

## Early bird tickets are now on sale for Riky Rick's Cotton Fest 2020

The second instalment of Riky Rick's Cotton Fest will be held at The Station in Newtown on 1 February 2020. The rapper and fashion icon also unveiled the festival's official artwork.

Having created great buzz and interest in the culture last year, the focus was placed on the creation of new and improved artwork for the second edition of the festival taking place next year.



As done with all events, the brand logo this year was used on various promotional material including the merchandise, posters, flyers and TV ads.

The team realised its popularity within the sub-culture when various graffiti pieces popped up in and around Johannesburg. Young *stylistas* adapted the merchandise and kept rocking it at events over the past few months. Social media was abuzz months after the festival took place.

The design team then worked on a new creative for the 2020 look and feel for the festival.

“Apart from the huge support we got from young people last year, the love we received for our simple logo was just insane. We were never ready for it to be honest. So we decided to flip it up again for the festival next year, we kept the aesthetic clean and fresh.

“We included some feel-good characters to the logo. We tried to keep in tune with the drip, keeping in the fun and lightheartedness” says Ricky Rick. “(I) Hope the kids and culture love it because it is all about them. Looking forward to their response and support as always of course.”

Cotton Fest showcases the diversities in hip-hop while fusing the gaps within the different local movements. Cotton Fest 2020 plans to bring together 100 unique acts performing on three different stages.

Early bird tickets are now on sale at [Webtickets](#) and Pick n Pay outlets nationwide.

For more, visit: <https://www.bizcommunity.com>