



LAKE GENEVA WINE FESTIVAL // A DELIGHT FOR THE SENSES

BACKGROUND

The Lake Geneva Wine Festival is a non-profit, cultural event that supports the needs of children, families and education in the surrounding community. For over five years, Soulsight has helped co-sponsor the event as the official design firm of the festival.

SOLUTION

Each year, Soulsight develops a holistic design program that spans posters, invitations, print ads, festival banners, and a website that captures the essence of the experience and generates excitement for the event.

RESULTS

Soulsight designers find new and inspiring ways to marry imagery that combines the lake destination and wine festival in an unexpected, artistic style. Soulsight kicks off the festival by developing a limited edition poster signed by the artist. These posters are auctioned at the festival and are collected anxiously by the attendees.