

Willoughby
Symphony
Orchestra

2027 Season

Experience the extraordinary



AMANDA TARLAU

PORTFOLIO

SELECTED WORK 2024–2026

GRAPHIC DESIGN • CAMPAIGNS • BRAND • VISUAL COMMUNICATION

dianelladesign.com.au

ABOUT

I'm a graphic designer with more than 15 years' experience across government, publishing and corporate environments. I currently work at Willoughby City Council, creating visual communications across major events, arts and cultural programs, community initiatives and corporate communications.

My work spans concept development, campaigns, branding, publications, digital design, information design and environmental graphics, with projects managed from initial brief through stakeholder consultation, production and final delivery.

SELECTED CASE STUDIES

01 — Emerge Festival 2026

Multi-channel campaign

02 — Willoughby Symphony Orchestra 2026–27

Creative concepts & campaign design

03 — Willoughby Leisure Centre

Brand identity & environmental design

CASE STUDY 01

EMERGE FESTIVAL 2026

Multi-channel campaign • Willoughby City Council

Emerge Festival is one of Willoughby City Council's major annual community events, with StreetFair transforming the Chatswood CBD with live music, performances, cultural activities, markets and family entertainment.

I was the lead designer across the festival campaign, managing multiple channels including the event program through to digital screens, social media, print advertising, signage and exhibition stands. A key challenge was bringing together a large amount of detailed and frequently changing information into a consistent visual system that could work across very different formats and audiences.

I worked closely with the Events and Communications teams throughout the project, responding to evolving program requirements and stakeholder feedback while maintaining visual consistency and meeting fixed production and event deadlines.

MY ROLE

Concept development • Campaign design • Information design • Stakeholder collaboration • Artworking • Production & delivery

DELIVERED ACROSS

Print • Digital • Social • Signage • Environmental & event applications



Welcome to StreetFair!

Experience live music, food, markets, family fun and cultural performances at StreetFair, a highlight of Willoughby City Council's Emerge Festival.

Don't miss the colourful StreetFair Parade, celebrating Willoughby's diverse community through the heart of Chatswood.

EMERGE
FESTIVAL 2026

StreetFair Program

4pp A4 event program and bespoke map



2026 Chatswood StreetFair Program

MULTICULTURAL STAGE THE CONCOURSE		SPECIAL GUESTS	
Time	Performer		
10:05 am	Xiao Hong Mao Drum Dance Group		
10:35 am	Benjamin's Big Band		
11:10 am	CASS Art Troupe		
11:28 am	PACA		
11:45 am	Bonster Ukulele and Singing Collective (BUSK)		
12:15 pm	Willoughby Theatre Co		
12:40 pm	Willoughby Symphony Orchestra		
1:00 pm	Mayor's Opening & Acknowledgement of Country		
1:20 pm	Chung Do Taekwondo		
1:45 pm	Australian Red Maple Leaves Arts Inc.		
2:05 pm	Changping Art Troupe & CALD		
2:35 pm	The Mexican Dance Group of Australia		
3:00 pm	OZ Dance Centre		
3:30 pm	Willoughby Youth Brass / Willoughby Band		
4:35 pm	MCC Dance Group of NSW Inc		
5:00 pm	Headline Artist: Lucie Gill		
6:00 pm	MOSAIC Indian Social Group		
6:05 pm	MOSAIC Chinese Folk Dance Group		
6:25 pm	Umik x Cheri		
6:35 pm	JCS Kula Kula		
6:50 pm	Chinese Youth League Wushu Group & Dance Group		
7:10 pm	Peking Opera artist: Christine Wu		
7:20 pm	Saraswathi Nritya Sydney Irish Dance		
7:40 pm	Sydney Sarian Dance Troupe		
7:50 pm	Korean Traditional Musician & Dance Inc (Toulam)		
8:10 pm	Bulgarian Rhythms		
8:20 pm	Las Perlas Spanish Dance Group		
8:50 pm	Aralia Crew		

EMERGING ARTISTS STAGE CHATSWOOD MALL	
Time	Performer
10:00 am	Linhao Cai
11:00 am	Jessie Zhou
12:00 pm	Huazetter (Duo)
1:00 pm	Maya Dang
2:00 pm	Michael Yu (Duo)
3:00 pm	Jasmine Clarke
4:00 pm	JuanPao
5:00 pm	Lucas Wu (Duo)
6:00 pm	Shara Rose Band
7:00 pm	Huyai & Gavin Libotte (Tri)
8:00 pm	Angela Paski

YOUTH STAGE ANDERSON ST NORTH	
Time	Performer
10:00 am	Archidemia Music Academy
11:00 am	Toby Falkner & Friends
11:50 am	Creative Sounds Studios and School
12:30 pm	Evolution Performance Centre
1:00 pm	The Jazz Factory
1:20 pm	Danceque School of Dance
1:50 pm	Sunshine Philharmonic Orchestra
2:10 pm	Clelia Academy of Music

STREET DANCE & FASHION SHOW ANDERSON ST SOUTH	
Time	Performer
11 am - 1 pm	KPOP Random Play Dance (By KPOP)
4-5 pm	"Spring Blossom" Street Fashion Show (By CCAAI)
9-10 pm	Impire Bellydance
5:20-5:30 pm	St Paul's Line Dance Group
5:30-5:40 pm	Chatswood Line Dancing Group

DJ BOOTH VICTORIA AVE	
Time	Performer
3:30-4 pm	Transmattik

STREETFAIR PARADE 3PM - 5PM VICTORIA AVE - ANDERSON ST	
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STREETFAIR SPOTLIGHT	
Spring Horse Duo Step into the world of enchantment as the radiant Spring Horse Duo brings beauty and wonder to StreetFair 2026. Balmain Get ready for an epic StreetFair experience! Come along and meet Balmain, grab a photo with the Dark Knight himself, and check out his incredible custom-built V887 Barmobile. Up, Up and Away Balloons The old romantic world of Airship travel is out for a ground training session before taking off. Catch them for a photo opportunity before they head for the clouds. Samba Brazil Entertainment Encounter the vibrant energy of Brazil as soaring samba dancers, drummers, acrobats and performers bring colour, rhythm and excitement to the event.	
FUN FOR ALL THE FAMILY	
Magic Show by Linhai Cai Spring Street 11:30 am - 12:30 pm	Flower Frame Workshop Anderson North 10:30 am - 1:30 pm

EMERGE FESTIVAL HIGHLIGHTS	
6 SEPT ACE Moonlight Mid-Autumn Festival 13 SEPT JCS Japan Festival in Chatswood 19 SEPT Wisteria Morning Tea 20 SEPT • Monochrome Street Market • Willoughby Fauna Fair 24 SEPT The Monkey King Chinese Opera 11 OCT Willoughby Wellness & Makers Market	PLAN YOUR FESTIVAL emergefestival.com.au Follow us Instagram Facebook #emergefestival

PRODUCED BY	PROUDLY SUPPORTED BY	SPONSORED BY	MEDIA SPONSORS
Willoughby City Council	NSW Multicultural NSW	CHATSWOOD INTERCHANGE	878 ACE

The design challenge

One of the main design challenges was bringing together a large amount of information into communications that people could understand quickly while moving through the event.

The event program combined the event map with multiple performance schedules and essential visitor information. The map needed to clearly identify stages, activities, market areas, the parade route, road closures, transport connections, accessibility information and event services, while remaining legible at a relatively small size.

I developed the information hierarchy, colour coding and supporting icon system to help visitors distinguish between different stages and activities and move easily between the map, schedules and event information. As programming and operational details changed, I continually refined the layouts while ensuring updates remained consistent across the wider suite of campaign material.



Digital Screens and social media

Campaign artwork adapted across multiple digital screen and social formats.



Stage, parade and event branding

Extending the campaign identity across stages, media walls and parade signage to create a cohesive on-site festival experience.

CHATSWOOD

StreetFair

MULTICULTURAL STAGE

THE CONCOURSE

Time	Performer
10:05 am	Xiao Hong Mao Drum Dance Group
10:35 am	Benjamin's Big Band
11:10 am	CASS Art Troupe
11:35 am	PACA
11:45 am	Bonzer Ukulele and Singing Collective (BUSK)
12:15 pm	Willoughby Theatre Co
12:40 pm	✳ Willoughby Symphony Orchestra
1:00 pm	✳ Mayor's Opening & Acknowledgement of Country
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6:50 pm	Chinese Youth League Wushu Group & Dance Group
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7:40 pm	Sydney Soran Dance Troupe
7:50 pm	✳ Korean Traditional Musician & Dance Inc (Toulim)
8:10 pm	Bulgarian Rhythms
8:20 pm	Las Peinetas Spanish Dance Group
8:50 pm	Azulia Crew

STREETFAIR PARADE

DON'T MISS THE STREETFAIR PARADE AT 2 PM

A COLOURFUL CELEBRATION THROUGH THE HEART OF CHATSWOOD!

PLAN YOUR FESTIVAL

emergefestival.com.au

#EmergeFestival

CHATSWOOD

StreetFair

DIRECTIONS

←

YOUTH STAGE

10am – 6pm

←

GAMES & RIDES

10am – 6pm

↕

MORE FOOD & RETAIL

→

FASHION & DANCE

10am – 6pm

↙

KID'S ACTIVITIES

Circus Works

10am – 6pm

↑

DJ BOOTH

10am – 6pm

SHARE YOUR STREETFAIR EXPERIENCE

EMERGE

FESTIVAL 2026

Follow us

#EmergeFestival

#ChatswoodStreetFair



CASE STUDY 02

WILLOUGHBY SYMPHONY ORCHESTRA

2026–27 Concert Campaigns

Original concept development • Art direction

• Campaign design & asset rollout

AWARD FINALIST

RH Dougherty Events and Communications Awards

Local Government NSW

I develop the visual concepts for Willoughby Symphony Orchestra's concert campaigns, interpreting the music, themes and character of each performance to create an original and distinctive visual idea.

Each campaign begins with research and concept exploration, followed by image development and refinement in consultation with the Arts & Events team. The final concepts are then developed into campaign artwork and adapted across print, digital and promotional applications.

Rather than applying a single visual formula across the season, I aim to give each concert its own personality while maintaining enough consistency for the individual campaigns to sit comfortably together as part of the broader Willoughby Symphony Orchestra program.

MY ROLE

Concept development • Creative direction • Campaign design • Photography direction • AI-assisted image development • Image manipulation • Internal stakeholders and Printer collaboration • Artworking • Production

CAMPAIGN APPLICATIONS

Season programs • Concert posters • Print advertising • Digital screens • Social media • Promotional collateral



Willoughby Symphony Orchestra

2027 Season

World-class soloists,
spectacular orchestral masterpieces
and inspiring family concerts

Experience the extraordinary

BOOK NOW
willoughbysymphony.com.au

From music to visual identity

The 2027 Willoughby Symphony Orchestra program brings together a diverse season of concerts, each with its own story, mood and audience. My approach was to create an individual visual identity for each concert while ensuring the complete program still felt like part of one cohesive season.

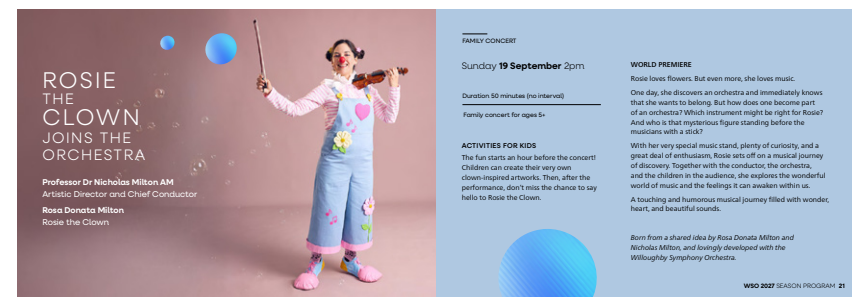
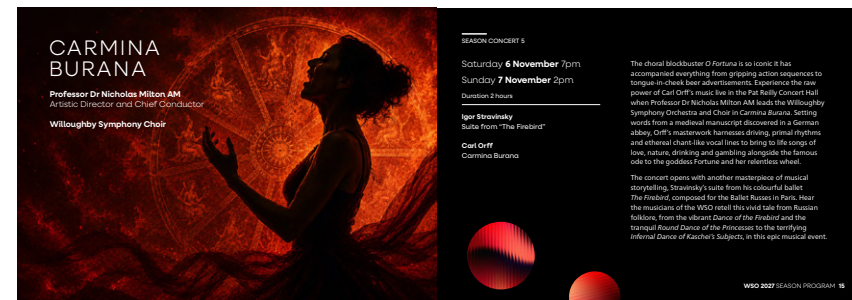
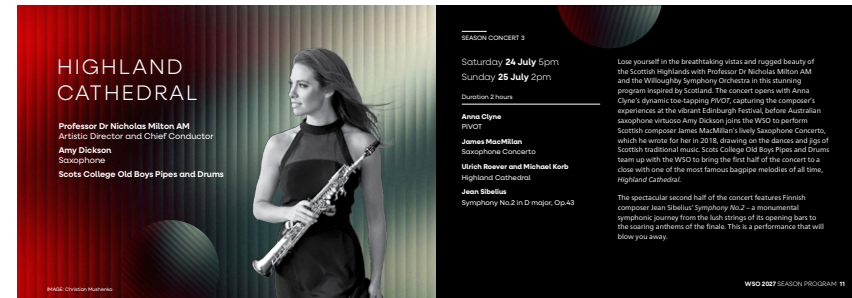
The music and subject matter informed the image-making approach for each campaign. Depending on the concert, this involved developing and art directing photography, sourcing and manipulating imagery, or using AI-assisted tools to explore and create images that would be difficult to achieve through conventional photography alone.

Each image was then refined through the design process and brought into the wider WSO visual system through typography, colour and graphic elements. The result is a program in which every concert has its own character, while the season remains recognisably Willoughby Symphony Orchestra.



2027 WSO Season Program

A cohesive season identity bringing together individually developed concert campaigns across a 40-page program.



From concept to campaign

Across the 2026 and 2027 seasons, each concert campaign is developed around its individual program, audience and character. Once the visual concept is established, I adapt the artwork across print and digital applications, considering how the idea needs to work at different scales, proportions and viewing distances.

This approach allows individual concerts to have their own visual personality while maintaining a clear connection to the wider Willoughby Symphony Orchestra program.



Campaign applications
Concepts adapted across large-format posters, digital screens, JC Decaux and Val Morgan lightboxes, social media and promotional material.



MUSICAL PICTURES — 2026

A playful gallery-inspired concept developed for a family audience, transforming musical instruments into artworks and using bold colour and scale to create an accessible, contemporary campaign.

CASE STUDY 03

LIGHTWAVE

Entrance feature — design development

My brief was to develop the entrance feature from initial visual exploration through to a detailed design intent for contractor development, considering how materials, lighting, illuminated branding and construction would work together as one integrated feature.

Lightwave is inspired by shimmering light on water, using programmable LED lighting to bring movement, colour and atmosphere to the entrance. An interactive option also explores subtle ripple and shimmer effects triggered by visitor movement.

Exploring possibilities with AI

AI-assisted visualisation allowed me to quickly explore a broad range of creative directions, including light, reflection, mirrors, mosaic, natural materials and interactive elements. These studies helped test ideas and communicate different approaches to stakeholders before the strongest direction was refined into *Lightwave*.

Following selection of the concept, I researched materials and lighting options and worked with the project officer and appointed contractor, 8th Wonder, to develop the idea into a practical, buildable solution.

MY ROLE

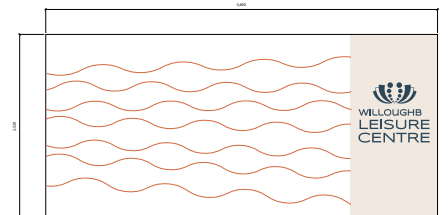
Concept development • Creative direction • AI-assisted visualisation • Environmental design • Stakeholder consultation • Material & lighting research • Design development • Contractor liaison



Original architectural renders



AI-assisted concept exploration



Selected *Lightwave* concept, prototype and design development drawings.

Amanda Tarlau

Graphic Designer | Visual Communication | Campaigns | Brand

Creative thinking

Developing original concepts and finding visual approaches that suit the subject, audience and purpose.

Complex communication

Turning detailed information into clear, engaging and accessible visual communications.

End-to-end delivery

Managing projects from initial brief and concept development through feedback, artwork, production and delivery.

Collaboration

Working closely with stakeholders, creative teams, suppliers and other specialists to develop practical design solutions.

Amanda Tarlau

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