

TOYLA MUSIC FESTIVAL IDENTITY



Turning the traditional Kazakh feast into a modern cultural event

Insight:

In Kazakh culture, the dastarkhan — the table — is the heart of every celebration. It brings people together through shared food, stories, and traditions.

Idea:

Toyla music festival reimagines the traditional Kazakh feast as a modern music festival. Just as the dastarkhan gathers guests around a shared table, Toyla brings together local and global cultures through music and celebration.

Execution:

The circular shape of the dastarkhan inspired the festival's visual identity. We developed a system of patterns and ornaments derived from traditional table settings and reinterpreted them for a modern music festival. The circle symbolizes unity, heritage, and the shared spirit of celebration at the heart of Toyla.

