

BRIEF

C3 Presents and Live Nation turned Lollapalooza from a counterculture movement into one of the biggest live performance events in the world. With explosive growth, the festival needed a full rebrand to reinforce its origin story and 30 year legacy, and expand its appeal beyond a 15-25 year old audience. A robust contemporary design system was necessary for small teams to leverage toward the creation of over 10,000 on-site touchpoints, plus social, interactive and partner media (incl. Hulu and T-Mobile), and for the brand to roll out across 8 global satellite festivals. Finally, the rebrand had to attract more people than ever to the fest as the city of Chicago significantly increased attendance limits for the 2023 weekend.

EXECUTION

Lollapalooza kicked off in 1991 as a surprise success, ushering in a new era of independent artists with alternative music taking center stage. Our design team captured the grit and rawness of outsider DIY music-making and energy Chicago's diverse culture. The new identity references DIY zines and posterism that have dominated the indie music scenes for decades: bold typography that's clear and demanding, cut and paste techniques that embrace imperfections, the high contrast imagery of lo-fi replication, the dynamism and serendipity that's at the center of self expression. When combined, the brand stands out with a clear message, but the elements work equally as well in the background, allowing other voices to ring out.

Lollapalooza

REBRANDING THE FESTIVAL THAT DEFINED A GENERATION

RESULTS

\$422M

JOLT TO THE CHICAGO ECONOMY

+4K

ASSETS CREATED ACROSS MARKETING CHANNELS

460K

ATTENDEES, MOST IN FESTIVAL HISTORY

8

GLOBAL SATELLITE FESTIVALS

