PHOEN|XVILLE
FIREBIRD|FESTIVAL

PROCESS BOOK

CHLOE MEANEY

CM

DESIGN METHODOLOGY

Table of Contents

VISUAL IDENTITY SYSTEM

NARRATIVE

ENVIRONMENTAL SIGNAGE

COMMUNITY EXPERIENCE

PHOENIXVILLE
FIREBIRD FESTIVAL

o1 CONCEPT

In 2004 the Firebird Festival was born. The event is native to Phoenixville, Pennsylvania and based around the story of the mythological creature the Phoenix. Starting in the fall, many Phoenixville residents join forces on the weekends to build a massive Phoenix Bird out of wooden planks, amassed to roughly the size of a two-story house. Watching the community come together to build such a massive structure is a very rewarding experience. This festival was originated in 2004 to celebrate the history and revival of Phoenixville, a small town located outside of Philadelphia.

The goal of this festival is to celebrate the history and success story of Phoenixville, a small town located outside of Philadelphia. In the early eighties, the town's local steel mills closed, leaving Phoenixville in economic ruin. This small town was then forced to find creative ways to survive, in the absence of their primary employer.

Being a Phoenixville native myself, I want to spread the word about this unique festival and share my hometown with the rest of the world, and create a great festival experience post COVID-19. This festival celebrates human creativity, as well as the resilience and can-do spirit of the Phoenixville community.
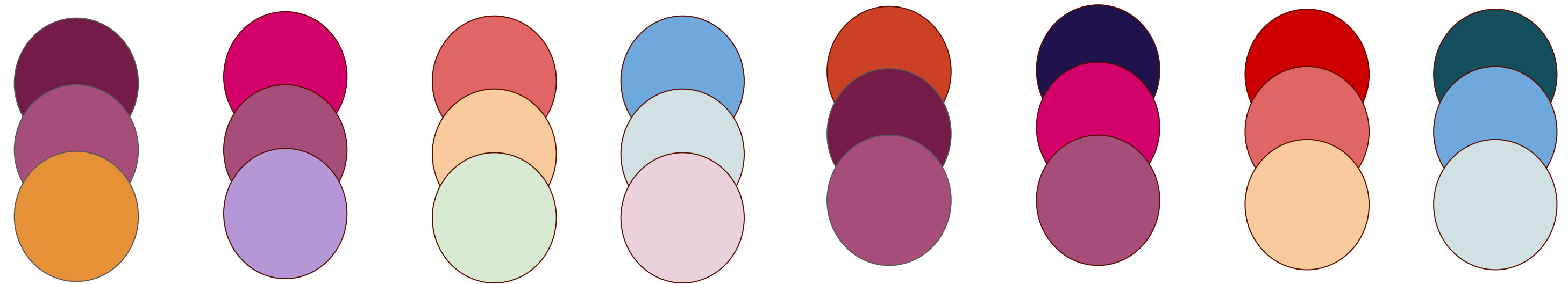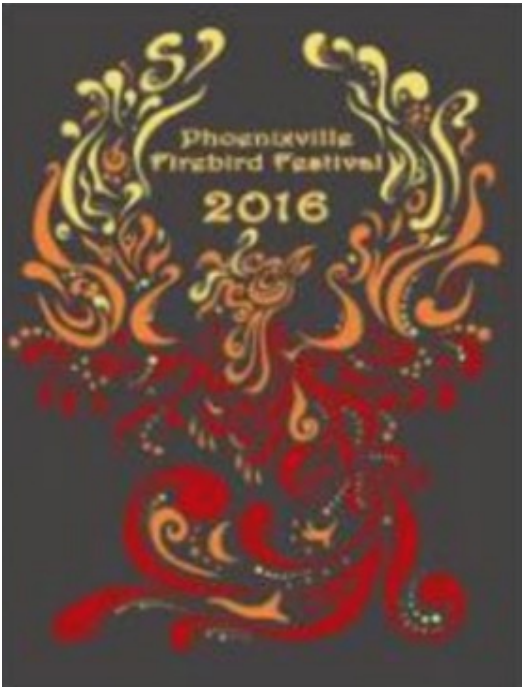
My main goals are to inspire a general interest of Phoenixville, increase festival attendance, promote local artists and vendors, and emphasize the value of the community working together.

**COMMUNITY
BRIGHT
ORIGINAL**

**COMMITMENT
SACRED
TRADITION**

**CULTURE
SPIRITED
WARM**

**UNIQUE
EXPERIENTIAL
MAJESTIC**

- Manpower
- Team effort

- Sacrifices
- Commitment
- Rewarding
- Cultural
- 3-D Sculpture
- New design every year
- Homage
- Spiritual

- 6 months
- Seasonal process
- Winter
- Weekends
- Volunteers

- Satisfying
- Intense
- Gratifying
- Strange
- Happy

Construct

Art

Time

Emotional

**FIREBIRD
FESTIVAL**

Phoenix

Fire

History

Tradition

- Mythological
- Fantasy
- Majestic
- Sacred
- Mascot

- Excitement
- Provoking
- Warmth
- Thrilling
- Gatherings
- Danger

- Poverty
- Steel Mill
- Struggles
- Overcome
- Rebirth

- Family
- Community
- Values

4

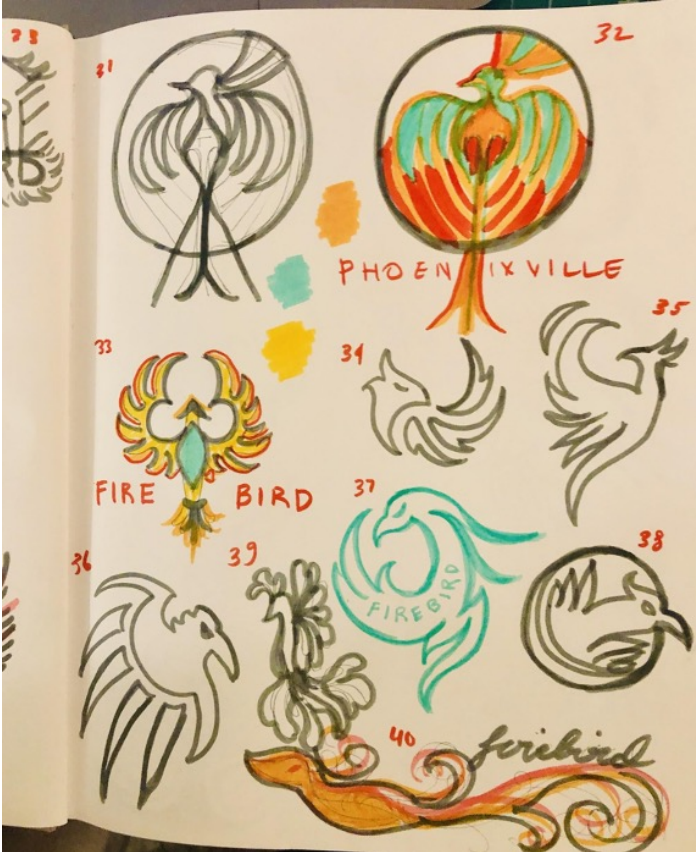In order to rise
From its own ashes
A phoenix
First
Must
Burn."

Logo Development: New logo and aesthetic for the festival, adding energy and youthfulness

NARRATIVE APP - WORK IN PROGRESS
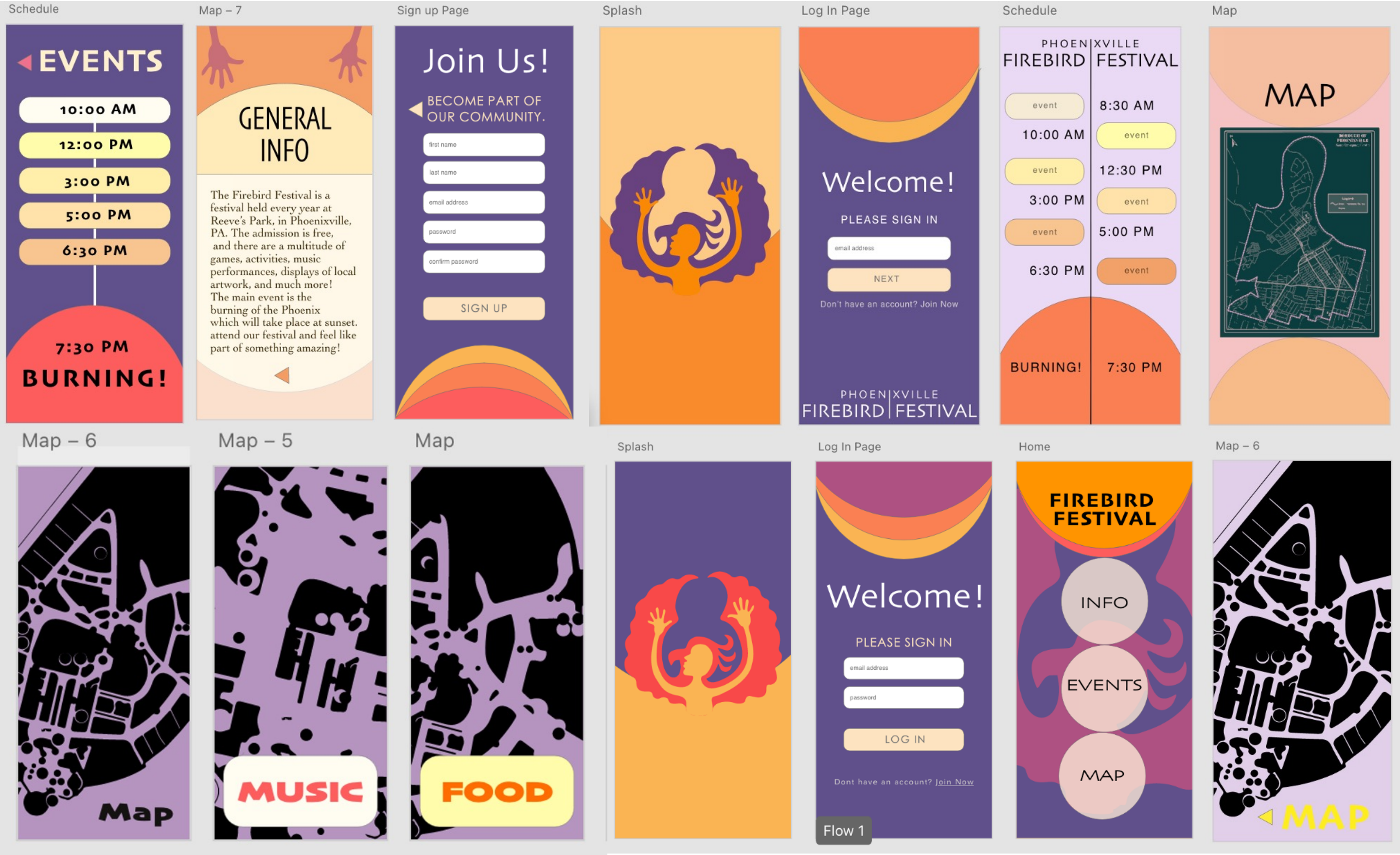
Schedule

◀ EVENTS

- 10:00 AM
- 12:00 PM
- 3:00 PM
- 5:00 PM
- 6:30 PM

7:30 PM
BURNING!

Map – 7

GENERAL INFO

The Firebird Festival is a festival held every year at Reeve's Park, in Phoenixville, PA. The admission is free, and there are a multitude of games, activities, music performances, displays of local artwork, and much more! The main event is the burning of the Phoenix which will take place at sunset. attend our festival and feel like part of something amazing!

Sign up Page

Join Us!

◀ BECOME PART OF OUR COMMUNITY.

first name

last name

email address

password

confirm password

SIGN UP

Splash

Log In Page

Welcome!

PLEASE SIGN IN

email address

NEXT

Don't have an account? Join Now

PHOEN|XVILLE
FIREBIRD | FESTIVAL

Schedule

PHOEN|XVILLE
FIREBIRD | FESTIVAL

event	8:30 AM
10:00 AM	event
event	12:30 PM
3:00 PM	event
event	5:00 PM
6:30 PM	event
BURNING!	7:30 PM

Map

MAP

Map – 6

Map

Map – 5

MUSIC

Map

FOOD

Splash

Log In Page

Welcome!

PLEASE SIGN IN

email address

password

LOG IN

Dont have an account? Join Now

Flow 1

Home

FIREBIRD FESTIVAL

INFO

EVENTS

MAP

Map – 6

◀ **MAP**

EVENT 1

MUSIC
10:00 AM

JAZZ & BLUES
PERFORMANCES

Start the day off with live
musical performances,
featuring some of our
greatest local bands!
Jazz and Blues cover
bands will be performing
throughout the day,
starting at 10 a.m.

THIS EVENT WILL TAKE PLACE
AT THE OUTDOOR STAGE.

CHECK THE MAP

EVENT 2

FOOD
12:00 PM

FOOD TRUCK
VENDORS

Who doesn't love food?
Starting at 12 pm, food
truck vendors will begin
to line up at the south
side of the park to serve
food until 10 pm. Stop
by and experience great
food!

THE FOOD TRUCKS WILL BE
LINED UP ON THE WEST SIDE.

CHECK THE MAP

EVENT 3

GAMES
3:00 PM

FOR KIDS &
ADULTS

Starting at 3pm, there will
Be games such as sack race,
chalk competition, relay
races, pong (for those over
21) archery, and lots more!
Games will be from 3 pm
Until 6:30 pm.

THIS EVENT WILL TAKE PLACE
AT LINCOLN FIELD.

CHECK THE MAP

EVENT 4

HISTORY
5:00 PM

SPEECHES &
POETRY

Starting at 5pm, guests of
Honor will be performing
Their own speeches and ties
To phoenixville. Tune in for
Insight, history, stories,
And anecdotal references to
The great town!

THIS EVENT WILL TAKE PLACE
ON THE MAIN STAGE.

CHECK THE MAP

EVENT 5

ART
6:30 PM

LOCAL
ARTWORK

A multitude of local artists
Come together to showcase
their work, and after a walk
way gallery, the art will be
Auctioned from the main
stage. The auction will start
At 6:30 pm, and continue
Until the burning begins.

THIS EVENT WILL TAKE PLACE
NEXT TO THE MAIN STAGE.

CHECK THE MAP

MAIN EVENT

PHOENIX
7:30 PM

BURN,
BABY
BURN!

THIS EVENT WILL TAKE PLACE
NEXT TO LINCOLN FIELD.

CHECK THE MAP

Map – 2

HISTORY

Map – 3

ART

Map – 4

BURN

Map – 5

MUSIC

Map

FOOD

Map – 1

GAMES

APP DEVELOPMENT: A phone application that guides people through the event, (time, place, maps) and a short history of the event
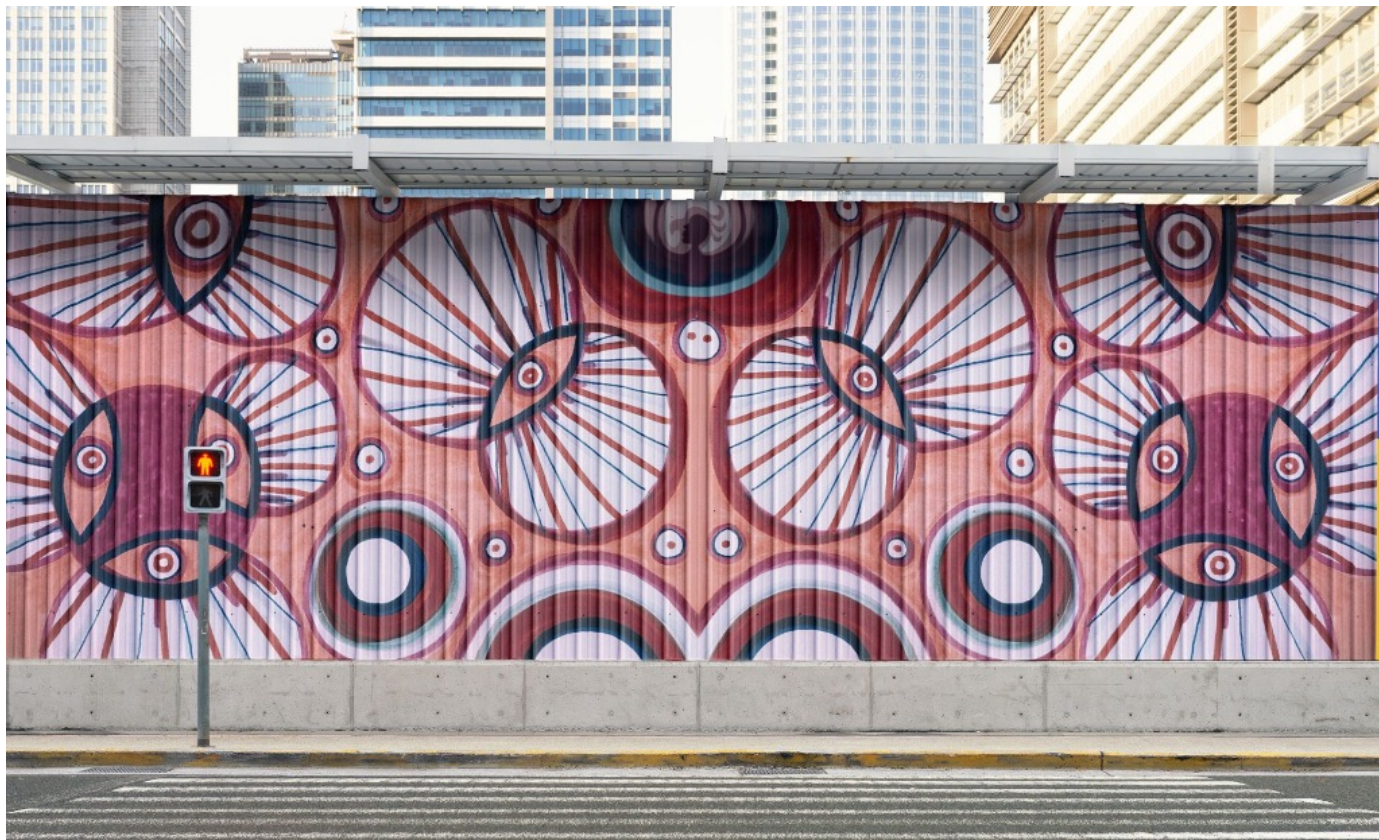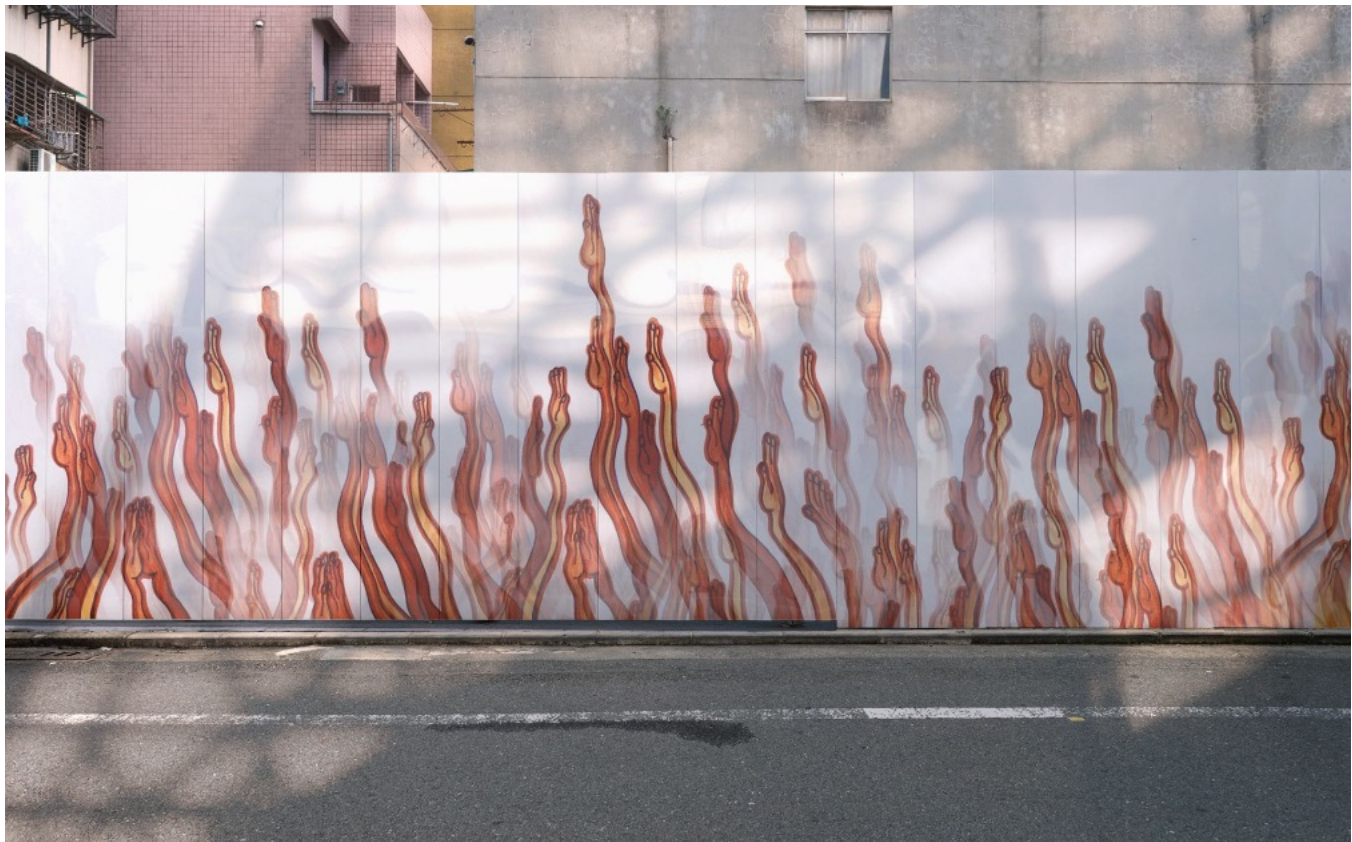
GAMES

« MUSIC

FOOD TRUCKS »

«FIREBIRD
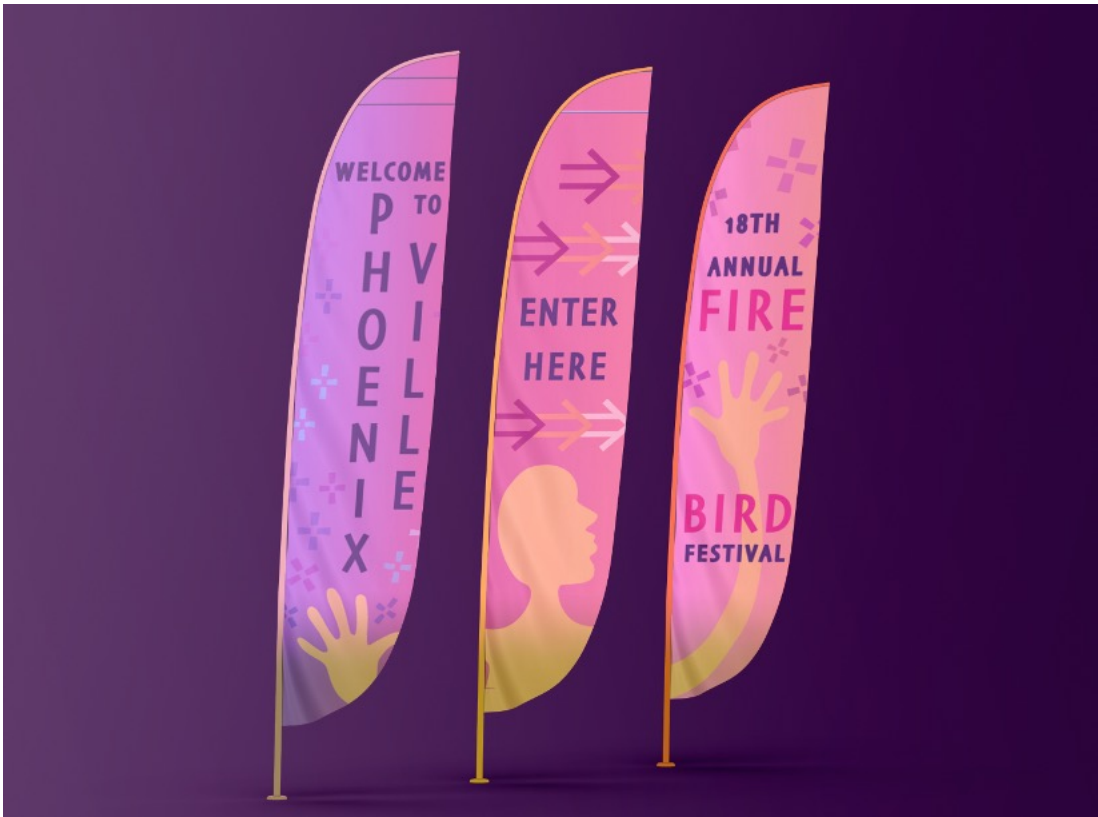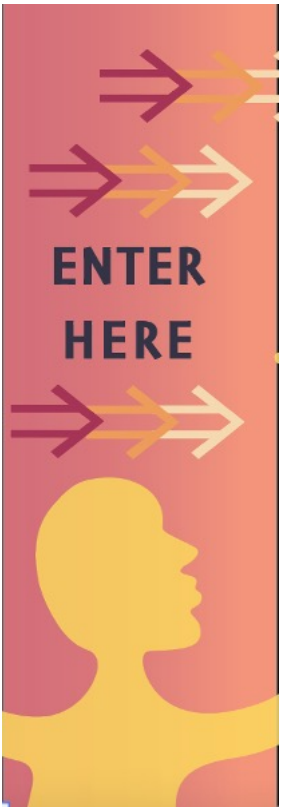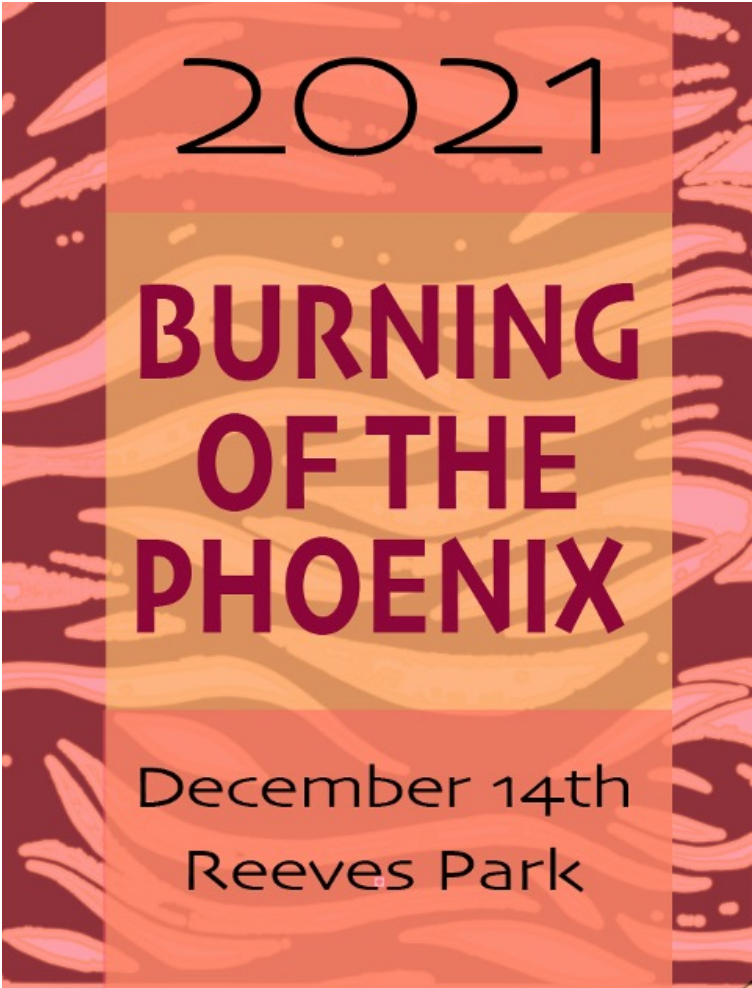
FIRE
BIRD
FESTIVAL

COMMUNITY EXPERIENCE - SCAVENGER HUNT

The Firebird Festival celebrates the "thriving" and "renewal" of Phoenixville. To enhance the audience engagement and participation with the festival, there will be a month-long scavenger hunt before the festival takes place. Every week leading up to the event, two symbols will be posted on social media for people to find. The symbols will be placed in areas around Phoenixville, making people walk around Phoenixville to try and find them.

This scavenger hunt will certainly bring a new way to promote the festival, create hype, and draw in a younger generation as well. Scavenger hunts appeal to our inner child, and is a good activity for all ages to participate in.
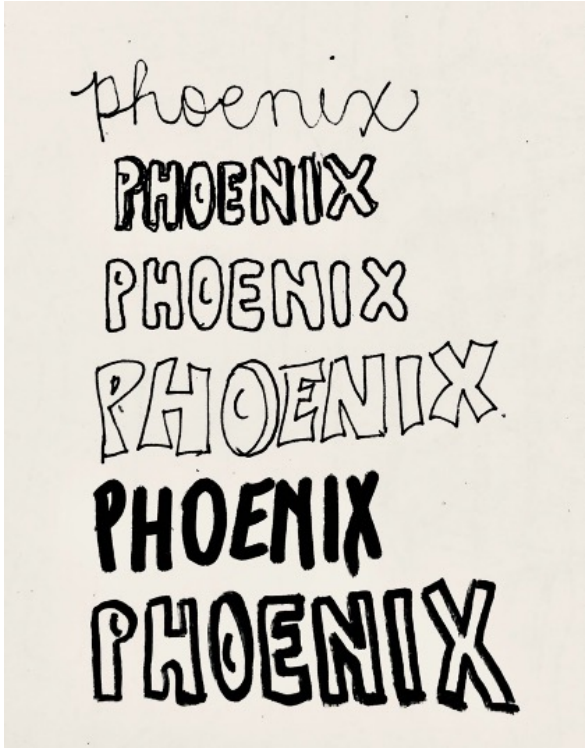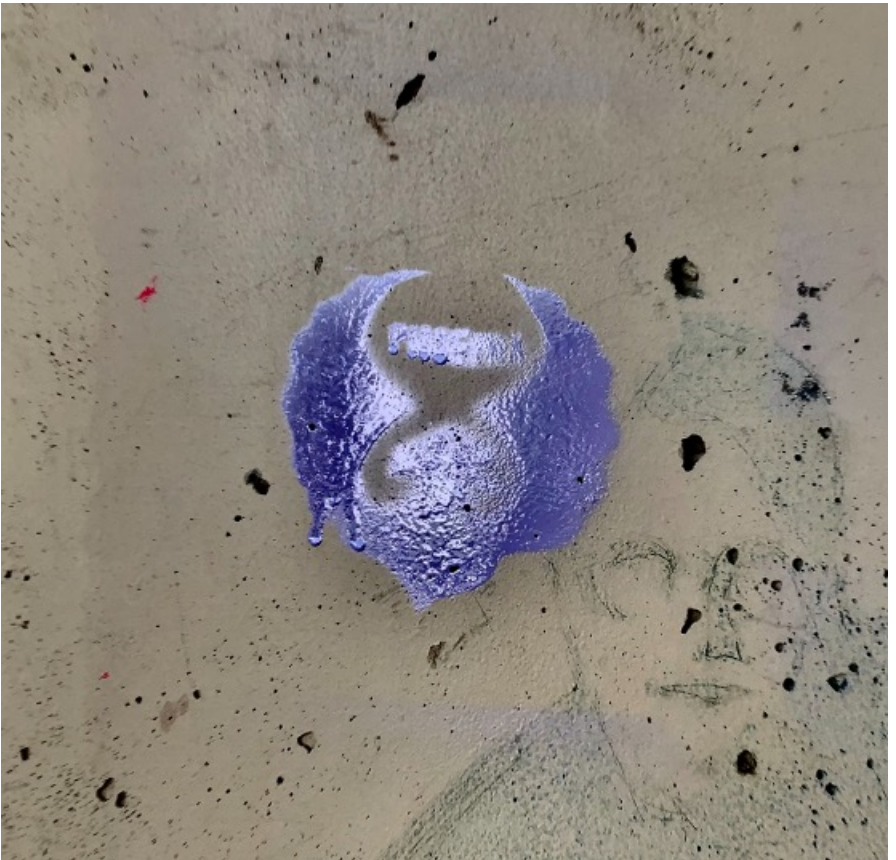
SOCIAL MEDIA EXTENSION FOR THE SCAVENGER HUNT