- ^ Poster 22
- ^ Catalog 23
- ^ Film List Handout 23
- ^ DVD Packaging 24
- ^ Advertising 25
- ^ Product 26
- ^ Tickets 27
- ^ Trailer 28
- ^ Website 29
- ^ Flying Logo 29
- ^ Uniform System 30
- ^ Signage 31

en Route

designer ris a ris

SHE'S A VERY FREAKY GIRL

The opportunity to develop a body of work that had the potential to be beautifully grotesque with a bit of dark humor in to lighten the load was just too enticing to pass by. I'm from a very small town in southwestern New Mexico, so being an artist certainly set me feeling left of center most of the time. Which is why I suppose I have such an affinity for the quirky stories, characters and cinematography that are indicative of all Coen Brother films. So when it came to to make the selection for the film festival project the decision was especially easy for me. I don't love all of the movies they have made, and I seem to have a pretty strong opinion one way or the other. So I've selected the movies that I love the most, and feel that they have each relate to one another with some common themes; death, money, humor and of course, a real big mess.



The brief



L-R, Cormac McCarthy, Joel & Ethan Coen

THE TWO HEADED DIRECTOR

Joel and Ethan Coen, known collectively as The Coen Brothers, are Academy Award winning American filmmakers. For more than 20 years, the pair have written and directed numerous successful films, ranging from screwball comedies to film noir, to movies where those two genres blur together. The brothers write, direct and produce their films jointly, although until recently Joel received sole credit for directing and Ethan for producing. They often alternate top billing for their screenplays while sharing film credits for editor under the alias “Roderick Jaynes.” They are known in the film business as “the two-headed director,” as they share such a similar vision of what their films are to be that actors say that they can approach either brother with a question and get the same answer.

Joel Coen (born November 29, 1954) and Ethan Coen (born September 21, 1957) grew up in St. Louis Park, Minnesota, a suburb of Minneapolis. Their parents, Edward and Rena Coen, both Jewish, were professors, their father an observant Jew and an economist at the University of Minnesota and their mother an art historian at St. Cloud State University.

When they were children, Joel saved money from mowing lawns to buy a Vivitar Super-8 camera. Together, the brother's remade movies they saw on television with a neighborhood kid, Mark Zimering (“Zeimers”), as the star.

Both of the Coen brothers graduated from Simon's Rock Early College (now Bard College at Simon's Rock) in Great Barrington, Massachusetts. Joel then spent four years in the undergraduate film program at New York University where he made a 30-minute thesis film called Soundings. The film depicted a woman engaged in sex with her deaf boyfriend while verbally fantasizing about having sex with her boyfriend's best friend, who is listening in the next room. Ethan went on to Princeton University and earned an undergraduate degree in philosophy in 1979. (1)

THEIR FILMS

- ^ Blood Simple (1984)
- ^ Raising Arizona (1987)
- ^ Miller's Crossing (1990)
- ^ Barton Fink (1991)
- ^ The Hudsucker Proxy (1994)
- ^ Fargo (1996)
- ^ The Big Lebowski (1998)
- ^ O Brother, Where Art Thou? (2000)
- ^ The Man Who Wasn't There (2001)
- ^ Intolerable Cruelty (2003)
- ^ The Ladykillers (2004)
- ^ No Country for Old Men (2007)
- ^ Burn After Reading (2008)[7]
- ^ A Serious Man (TBA)
- ^ Hail Caesar (TBA)

FILM FESTIVAL HISTORY

This is the first year the film festival has been held. It will stand to mark the 10th anniversary of the world premier of *The Big Lebowski*, and came to be through Minnesota Film Arts.

FESTIVAL MISSION STATEMENT

Only a handful of artistic media have the potential to transcend cultures, language and time to inspire people in their perspectives and the expression of their daily lives. Film has such potential. Minnesota Film Arts is dedicated to bringing these unique stories to our community to ensure film's legitimacy as a sustainable community-based art form in the Twin Cities and beyond.

TARGET AUDIENCE

The festival will be targeted to a younger demographic, meaning 45 years of age and under. These will be predominantly Coen Brother fans that are familiar with most if not all of their films. This audience, has a keen interest in the arts and creative expression, and a bona fide interest in unique story telling. They are most likely to watch independent films before big box office movies, but tend to make exceptions for the Brothers. These people are well read and are on the constant search for distinctive experiences that they can share with their friends. This audience will probably attend this festival with a group of friends who share the same aspirations.

FESTIVAL FILMOGRAPHY

The films that will be screened will consist of a familiar Coen Brother storyline of a character or characters digging their way out of a difficult or troublesome situation. They will be screened in chronological order as follows: *Millers Crossing*, *Fargo*, *The Big Lebowski*, *O Brother Where Art Thou?*, *No Country for Old Men*

FESTIVAL POSITIONING

This film festival will be positioned as a truly curiously cult event, and one that can't be missed or otherwise you'll be on the outside of an inside joke. This audience will be eager to attend this festival, as this group is eager to be part of offbeat experiences. These people are film lovers and creative types, and are on the constant search for experiences that arouse, entice and inspire their own personal creative endeavors. This festival is about providing a new lens from which to view this quirky, offbeat and peculiar world.

FESTIVAL NAME/THEME

The core theme of the festival will play to a central theme in most Coen Brother movies—a cast of characters or character that finds them selves in a very difficult or tricky situation. The brothers often play on themes of nostalgia, exaggeration, dry humor, quirky and offbeat vernacular. Befittingly the name of the festival is an old idiom: “A Fine Kettle of Fish.”

LOCATION & DATES

In honor of the cult classic hit *The Big Lebowski*, the film festival will launch with an opening night gala at 11pm, March 7-9, 2008, in Minneapolis, Minnesota, the Coen Brothers hometown. The festival will continue on to other metropolitan cities including, NYC, Los Angeles, Dallas, and Chicago.

ADDITIONAL EVENTS

There will be a series of concerts held showcasing some of the famous movie soundtracks.



Joel & Ethan Coen on location, *No Country for Old Men*

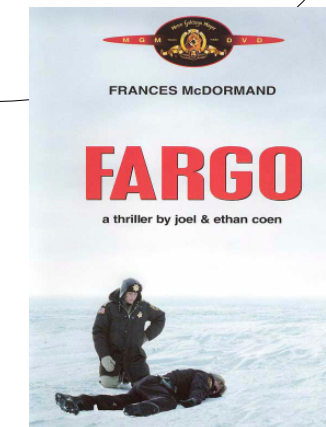
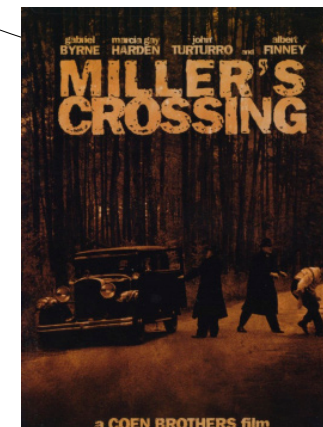


The Line of Attack

INTRODUCTION & OVERVIEW

2008 marks the 10th anniversary of the world premier of the Coen Brothers film *The Big Lebowski*. In honor of this, Minnesota Film Arts (MFA) a newly formed non-profit organization based in Minneapolis will be hosting its first annual film festival. The festival will feature five films from the brother duo and is titled 'Fine Kettle of Fish'. They have recently allocated a sizable budget to a marketing program to promote this newly formed annual event.

MFA feels that providing access to film-arts plays a vital role in embracing and illuminating the past, present, and future of the moving image for audiences and artists, will solidify them as a community based organization dedicated to fostering an active and living appreciation of the film-arts in the Twin Cities and beyond.



the inspiration

IT ALL STARTS WITH THE FILMS

The Coen Brothers are most known for utilizing film noir and other film styles of the 30s and 40s including screwball comedies. Their films often utilized exaggerated characters and vernacular and the use of dry humor is pervasive in most of their films. They utilize each of these devices to varying degrees and have no problem bending and even breaking the rules of particular film genres to make for more interesting storytelling. Again not following standard conventions, the film credits always come at the end of the film

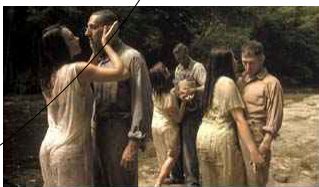
The Coen Brothers are known for unique dialogue in their films. Ranging from thin (*No Country for Old Men*, *Fargo*) to bizarrely long-winded (*Raising Arizona*, *The Big Lebowski*) the dialog is often filled with obvious satire and dry wit, befitting for there often larger-than-life characters.



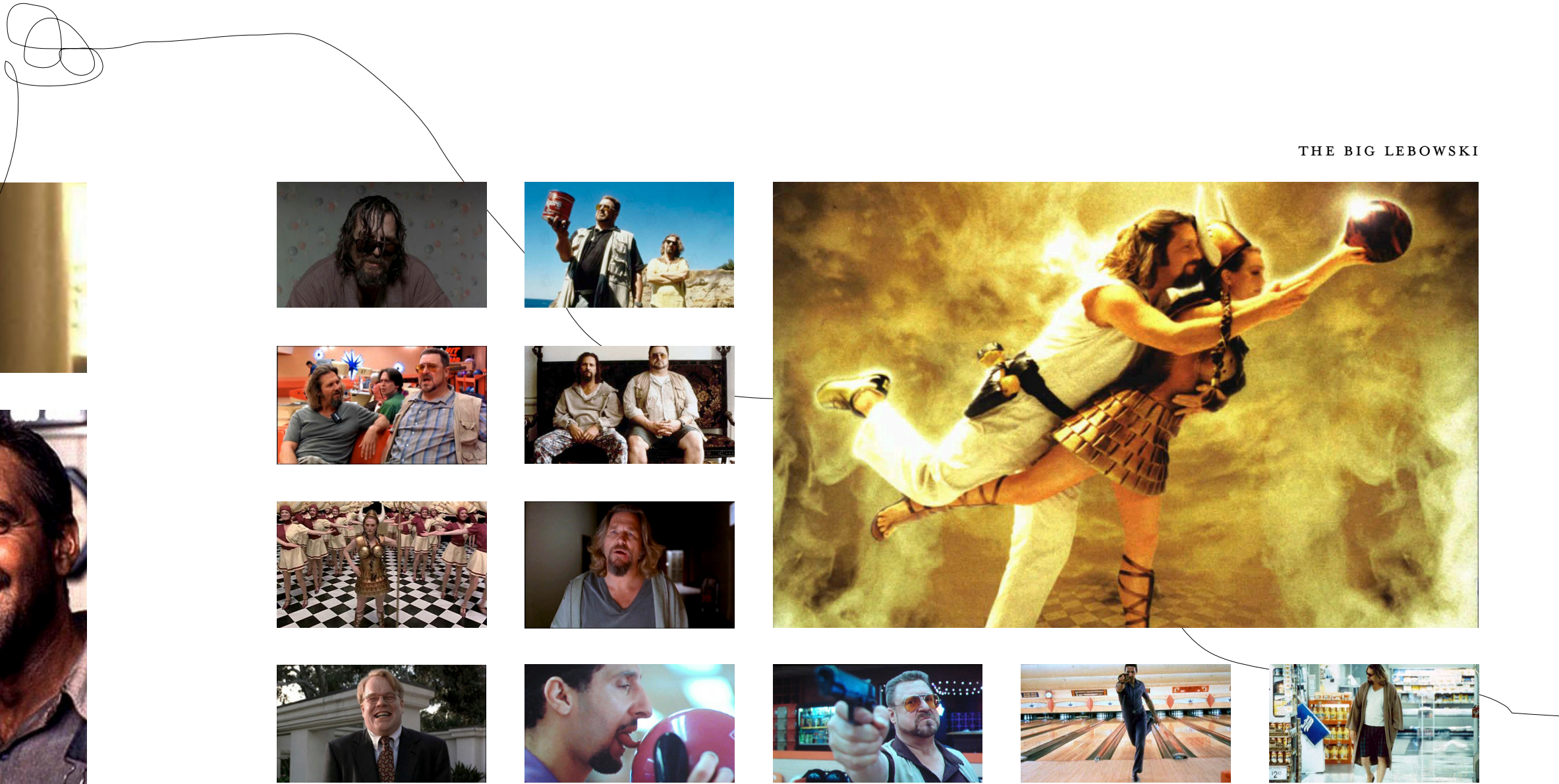
NO COUNTRY FOR OLD MEN



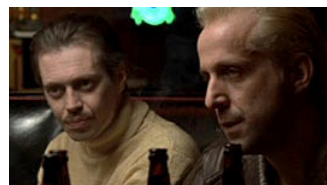
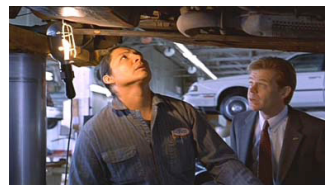
O BROTHER, WHERE ART THOU?



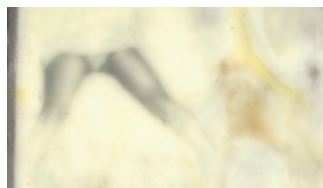
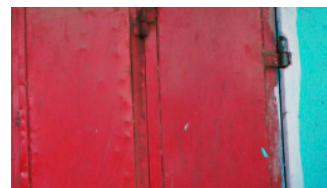
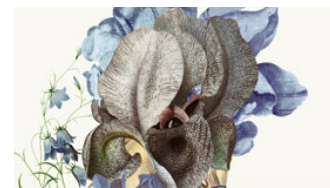
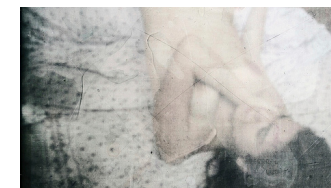
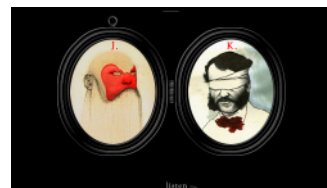
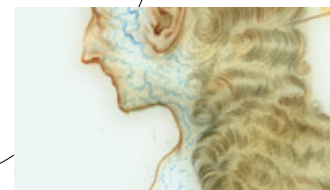
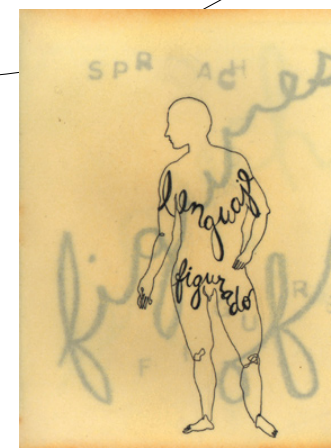
THE BIG LEBOWSKI



FARGO



MOODBOARD



festival items

LF



The Stuff

A FINE KETTLE OF FISH

2008 marks the 10th anniversary of the world premier of the Coen Brothers film *The Big Lebowski*. In honor of this, Minnesota Film Arts (MFA) a newly formed non-profit organization based in Minneapolis will be hosting its first annual film festival. The festival will feature five films from the brother duo and is titled 'Fine Kettle of Fish' They have recently allocated a sizable budget to a marketing program to promote this newly formed annual event.

What follows outlines the festival item contents. This visual direction presented is representative of both creative and art direction for the campaign. These images are only meant to give a flavor of the possibilities for this campaign. This is a work in progress.

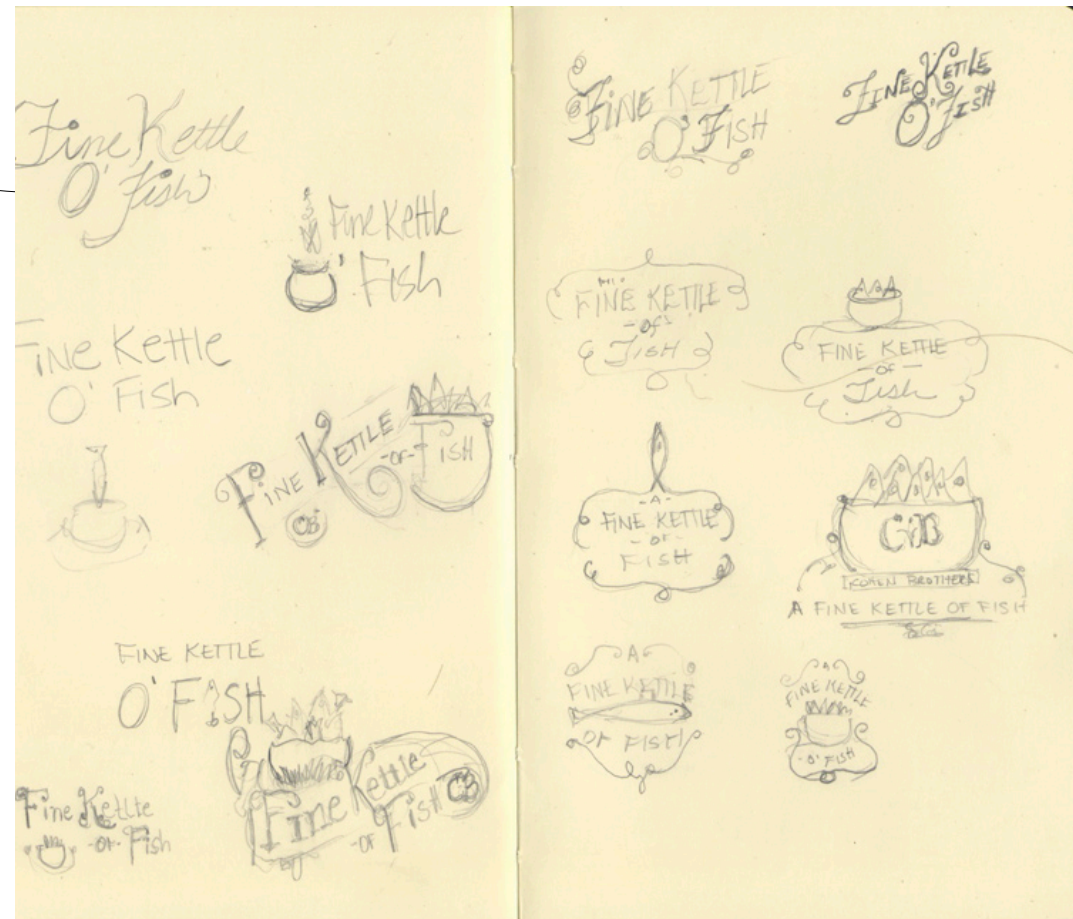
id System

WHAT'S YOUR BRAND?

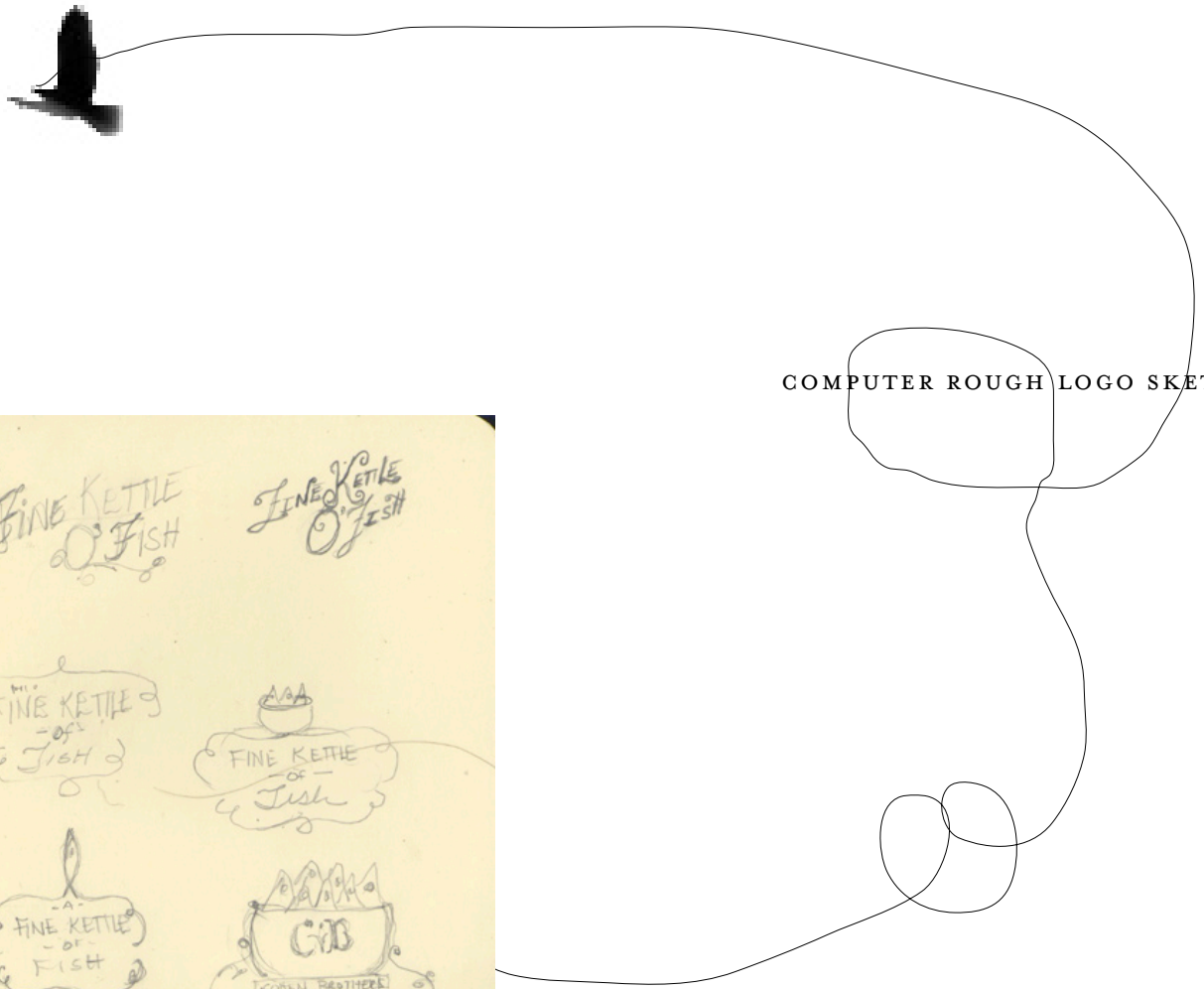
The development of the festival identity will be inclusive of naming of the festival, logo development and its applications to a business system including: letterhead, envelopes, calling card and thank you notes. Multiple variations of the logo including b&w and color versions will be formed to address the assortment of applications required. The overall feeling of the identity system will be one that will further convey the curious and quirky spirit of the festival. Careful consideration will be give to paper selection and format to again carry forward the festival's brand.



INITIAL LOGO SKETCHES



COMPUTER ROUGH LOGO SKETCHES



Poster

GETTING THE WORD OUT

In order to effectively promote the festival in a multitude of locations a poster or series of posters will be developed for placement in a variety of public spaces. Most importantly the poster must convey the mood and atmosphere of the festival as being a must attend event. A limited edition silk screened version of the poster may be created and be available only to those who attend the festival. Information to be included will be the festival ID, festival name, director name, time, date and location. Additional program information may also be included. Size of the poster will be 30x40.



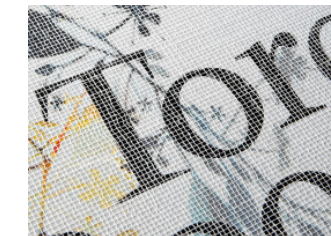
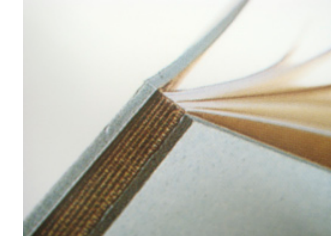
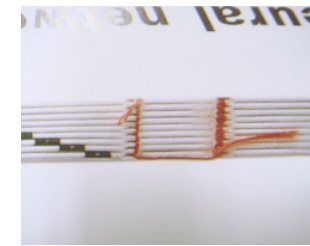
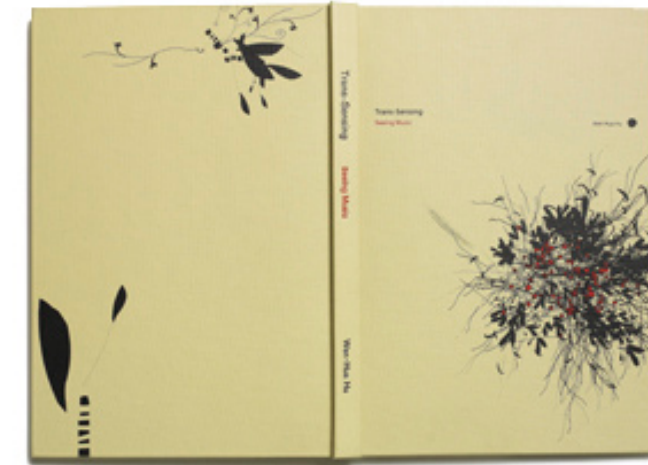
Catalog

COLLECT, COVET & CRAVE

As a covetable festival keepsake a 24-48pg catalog will be created featuring information on the film directors, festival overview and history, movie overviews, actor information, behind-the-scenes extras, location information, time, date, and schedule of events, lodging and tourist information. Careful consideration and exploration will be given to the publications format and materials to ensure it's received as a collectable, covetable item.

FILM LIST HANDOUT

Complimentary to the catalog a film list handout with a simple and unique format will be created to provide quick and easy access to the scheduled events. Information to be included: time, date, locations, festival and director information.



dvd Packaging

COLLECT, COVET & CRAVE

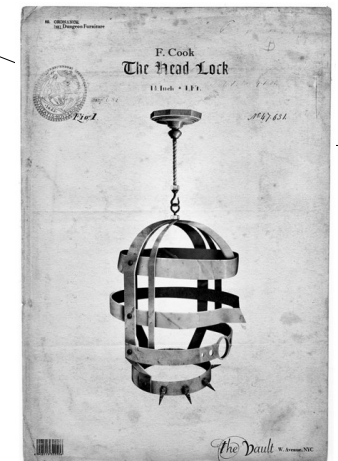
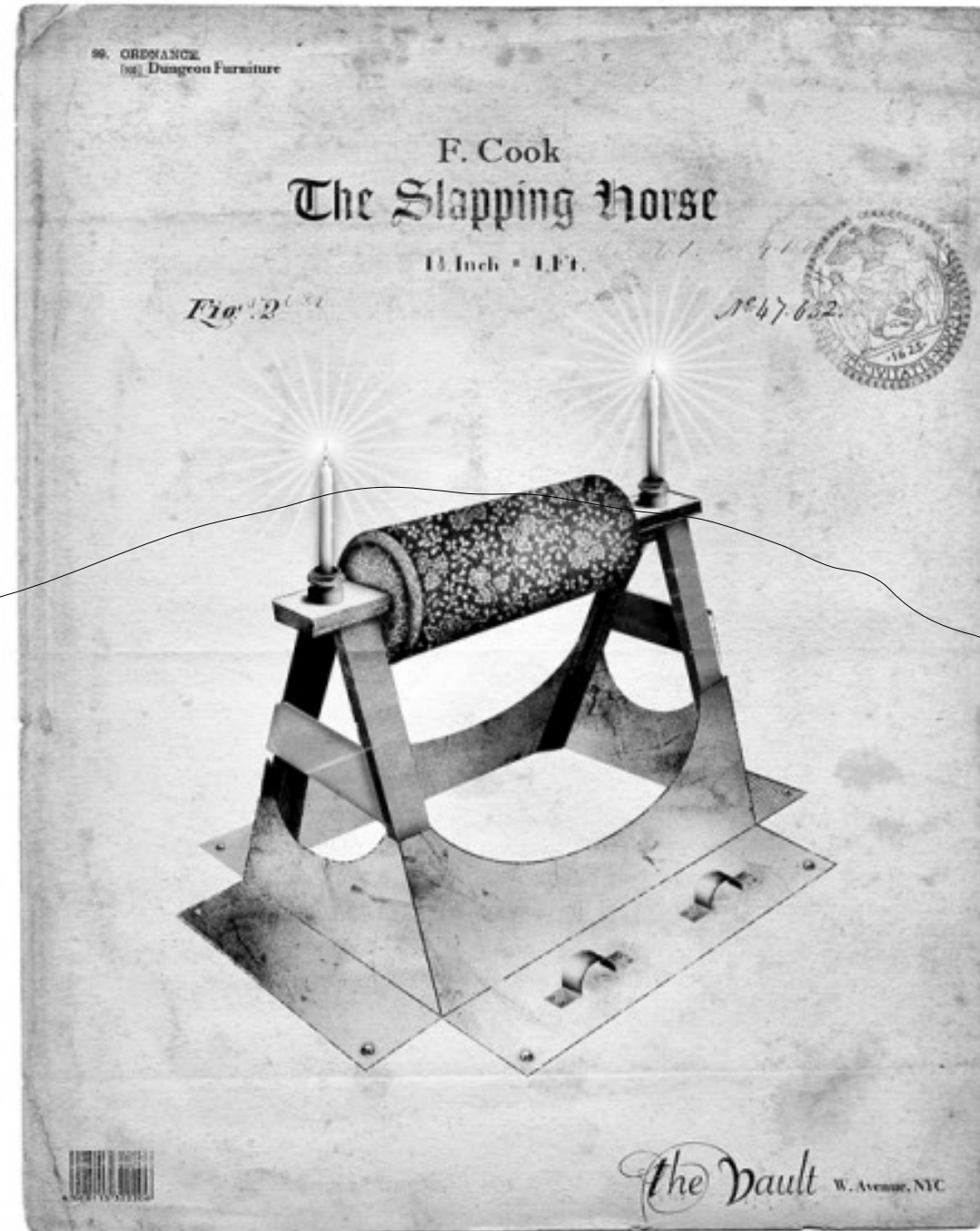
A collector series of DVDs featuring the festival (5) films will be produced. This boxed set will be received as a must have, unique, collectable and covetable item. The use of interesting materials and format will be considered to create a piece that would be worthy of display, not tucked away in a cabinet. Each DVD will include an 8pp booklet containing information on the film and director.



Advertising

A NECESSARY EVIL

Further conveying the positioning of a must attend curious cult event, a series of ads will be developed. The use of metaphor and the unexpected will be explored for concept direction to further convey the festival theme as well as the spirit of the films being featured. A variety of formats will be developed for inclusion to local, regional and national print publications. Other formats will be developed for placement in site-specific locations including bus and train terminals as well as billboard.



Wares

COLLECT, COVET & CRAVE

A minimum of (2) festival promotional items will be developed to be for sale at the festival and on the website. Sample product being considered is soap as a metaphor for cleaning up dirty messes. A festival soundtrack will also be available.



Tickets

ONE WAY TICKET TO SOMETHING

Festival attendees will have the choice to purchase weekend passes or individual tickets. To ensure easy access to all festival events a series of tickets/passes will be developed. Careful consideration and exploration will be given to format and accessibility of the tickets. The use of money may be appropriate as a visual, as money is a consistent theme in most of the films. A more collectable or covetable format may be appropriate for the weekend passes and disposable paper tickets for individual events.



Trailer

COME ON, GIVE US A TASTE

Further conveying the positioning of a must attend curious cult event, a festival trailer will be developed. The use of metaphor and the unexpected will be explored for concept direction to further convey the festival theme as well as the spirit of the films being featured. This trailer will be shown in theaters across the country prior to the festival coming to each city.



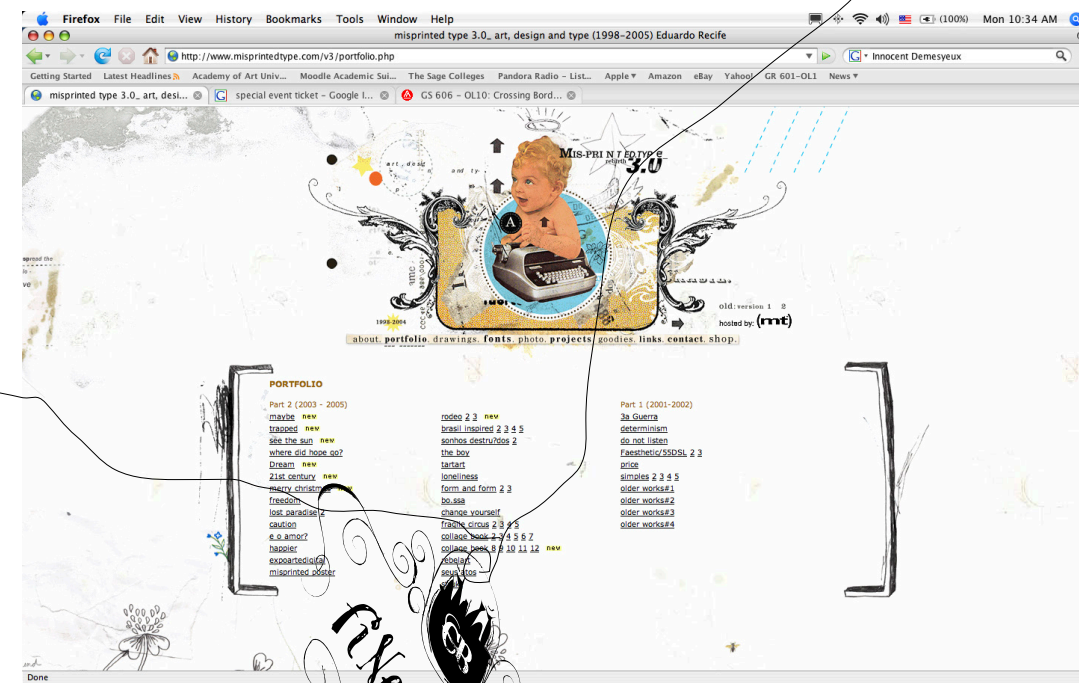
Interactive

WA WA WA

As a primary means to promote the festival, and for attendees to purchase tickets and merchandise, a website will be developed. The site will reflect the spirit of the festival and the films being featured but will be balanced with a clean, simple design for ease of usability. The architecture of the site will be inclusive of: splash page, home page, festival history page, featured films page, featured director page, schedule page, tickets page, and product page.

FLYING LOGO

The development of an animated version of the festival logo will be created and will be utilized as the splash page for the web site.



Fine Kettle of Fish

Uniforms

WHAT TO WEAR

The development of a comfortable, casual and unique uniform system will be created, and will be worn by all festival promoters and staff. This system will serve to provide a cohesive look for the event as well as making festival staff easily identifiable. The location and time of year dictates a layering system for comfort indoors and out. The system will consist of a variety of the following: hats, gloves, sweaters, t-shirts, pants, sneakers, and jacket.



Signage

EXCUSE ME, WHERE'S THE LADIES ROOM?

As a primary means to promote the festival, and for attendees to The development of a way-finding signage system to include (6) items will be developed to further incorporate the spirit of the festival. The system will serve to ensure that festival attendees are able to easily find their way around the facility, and to the variety of events that will be going on simultaneously. Careful consideration and exploration will be given to format, materials and possible dimensional signage that can be integrated into the environment in an interesting way.





til next time...