



Kim Vaughter creates design for Oktoberfest 2016

The design selected for 2016 is the creation of La Crosse artist Kim Vaughter. This was the second year that she had submitted a design to Oktoberfest. She holds a Bachelor of Fine Art degree in painting and art history from the University of Wisconsin-Eau Claire and is currently finishing a second degree in Graphic Design at Western. Since relocating to La Crosse in 2014, her work has been published in numerous books and magazines, including *NOTA (None of The Above)*, Volume One, and *Klutch Chronicle*.



Her works have also been shown in galleries across Wisconsin. In February 2015 she was featured in a solo exhibit at the La Crosse Pump House Regional Gallery and has a piece in the [art]ifact exhibit currently running at the Pump House. Kim is currently working on creating new paintings and developing her portfolio. When not creating art in her studio, Kim can be seen drawing with chalk on the sidewalks of La Crosse, catching Pokémon, and spending as much time in the sun as possible.

In describing her process for her selected design, Kim said, "I wanted to focus my attention on the feeling of camaraderie that everyone has when they spend Oktoberfest together in La Crosse. I decided a fun way to do this would be two people 'toasting' their pretzels together in a similar way to the traditional stein clink."

As a hand-created selection, Kim employed markers and tech pen to complete her design. "Originally I had made the background of the design to represent the mural on the side of the Pump House, but after some consideration I decided a maple leaf would create a better backdrop to the pretzels and keep the design readable."

As is the case with most all of the selected designers, Kim says her work reflects her understanding and exposure to the community's largest festival. "The theme of 'Family, Friends and Fun' encompasses much of what Oktoberfest means to me, and many others, and I feel my design mirrors the sentiment well."

Other works by 2016 Oktoberfest Design Contest Winner Kim Vaughter may be seen at:

- Her online portfolio: www.behance.net/KimVaughter
- Her Facebook page: www.facebook.com/KimVaughterArt

Theme and Design Process

The Board considers themes used in past years and solicits a new pool of ideas for consideration during the month of November. Through a series of votes the board whittles the choices down to a handful and finalizes their selection at their meeting in early December. With the 2016 theme in hand—*Family, Friends and Fun*—a timeline is set so that the selected design is ready to be revealed to the public at the annual Forks and Corks fundraiser for the Gemütlichkeit Foundation in March.

In early December 2015 a call for design submissions was announced to the community. In any given year the number of submissions ranges from 35 to 65. The selection process began in late January 2016 and through multiple rounds of voting the choices are reduced to two. The final decision is made by the Board at their February meeting.

Design History

The Oktoberfest button design is created new each year with the focus of representing the selected theme. While it is most associated with the admission button used for the festival each year, the design is actually used in many sizes and media – a factor which impacts the selection process. Designs span the spectrum of creativity and ingenuity. While most artists work from common computer-based graphic design tools, it is not uncommon to see hand-drawn entries as well.

The designs also become part of the lasting heritage of Oktoberfest and are considered collector's items. As with each festival, each design has its own story and message that carries on for the year it is featured.

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