



CANADIAN MUSIC WEEK GETS NEW LOOK & FEEL FROM PULP&FIBER

TORONTO, November 2009 – A lot’s changed since the early 80s, and Canadian Music Week is seeking the help of Pulp&Fiber to bring the established event into the 2010s.

For nearly thirty years, Canadian Music Week has come to Toronto, and with it descends some of the industry’s top talent, bookers, producers and fans. But the formerly rock-focused fest wants to better reflect new, emerging, and converging genres of music.

“There are really two distinct parts to the week,” says Art Mandalas, Director of Operations of Pulp&Fiber. “There’s the four-day conference, and there’s the off-shoot festival that brings top talent to venues all over the city. They each needed a distinct look and feel to better connect with their audience.”

Based on that idea, Pulp&Fiber is creating two new logos for CMW – each better reflecting the diversity found in Canadian music.

“Our experience with music venues on King Street and beyond have exposed us to diverse music fusions,” comments Mandalas, “And we’re excited to help CMW better represent the true breadth of talent in this country.”

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Pulp&Fiber is a full service marketing, design and print agency based in Toronto, Ontario. Made up of industry experts, Pulp&Fiber implements creative substance in all brand strategies from name development and logo creation, to print production and execution. As the pioneers in nightlife marketing, Pulp&Fiber have created concepts and branding components that have set the standard for Toronto nightlife.