

BRAFA

A new visual identity and website for the BRAFA

Over the last ten years, the *'Foire des Antiquaires de Belgique / Antiekbeurs van België'* has developed considerably. A successful change of venue to Tour & Taxis in 2004, the resulting internationalisation of the event, the adoption of a new name – BRAFA standing for the *Brussels Antiques & Fine Arts fair* - in 2010, increasingly extensive use of the Internet and multimedia applications, the launch of a social networks presence are just some of the milestones in this journey. In 2014, the BRAFA will embark upon a new phase of its development, with the launch of a new visual identity and a new, completely redesigned website.

A stronger visual identity

The 'face' of the BRAFA for many years, Van Eyck's *'Man in a blue turban'* no longer reflected the great richness and diversity achieved by the BRAFA in recent times and perhaps portrayed a rather restricted view of its scope to those less familiar with the event.

The fair's visual identity will now be driven by its acronym, **BRAFA**, standing for the **Brussels Art FAir**. The aim of this shorter title is to encompass all of the different varieties of art represented at the BRAFA. The diagonal lines in the 'poster' version can be viewed as links between these varied specialities, and also bring to mind images of an increasing reach and expansion. The colour blue is reminiscent of the turban in Van Eyck's portrait, and also evokes light, clarity and a kind of purity, suggesting an idea of elevation. A strong statement in its own right!



A more comprehensive, direct and user-friendly website

The recent change to '2.0' websites addresses a double challenge: providing visitors with as much information as possible with the fewest number of clicks. The new version of the www.brafa.be website meets this requirement with a simplified structure, allowing easier and clearer navigation. The home page greets visitors with an overview of the site layout and all available menus, with very accessible content. It is now easier to find specific information and user-friendliness has been enhanced. The same philosophy also applies to mobile versions of the website, available for all smartphones and tablets, whatever their operating system (iOS or Android).

The new-look website also features more video content and the introduction of a 'news' section.