



# Festival **INTERCELTIQUE** Lorient



## Présentation of the 2020 visual

### A FESTIVAL DRESSED UP TO THE NINES FOR ITS FIFTIETH BIRTHDAY!

50 years: half a century during which Celtic people from all four corners of the globe have joined waves of festival-goers in flocking to Lorient around a shared culture, forming a rich and extremely vibrant melting pot.

Since the very beginning, this has been the aim the Inter-Celtic Festival of Lorient; part of its mission to unite and raise the profile of Celtitude. So much more than simply showcasing Celtic culture and its nations, the festival stands as a vast familial event, held over 10 days and 10 nights but creating bonds throughout the year that contribute to the continuing development of contemporary Celtic culture.

While the announcement of the programme of events remains hotly anticipated, it is the unveiling of the festival poster that marks the true starting point for this fiftieth edition.

We gave you an early glimpse of what to expect last summer with the release of our 2020 edition stickers. And now, we are proud to present the finished version in all its glory.

#### THE « TRISKÈUR »

At the centre of the imagery, our triskèur graphic frames the tagline "50 ans au cœur du monde celte" ("50 years at the heart of the Celtic world"). The triskèur is a heart brimming with energy that recalls a triskelion, the universal symbol of Celtitude. Year after year, the heart beats to the rhythm set by the steps of traditional Breton dancers, by the puff of the bagpipe players and by the applause of the festival-goers. It is a heart that exudes strength and warmth; the heart of all Celtic people, representing the affection that each of us holds for the festival and its annual celebrations.

#### THE LIGHTHOUSE METAPHOR

The other main visual component is the lighthouse, a reference to Brittany's maritime heritage and the symbol of the Inter-Celtic Festival of Lorient in 2020. The lighthouse of Celtitude is an immovable landmark to which we all turn, bringing us together and uniting us. The rays illuminate its surroundings, shining a light on the Celtic nations and on Lorient, the Inter-Celtic capital.

#### A VISUAL NOD TO THE FESTIVAL'S ORIGINS

The lines and typography are at once traditional and modern, recalling the original imagery while at the same time providing a fresh contemporary feel! There is also a nod to the origins of the festival, known back in 1972 as the "Fête des Cornemuses" (the "Festival of the Bagpipes"), thanks to the presence of the drones of this iconic instrument.

#### HONOURING BRITTANY

As every year, the imagery pays tribute to the nation of honour which, in 2020, will be Brittany.

As such, the triskelion, the stoat and the powerful colours of a mirrored Gwenn-ha-Du flag, fluttering in the coastal breeze, are all present. The historic map of Brittany also finds a natural home on the poster. The black is audacious and elegant, bringing out the various white and gold elements with a pearly sheen, while the golden embellishments bring connotations of prestige and festivity.

JOIN US FROM 7 TO 16 AUGUST 2020

[www.festival-interceltique.bzh](http://www.festival-interceltique.bzh)  
#interceltique20

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