

# Call for designers

# Specifications for the design of a new visual identity, graphic design support and website management for Kunstenfestivaldesarts

## 1. About Kunstenfestivaldesarts

Kunstenfestivaldesarts is an international performing arts festival dedicated to contemporary theatre, dance, performance and visual arts. Every year, it takes place in Brussels during three weeks in May, in some thirty cultural venues and public spaces in Brussels. Contemporary: it supports both established and up-and-coming artists with the creation of bold artistic work rooted in today's world. International: artists from all over the world are invited to confront us with diverse artistic practices and perspectives. Of Brussels: it aims to reflect the diversity of Brussels and encourage mobility between audiences, cultures and neighbourhoods.

You can find more information about our mission and previous editions on our website [www.kfda.be](http://www.kfda.be).

## 2. Research

Kunstenfestivaldesarts is looking for **graphic** and **web designers** to conceive a new visual identity, assist the festival in the creation of communication materials, and manage the website.

Following the arrival of a new artistic direction at Kunstenfestivaldesarts and the end of the collaboration with the graphic design studio La Villa Hermosa, we wish to renew the team with whom we collaborate and the festival's visual identity starting from the 2027 edition.

### **Candidate profile**

Applications can be submitted on an **individual** basis or for a **collective** of people. Note that in the case of a collective application, the budget remains identical and must be shared within the entity.

Applications should combine skills in graphic design, web development, and visual strategy. Familiarity or interest with contemporary arts and the performing arts would be a significant asset.

Kunstenfestivaldesarts favors working with local creatives due to its Brussels roots. Knowledge of the festival and the Brussels cultural scene is an asset, but not mandatory.

Kunstenfestivaldesarts is committed to equal opportunities and diversity: we welcome applications from all backgrounds.

### 3. Description of needs

#### **Visual identity and graphic support**

##### **a. Design of a new visual identity for the festival leading up to the 2027 edition**

The visual identity includes the graphic design of the following communication materials:

- Logo
- Catalogue
- Poster
- Flyers
- Evening programmes
- Festival signage
- Social networks
- Newsletters
- Digital and print advertising
- Press kits
- Promotional items and goodies (t-shirts, tote bags, gifts...)
- Office supplies (business cards, envelopes)
- Website ([www.kfda.be](http://www.kfda.be)) and ticket sales system

##### **b. Support in adapting the materials for subsequent editions of the festival (2027 – ...)**

The festival is looking for an agency or freelancers willing to commit to multi-year support.

The support includes:

- The creation of a new poster and key visual for each edition of the festival;
- The annual layout of the catalogue (between January and March), the poster, and the main communication materials;
- The creation of templates and guidelines for the digital communication that can be used by the festival's communication team.

The new graphic designers will therefore be invited to develop a graphic identity that is recognisable across editions, but which evolves with each festival edition. A distinction must also be considered between materials that are common for multiple editions (logo, template for programmes, part of the signage, etc.) and those specific to the current festival edition.

#### **Website management**

The call also includes a search for new web designer(s) to ensure the management of the website.

Website management includes:

- Server administration for [kfda.be](http://kfda.be);

- Website management within the ProcessWire platform: development of new functionalities, bug fixing, technical optimization, connections with the Ticketmatic ticketing tool and its styling;
- Adaptation of the website's front-end in accordance with the new visual identity for the 2027 edition (in exchange with the graphic designers) and optimization of the website's navigation experience.

Experience with ProcessWire and attention to the use of alternative digital tools are assets.

## 4. Graphic history of the festival

Existing for 30 years, the festival has had several graphic identities and has worked with multiple designers: La Villa Hermosa (2020 to 2026), Studio Laumes (2019), Casier/Fieuws (2007 to 2018), Beeldeman (2003, 2006), Houbrechts - Dooreman (2000 to 2005), Speculoos Design (1998), Triumviraat (1995 and 1996).

Across these different graphic identities, the festival has sought to maintain an identifiable common thread for its audience and Brussels residents: an effortless, highly visual, avant-garde graphic style that seeks to reflect the artistic and experimental nature of the festival.

You can find copies of the festival brochures on our website:

<https://kfda.be/en/gallery/brochures/>

As well as a folder containing the posters here:

<https://drive.google.com/file/d/1KUoXOozNFy2g8hZl90FRMpcm4fPd2dtD/view?usp=sharing>

A visit to our offices to consult our graphic archives can be organised for candidates selected for the second round of the recruitment process.

## 5. Wishes for the next identity

The call includes a complete overhaul of the graphic identity. However it should be linked to the graphic history and the artistic mission of the festival, so that it stays recognisable for the public.

We are looking for a graphic identity that is both innovative and connected to the festival's legacy, while at the same time reflecting the impulses and vision that the new artistic direction brings to the festival.

Kunstenfestivaldesarts has, for over three decades, created space for radical artistic voices and new forms across disciplines, languages, and communities. The festival embraces **bold aesthetic experimentation** through works by established and emerging artists whose practices engage the urgencies of the present.

Its newly appointed artistic direction will lead the festival from 2027 onwards, aiming to expand this legacy through a commitment to **radical openness**. This is understood, following feminist thinking, as the active creation of conditions for community and shared responsibility. Radical openness shapes how the festival feels, whom it addresses, and how people encounter each other and move through it. Through a rich programme of daring contemporary artworks and gatherings, the new direction wishes to create a shared space where both friction and pleasure can be experienced: a place where we can imagine other futures and ways of being together.

As a contemporary arts festival, we see our visual identity as an extension of the experience offered at the festival: a contemporary artistic programme rooted in the present, which seeks to question our relationship with the world by putting us in contact with multiple ideas and creations. We like to **surprise**, and **challenge** with bold visual proposals.

While this (ambitious) search for an artistic and avant-garde character is important for the festival, so is the idea of creating **open** and **inviting atmospheres** to various audiences and all Brussels residents. We are looking for designers who see **accessibility** and readability as an integral part of the process. The sustainability of our tools—ecological, financial, and social—is also to be emphasised, for example through the use of inclusive writing and a reflection on post-binary typography.

The new visual identity must also align with the festival's fundamental principles: an international festival **rooted in Brussels**, at the **crossroads of languages** (French, Dutch, and English) and **communities**.

As part of its new visual identity, the festival aims to elevate its **digital presence**. We are seeking a cohesive strategy where our social media (and website identity) is as important as our print media, which continues to be a vital touchpoint for our audience.

## 6. Calendar and terms

- **Launch of the call:** 3 February 2026
- **Application deadline (phase 1):** 3 March 2026
- **Pre-selection and briefing for phase 2:** 13 March 2026
- **Application deadline (phase 2):** 12 April 2026
- **Final choice of candidates:** end of April 2026
- **Start of the collaboration:** June 2026
- **Delivery of the graphic identity:** October 2026
- **Website delivery (front-end):** January 2027
- **Unveiling the identity and website to the public:** March 2027

## Phase 1: Pre-selection based on application (February – March)

Candidates are invited to submit:

- A **CV** for each of the applying individuals + a **portfolio** or links to significant projects;
- A **statement of intent** outlining your understanding of the project, your motivation, and why you are well suited to undertake a project of this scope. The statement should also reflect on how a new visual identity can support and communicate the organisation's future direction (2 pages max., in French, Dutch or English);
- A **mood board** featuring references and inspirations for Kunstenfestivaldesarts;
- An estimated **quotation** for the visual identity redesign phase of Kunstenfestivaldesarts.

Applications must be submitted by email to [mathilde@kfda.be](mailto:mathilde@kfda.be) by **3 March 2026**, at midnight.

For questions, please contact (preferably by email) Mathilde Schmetz, Communication Coordinator - [mathilde@kfda.be](mailto:mathilde@kfda.be).

As the first stage is unpaid, we invite candidates to respect the proposed framework: it is not necessary to create concrete visual proposals for the festival at this stage.

## Phase 2: Paid proposal (March – April)

Candidates selected for the second round will be invited to work on a first creative proposal for the visual identity of Kunstenfestivaldesarts. This stage will be remunerated at €800 (VAT included) per application.

A proposal including the following elements will be requested:

- A **key visual** and how it translates to different outputs in print and digital materials
- A **statement of intent** and explanation of the concept (1-3 pages)

The details regarding the file to be submitted will be communicated to the selected candidates.

The proposals made at this stage will be for indicative purposes and will not commit the festival or the candidates to retaining this proposal as the new graphic identity at the end of the call.

## Phase 3: Designing the new identity

The final choice of the application will be made by the end of April at the latest. Selected candidates will therefore be able to attend the festival in May 2026 before preparing the final visual identity.

Working with the festival team on developing the visual identity will start in June 2026. The delivery of the visual identity for print is required by October 2026 (to place print orders), and the website delivery by January 2027.

The selected graphic designer(s) will sign a contract for the assignment of copyright for all elements created within the scope of the mission (visual identity, festival visuals, web, and print deliverables).

## 7. Contact

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