

# Riverfest 2022

JUNE 3-11

## Official Artist



**Joe Worley**

This year's artist is a two-time contest winner, having designed the winning "Admiral's Jacket" poster for Riverfest 2018. A freelance designer and illustrator, he graduated from Wichita Northwest High School and attained his BFA in graphic design from Wichita State University in 2015.

Worley engages in a wide variety of artistic endeavors including drawing caricatures, making comic books and designing T-shirts. As a member of Brickmob, a Wichita-based art collective, Worley has designed and/or painted many murals in Wichita and the surrounding area including the "ICT 316" mural near Douglas and Washington, the WSU-themed mural at Chicken N' Pickle, and an exterior mural on the new Riverfront Stadium. His designs were selected to emblazon the WSU challenge coins given to all graduates. The artist and his wife, Abby, recently welcomed their first child, Otto.

"When I read the prompt for this year's Riverfest contest, which asked artists to reimagine one or more designs from years past, I knew I wanted to include as many past poster designs as I possibly could," said Worley, 37. "As I looked at the posters, I noticed that a lot of the characters were playing musical instruments, so I got the idea: wouldn't it be cool if they all came together and formed a band?"

"Stylistically, I used a more graphic hand-drawn style with a limited color palette to bring this wide variety of characters and art styles together and give the whole thing a sense of unity. When drawing the characters, I tried to stay true to the original designs with a few notable exceptions. You'll notice that in this design Ray the Wave (who I kind of thought of as the star of the show on lead saxophone) is actually playing his instrument whereas in the original artwork he isn't. Also, Ollie the octopus wasn't originally on drums, but we needed a drummer and it kind of seemed to fit."

"Last but not least, I had to give some love to the type which is the primary focus and main, wholly original, element on the poster and the buttons themselves. The overarching headline, "50 years at the Fest," needed to be the primary focus. I decided to go with a sort of giant-marquee situation because 50 years is kind of a big deal. I added some indications of lights and added perspective to make it feel even larger in the environment. Overall, I had a lot of fun making it and I am super glad for the opportunity to share it with everyone."