

FOR IMMEDIATE RELEASE
July 13, 2023

Contact: Jose Rodriguez
Communications & PR Coordinator
Jose@texasbookfestival.org



JON FLAMING ANNOUNCED AS THE 2023 TEXAS BOOK FESTIVAL POSTER ARTIST

AUSTIN, TX (July 13, 2023) - Texas Book Festival is thrilled to reveal Jon Flaming as the 2023 Festival Poster Artist. His artwork *Cowboy Reading in Big Bend* is the official 2023 Festival Poster Image.

Born in Wichita, Kansas in 1962, Flaming moved to Texas in 1967. The artist grew up in Dallas/Richardson. His fine art is in the permanent collections of the Tyler Museum of Art, The Grace Museum in Abilene, The Museum of the Southwest, and the San Angelo Museum of Fine Art. His work is also in many private and public collections and has been exhibited in numerous solo and group shows.

"Jon Flaming's image *Cowboy Reading in Big Bend* is abstract and visually sophisticated but uniquely Texan through and through," said DJ Stout, of design firm [Pentagram](#). "He truly is the Picasso of Texas art."

Every year, Texas Book Festival chooses an artist and work that reflects the spirit of the Festival including imagination, creativity, and community. The artist always has a strong Texas affiliation, and the work captures the diversity of Texas culture.

"Selecting an artist and work of art to represent our beloved Festival has been a privilege and a lot of fun," says interim executive director Dalia Azim. "Flaming's *Cowboy Reading in Big Bend* beautifully represents the activity of engaging with books and what we most love to celebrate and cultivate at Texas Book Festival."

Azim [interviewed](#) Jon Flaming about his life and work. An artist headshot and the high-resolution poster image file are available for download [here](#).

Posters and T-shirts featuring the *Cowboy Reading in Big Bend* art will be available for purchase at the Texas Book Festival on November 11–12, 2023 in Downtown Austin and in and around the Texas Capitol.

The 2023 Texas Book Festival is presented by H-E-B. Other major sponsors include Brigid Cockrum and Family, Tocker Foundation, Kirkus Reviews, Still Water Foundation, Amplify Credit Union, Buena Vista Foundation, Tapestry Foundation, Pentagram, Central Market, Texas Monthly, Jordan Foster Construction, and Austin Chronicle. Clampitt Paper is a generous sponsor and partner for the Festival poster. BookPeople is the official Festival bookseller.

###

ABOUT TEXAS BOOK FESTIVAL

With a vision to inspire Texans of all ages to love reading, Texas Book Festival connects authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. Founded in 1995 by former First Lady Laura Bush, Mary Margaret Farabee, and a group of

FOR IMMEDIATE RELEASE

July 13, 2023

Contact: Jose Rodriguez
Communications & PR Coordinator
Jose@texasbookfestival.org

volunteers, the nonprofit Texas Book Festival promotes the joys of reading and writing through its annual Festival Weekend, the Reading Rock Stars Title I elementary school program, the Real Reads Title I middle and high school program, grants to Texas libraries, and year-round literary programming. This year's Texas Book Festival will take place from November 11–12, with events taking place in downtown Austin and at the Texas Capitol, featuring renowned authors, panels, book signings, and activities. Thanks to generous donors, sponsors, and volunteers, the Festival remains free and open to the public.