



Press release  
For immediate release

### **FIMAV @ 37 – The 2021 FIMAV visual is here!**

Wednesday, December 16, 2020 – Today we unveil the new visual created for the 37<sup>th</sup> edition of FIMAV, which will take place from May 20 to 23, 2021. The visual signature of the next edition is the work of graphic designer Isabelle Beaumier, who has been working with us for the past ten years. She drew inspiration from the poster created in 2020 for the 36<sup>th</sup> FIMAV, cancelled due to the pandemic. In the 2021 visual, one can recognize the circular shapes from the 2020 poster, which evoked several things—an ear or a sound wave, among others. However, here, these are used differently. “The 2021 concept is the result of experimental research in the course of which various techniques and influences were used, such as cut-ups and photography, as well as natural light and wind,” explained Isabelle Beaumier. This creative process resulted in a shading design that recalls “the edition that did not take place.” In other words, although the next FIMAV will be different, it will include several elements of the artistic program of the 36<sup>th</sup> FIMAV 2020.

Preparations for the 37<sup>th</sup> FIMAV 2021 are well underway. The team continues to monitor the evolution of the pandemic in order to adapt its plans for the next FIMAV accordingly. All important decisions concerning the event will be communicated regularly to keep the public and our partners informed.

Stay safe!

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Source:  
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Encl. FIMAV 2021 poster