Identity & Illustrations for Europa Cantat 2018

The branding with a million faces.

In 2018 Estonia will host the biggest choir music event - Europa Cantat. Each individual has their unique connection to singing.
Estonia as a host country has a unique history with music - we literally sang ourselves free (google "singing revolution"). By portraying those different individuals and putting a friendly face on them, we can tell everyones stories and pass on those emotions and bring people together. To sing once again.

Also, it makes for great merchandise.