



Press Release

20 September 2006

Cog celebrates 14th year of the London Jazz Festival

Time Out's *Best Music Festival* winner, the London Jazz Festival, announces its 14th annual season of events this week, with a new visual identity created by Cog Design.

Now firmly established as a highlight of London's musical calendar, this year's festival promises a fantastic programme of new commissions, special projects, education work and premieres.

The press launch, this week, marks the start of a two-month publicity campaign in anticipation of the first event in mid-November.

For the last 13 years, Cog have been charged with creating the festival identity. The design challenge this year was to bring a fresh perspective to the very notion of jazz; to challenge the preconceptions and inject new life into this often-dated genre.

The resulting identity draws on references to the excitement of live events and exclusive environments to create an arresting image that will transfer to the full range of publicity materials (leaflets, posters, programmes, brochures, invitations, postcards, press ads and a variety of merchandising).



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Notes to Editors

1. 2006 is the sixth year of the festival being produced in association with BBC Radio 3
2. Cog Design and Dotcog are based in Greenwich, London SE10.
3. Clients include Arts Council England, Barbican, British Council, DFID, Royal Academy of Dance.
4. ENCLOSED: London Jazz Festival brochure and CD of hi res jpps

CONTACT: Cog Design – Claire Turner 020 8269 1800 claire@cogdesign.com

This year's festival identity is already receiving lots of positive industry feedback. Once again, Cog's helpful, professional, good-humoured approach meant they were a pleasure to work with.

Lucinda Hilbery, Marketing Manager, London Jazz Festival