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2020.
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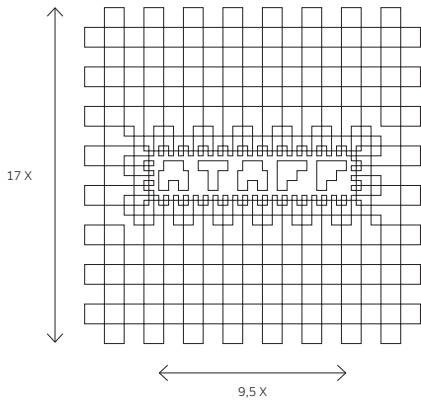
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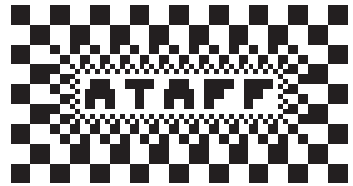


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CINEMA HALL, SZOLNOK

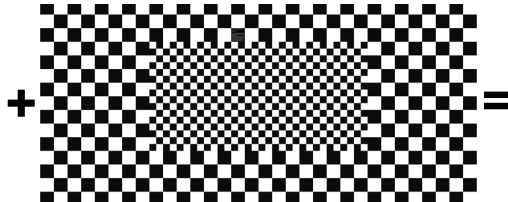


THE APARTMENT, 1960.



LENS DISTORTION

C(O) M(O) Y(O) K(O)

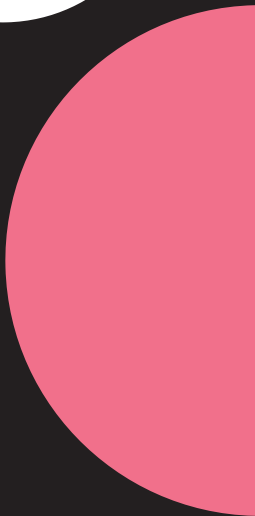


LENS GRID



BOLD
MULTIPLE & SANS I

MULTIPLE SANS III
REGULAR



C (0) M (0) Y (0) K (100)

C (60) M (30) Y (20) K (0)

C (0) M (70) Y (25) K (0)

C (15) M (45) Y (70) K (0)

THE AIM WAS TO CREATE A LOGO THAT IS BASED ON A STABLE SYSTEM, SPECIFICALLY REFLECTS THE PERSON AND WORK OF SÁNDOR TRAUNER, AND IS CLOSELY RELATED TO THE FILM INDUSTRY.

SÁNDOR TRAUNER'S VISUAL DESIGN (WHICH TRAUNER RECEIVED AN OSCAR FOR) FOR BILLY WILDER'S FILM: THE BACHELOR'S APARTMENT (1960.) SERVED AS A STARTING POINT, FOR THE IDENTITY. THE DREAMED-OF VISUALS ARE DISTINCTLY SQUARE IN THE FILM.

THE SO-CALLED "LENS GRID" IS USED TO GIVE THE VARIOUS LENSES A DISTORTION-FREE IMAGE OF THE RECORDED SCENES. BY REWRITING THIS IDEA, I CREATED THE SQUARE BASIS OF THE CONCEPT, WHICH IS ALSO A FLAT REPRESENTATION OF THE CINEMA HALL.

THE SQUARE CONCEPT IS COMPLEMENTED BY A ROUNDED FONT FAMILY AND COLORS WERE CHOSEN FROM PAINTINGS TRAUNER MADE FOR THE SCENES.

THE CONCEPT THUS OBTAINED CONTAINS THE CHARACTERISTICS OF THE FILM FESTIVAL'S NAMESAKE, SÁNDOR TRAUNER, BUT AT THE SAME TIME IT IS CLOSELY RELATED TO THE METHOD OF ACCURATELY CAPTURING THE WORLD OF CINEMATIC VISUALS, WHILE ALSO EVOKING THE PHYSICAL SPACE OF THE FESTIVAL.

GRAPHIC DESIGN:
Morvai Péter

EVENT PHOTOS:
Sipos Áron



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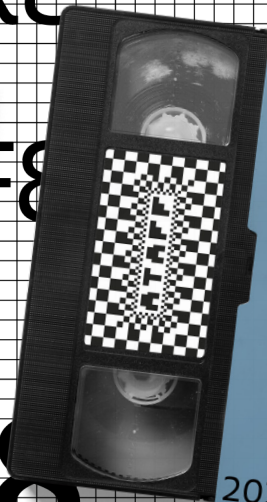
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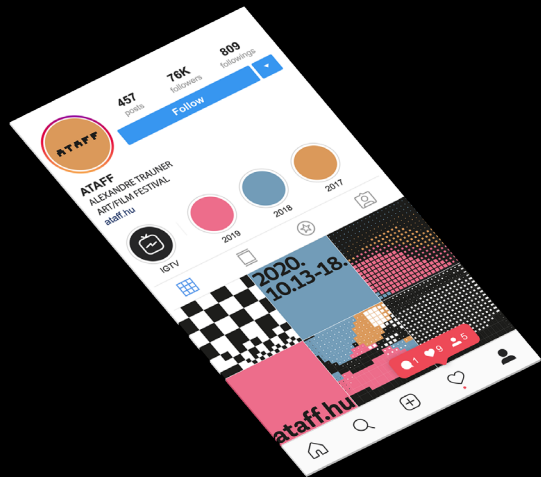
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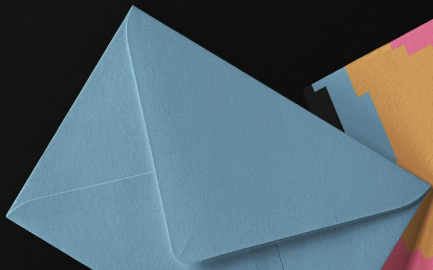
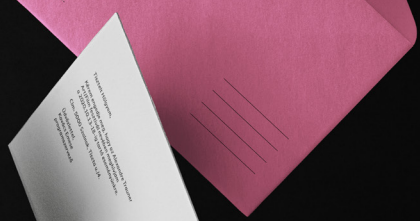
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SZOLNOK
13-18. OCTOBER
2020.

Our festival advertises submission in three categories. In the European Feature Film Section, the jury remunerates the production design of the films and production designers. Every other year we provide international competition for fine art films and films of university students.

With its more than 50-year long tradition, the film festival of Szolnok has been named after the world-famous Hungarian-born artist and Oscar-winning production designer, Alexandre Trauner in 2018 to salute to the work of production designers.

Between 13-18 October 2020 we are looking forward to welcome production and costume designers, fine artists, filmmakers, film professionals and university students majoring in film studies, media and communication, fine art or production design. The festival welcomes its participants with a wide range of programs: film screenings, masterclasses held by international film masters, fine art exhibitions, round table discussions and concerts in the evening.

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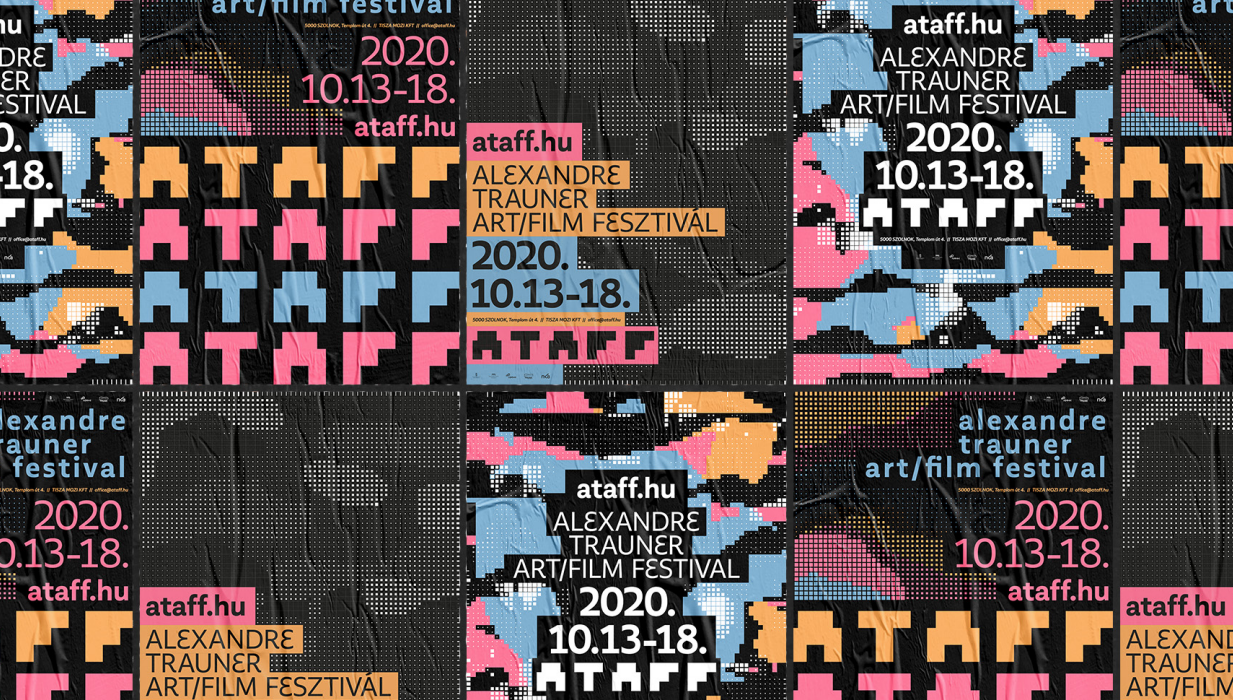
The background is an abstract composition of overlapping, irregular shapes in four colors: pink, light blue, light orange, and black. The shapes are layered, creating a sense of depth and movement. The pink shape is the most prominent, occupying the upper left and center. The light blue and light orange shapes are scattered throughout, often overlapping the pink. Black shapes are primarily located on the right side and bottom right corner, adding contrast to the lighter colors.

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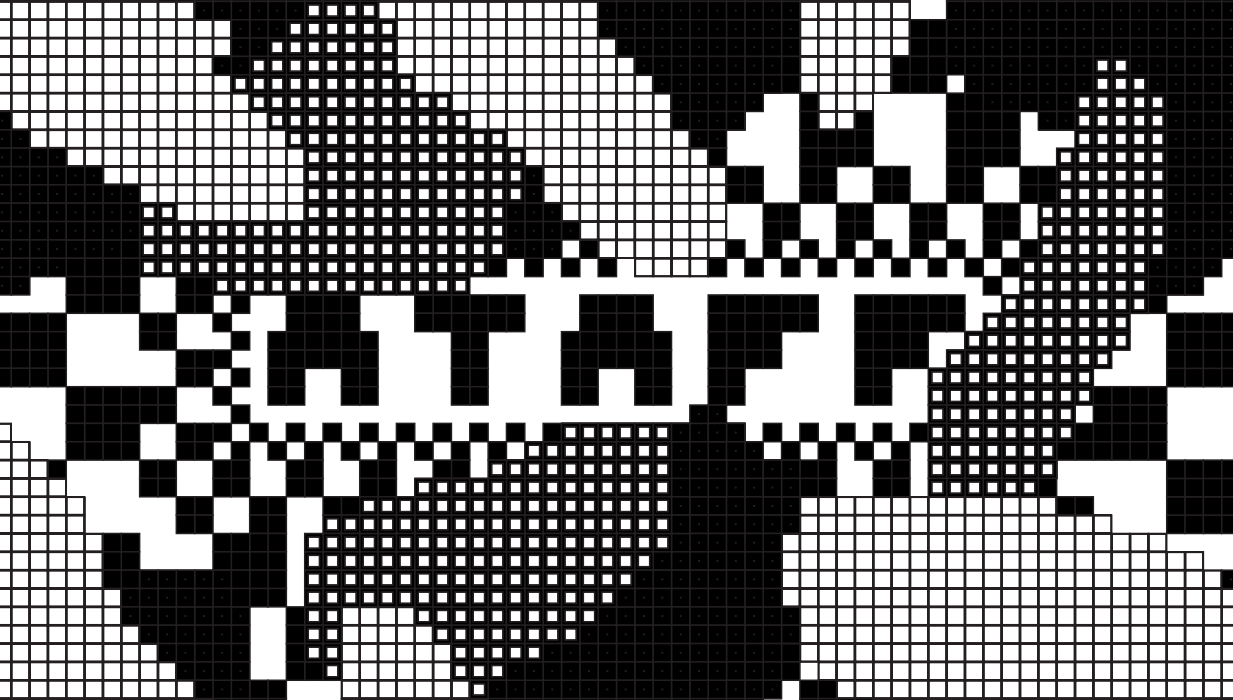
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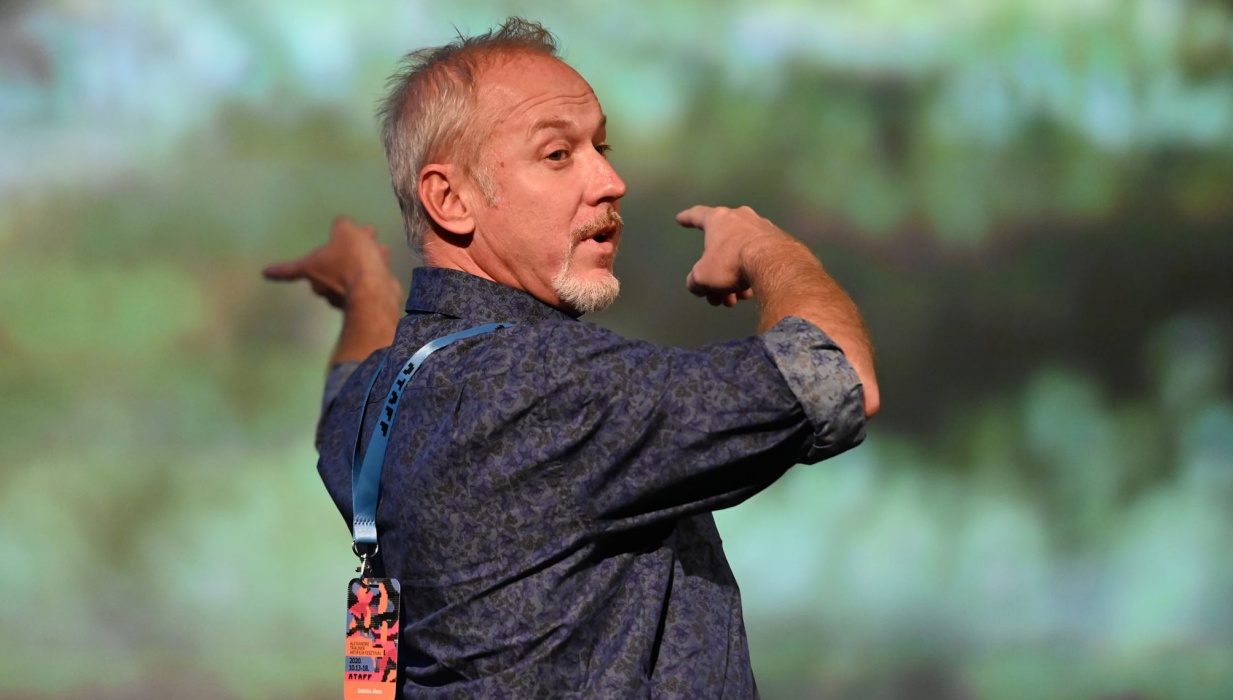
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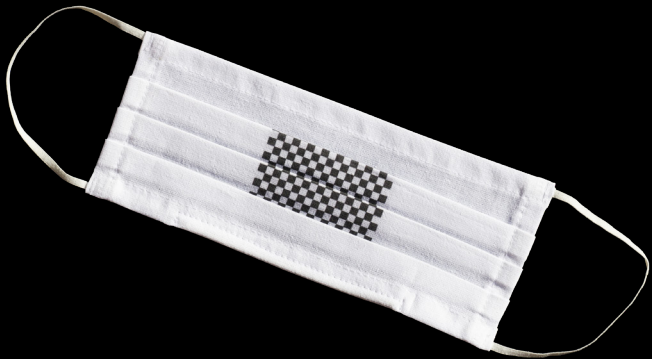
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