



This is the second year that THU will take place in Malta – previously the event had been held in Portugal.

The talk programme includes some of the biggest names in the art industry.

Trojan Horse Was a Unicorn taps into the tribe mentality

Horn of plenty We find out what attendees can expect at this year's highly anticipated art event, and learn the story behind the stunning new poster

Trojan Horse Was a Unicorn (THU) will be returning to Malta on 23-28 September. The event aims to provide a “transformative experience” for digital artists and creative professionals, through a packed programme of talks, workshops and activities led by some of the biggest stars in the industry.

Since its launch in 2013, THU has built up a devoted community of attendees, referred to by THU's



organisers as the tribe. It's an element captured in this year's stunning event poster by Disney art director **Mingjue Helen**

Chen. Based on the theme Legend of the Seventh Unicorn, the poster (above) shows the tribe celebrating



Running alongside the talks are workshops, recruitment sessions and demonstrations to inspire and inform the THU 'tribe'.

the unicorn's arrival and embarking on their seventh journey of self-discovery.

“From the prompt there was a sense of mystery and discovery,” says Helen. “I went with a bright colour palette and a lot of magical cloud elements to give it that sense of wonder.” She also avoided showing the faces of the tribe

members, so anyone who saw the poster could imagine themselves as one of the group.

“I attended THU a couple of years ago and since have been a fan of the event and of the wonderful people who put their heart and soul into creating such a unique experience,” Helen adds.

This year's THU is shaping up to be another inspiring event, with confirmed speakers including veteran illustrator Greg Manchess; Vaughan Ling, who won an Academy Award for his work on Spider-Man: Into the Spider-Verse; and Andrew Gordon, known for his work on A Bug's Life, Toy Story 2 and 3, and Monsters Inc.

For more details and tickets, go to www.trojan-unicorn.com.