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# Student's Design Selected to Promote Chicago Event

May 11, 2016

BLOOMINGTON, Ill.— A poster created for a [graphic design](#) class at Illinois Wesleyan University is being used to promote the World Naked Bike Ride: Chicago in June.

[Linh Chi \(Ania\) Bui '18](#) was a student in Adjunct Instructor of [Art](#) David Kleckner's course "Graphic Design II." Each student was instructed to browse a website listing festivals and events around the world, choose one, then design a poster and ticket for the event.

"I wanted to go with something different and fun, so I chose the World Naked Bike Ride," said Bui (Warsaw, Poland). She said she was influenced by her study of the Bauhaus style in modern design. Further investigating the New Bauhaus school (now the IIT Institute of Design) in Chicago helped Bui refine her ideas that the Bauhaus style would emphasize the bike ride's Chicago chapter.



Ania Bui '18



Ania Bui's winning poster design

After messaging bike ride organizers, Bui said they invited her to submit her work. "I am so thankful to have Professor Kleckner as he helped me with printing the poster and event ticket and drove all the way from Peoria on a Saturday morning just to help me with the submission," Bui said.

Her work was exhibited this winter at the Winter Bike Art Show at Motor Row Gallery in Chicago. Recently her design was chosen as the official poster for the event, an international clothing-optional bike ride that brings attention to people-powered transport and promotes positive body image. In the Northern Hemisphere, the event occurs the second Saturday in June.

Bui said the most challenging aspect of any design work is the brainstorming phase. "I always find it really difficult to narrow down my ideas to create a consistent and simplistic design because I usually have too many concepts in my mind," she said. "I browse through [online portfolio site] [Behance](#) and get really frustrated when I see all the amazing works, and I include my favorite elements in my own work, which turns out to be too much."

A graphic design and computer science double major at Illinois Wesleyan, Bui also won first place for her photography in the recent McLean County Arts Center's Amateur Arts Competition for university students, and received a Gallery Award for her sculpture in IWU's annual Student Juried Art Exhibition. She is also the founder of the Photography and Graphic Art Club at Illinois Wesleyan.

Bui's work can be viewed at [www.thatgirlfromwarsaw.com](http://www.thatgirlfromwarsaw.com).