



DESIGN EVERYTHING

Big Tex

Inspiration

From its humble beginnings as a fast growing financial center, Dallas soon became the cultural, economic, political and social epicenter for the Lone Star State. An ever-expanding and continuously thriving cosmopolitan city, Dallas is defined by its persistent growth, significant diversity, and independent spirit. Together, these serve as the wellspring of the pride felt by those who call Dallas home.

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Big Tex

Dallas, Texas

Concept

No landmark could be more fitting for our mission to reinvent healthcare than “Big Tex,” the 52-foot cowboy in the center of the State Fair of Texas grounds. A thrilling sight for the millions of people who have visited, including the new millennial cowboys who carry on the tradition. The fair embraces all aspects of the Lone Star culture, highlighting its unwavering maverick attitude, as captured in our meme.



Artistic Execution

Tapping into the thrill one feels when entering the fairgrounds, as well as the physical and emotional senses soon to be experienced, our creatives overlaid standard photography with whimsical patterns, expressive colors, and a touch of Texas flair. These elements also ensure a visual consistency while providing for aesthetic variation across the art pieces and building materials.

