



TEXAS BOOK FESTIVAL REVEALS POSTER FOR 2020 VIRTUAL FESTIVAL

AUSTIN, TX (July 15, 2020) - The Texas Book Festival is thrilled to reveal the 2020 Festival poster by the late Austin artist Bob “Daddy-O” Wade, whose larger-than-life work is beloved by many across Texas and the United States.

Wade, who passed away last December, is best known for designing massive eclectic sculptures, including a giant iguana on the rooftop of the Lone Star Cafe in New York (which now sits atop a roof at the Fort Worth Zoo), cowboy boots that stand 40 feet tall at the North Star Mall in San Antonio, a 70-foot saxophone at a Houston nightclub, and countless other critters and symbols.

The art for this year’s poster, titled *Let ‘er Rip*, depicts a rodeo cowgirl atop a horned toad. Showcasing Wade’s unique mixed-media style and use of technicolor hues, the poster conveys a vintage Texas feel and, of course, Wade’s signature humor.

"I know Bob would have been thrilled to be the poster artist for the Texas Book Festival. It's something he had always wanted," says Wade's wife, Lisa. "He loved going to the Texas Book Festival and walking up and down the street and in and out of the tents for hours, as well as going to talks and seeing friends. We have been involved with the Festival since the beginning."

Before his death, Wade was hard at work on a book showcasing his artwork and installations throughout the years. *Daddy-O's Book of Big-Ass Art* is set to publish November 4 and will feature more than 100 images of Wade’s most famous pieces, as well as the stories behind the art. Lisa Wade describes the book as “a cocktail party with so many Texas writers contributing a chapter about a Daddy-O piece of art that they were connected with.”

“Bob ‘Daddy-O’ Wade is the perfect choice for the Texas Book Festival’s 25th anniversary,” says DJ Stout, a longtime friend of Wade, TBF Board of Advisors member, and partner at the design firm Pentagram. “For decades he helped to define the Texas myth and he did it all with a playful wink of his eye. Daddy-O's eclectic works and his love of the state were as big as Texas.”

Posters and T-shirts featuring *Let ‘er Rip* will be available for pre-order with a donation on the Texas Book Festival website.

The 2020 Virtual Texas Book Festival will take place online from October 31 to November 15. For more information on the Texas Book Festival, please visit www.texasbookfestival.org, and follow along on Facebook, Twitter, and Instagram @texasbookfest.

###

ABOUT TEXAS BOOK FESTIVAL:

With a vision to inspire Texans of all ages to love reading, the 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 volunteers, the nonprofit Texas Book Festival promotes the joys of reading and writing through its annual Festival, the Texas Teen Book Festival, 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. The 2020 Virtual Texas Book Festival will take place from October 31 through November 15. Thanks to generous donors, sponsors, and volunteers, the Festival remains free and open to the public. Visit www.texasbookfestival.org for more information, and join the conversation using the hashtag #txbookfest on Facebook, Twitter, and Instagram @texasbookfest.