

The Hellenic Film Society Unveils New Poster and Identity For New York Greek Film Expo 2025

A Visual Collaboration by Thoma Kikis and Tiffany Apostolou

Astoria, NY – Tuesday, July 15, 2025 – The [Hellenic Film Society \(HFS\)](#) proudly reveals the official concept poster and new identity for the **New York Greek Film Expo 2025**, a richly layered, hand-illustrated collaboration between American-born Greek multidisciplinary artists [Thoma Kikis](#) and [Tiffany Apostolou](#). Developed through Kikis' New York-based studio [TEKNIKE](#), the poster and identity establish its own visual experience, a cinematic homage to shared Greek heritage and New York's cultural vibrancy, marking a milestone in the Expo's history and signaling a bold new creative direction for the organization.

Hosted annually by the Hellenic Film Society, the New York Greek Film Expo is a marquee event celebrating the vibrancy of Greek cinema. The Expo features premieres, Q&As, and curated selections from top Greek filmmakers, connecting audiences in New York and beyond to the artistry of Greek storytelling.

At once nostalgic and contemporary, the hand-drawn line art poster has an architectural sketch style that unfolds as a multi-part visual composition set in and out of a classic film theater, flanked by the intricate New York skyline. This is no ordinary composition: it's a screen, within a screen, within a screen. At its center is a scene from an open-air cinema in Greece, with the Acropolis and Parthenon dramatically extruding from the frame onto the canvas. The viewer becomes part of the audience, seated among a crowd that reflects both New York and the Greek diaspora experience, symbolizing not only the setting, but as active participants in this global cultural dialogue.

"The idea was to create a portal," said **Thoma Kikis**, founder of TEKNIKE and the concept originator. "I didn't want this to be just a poster, but an invitation to step inside a story. The concept was to connect classic landmarks from Greece and New York City as a new emotional icon, through the shared language of cinema. I wanted the poster art to holistically evoke the feeling of both a memory and a moment happening now and I think we achieved that."

To expand and enrich the vision, Kikis invited **Tiffany Apostolou** to collaborate. "My own work is rooted in form finding details - illustration, architecture, and storytelling," he said. "I noticed something special about Tiffany's work and her sensibilities were completely in sync with mine as we shared a common visual language. Our collaboration was seamless and deeply rewarding, her sensitivity to nuance and atmosphere brought the piece to life with remarkable elegance and soul."

"When Thoma reached out to me to collaborate on the poster design for the New York Greek Film Expo, and to help celebrate years of HFS' cultural contributions, I was both deeply moved

and excited,” said Apostolou. “Through the design, I wanted to express the fun and natural way in which HFS's work interweaves Greece and New York. This is why you'll see the beloved Ciné Paris in Athens with elements of the Acropolis, Plaka and Psyrri in its background that begin to merge with different neighborhoods of New York that flood the left and right sides of the poster. I hope everyone enjoys the design as much as I enjoyed the collaboration and making-of.”

Rendered in a refined palette of orange, black and white, the poster draws inspiration from classic line art illustration and the iconic aesthetic of *The New Yorker* covers. The final design is a composition that feels both timeless and contemporary, romantic yet architecturally grounded.

As part of this visual refresh, HFS also unveiled a new logo identity for the New York Greek Film Expo, also designed by Kikis, building upon the recent rebranding of HFS.

“Designing the New York Greek Film Expo logo was about expanding the visual language of the Hellenic Film Society in a way that speaks directly to the energy of the city and the event,” said Kikis. “The identity is a graphic ticket, an invitation to participate, to celebrate, to experience Greek cinema in a bold, modern way.”

“This artwork perfectly captures the mission of HFS,” said HFS president **Maria Miles**. “It reflects our dual focus, on preserving cultural memory and fostering innovation. Greek cinema continues to evolve, and so must the ways we present and celebrate it. This poster and the new logo are expressions of that evolution: warm, sophisticated, and deeply human. They invite new audiences to discover the emotional depth of Greek film, while honoring the community that has supported it for generations.”

HFS founder and president emeritus **Jimmy DeMetro** shared his enthusiasm about the initiative: “The launch of this new poster and identity is more than just a visual change, it’s a celebration of our evolution and a commitment to embracing new horizons. Our goal has always been to highlight the artistry and diversity of Greek filmmakers, and this visual artistry strengthens our ability to connect with audiences worldwide.”

The poster and new logo identity will serve as the signature visual for the 2025 New York Greek Film Expo, taking place **October 2-12, 2025**.

The Hellenic Film Society invites everyone to explore the new poster and logo identity for the New York Greek Film Expo and celebrate this exciting new milestone with us. Visit www.hellenicfilmsociety.org to learn more about our upcoming events and initiatives.

About the Artists

[Thoma Kikis](#) is a type designer, illustrator, creative director, film producer, and entrepreneur. He holds a BSc from NYU and is a board member of HFS and member of the Hellenic Film Academy. He has also produced award-winning films including *Darkon* (most recently optioned by Disney) and *Alps* (with Oscar®-nominated director Yorgos Lanthimos). Inspired by personal loss, he’s dedicated to neuroinflammatory and mitochondrial research, co-founding [Kannalife Sciences](#) and [Neuropathix](#), securing over \$5M in grants from the NIH and The Michael J. Fox

Foundation for Parkinson's Research, with recognition from NBC, TIME, and Bloomberg. He founded TEKNIKE, a New York-based creative consultancy, designing numerous commercial typefaces, working with clients including MTV, Hulu, and Hermès. TEKNIKE focuses on creating visually striking, conceptually meaningful identities by synthesizing novel ideas, versatile storytelling, groundbreaking technologies, and popular culture to uncover narratives that resonate and leave a lasting impact.

For more information, visit www.thomakikis.com and www.teknike.com.

Tiffany Apostolou is a New York-based digital product designer, illustrator, and independent curator. Having lived and worked in Greece before returning to New York, Tiffany developed a unique lens through which to see both the world and her work. Her background in architecture and the arts deeply informs her creative approach. In product design, she leads with research, strategy, and methodology; through illustration, she explores mental and emotional landscapes—creating hand-drawn worlds where different cultures, time periods, and design traditions come together. Her work seeks to bring joy, reflection, and a touch of Mediterranean charm to both mind and soul.

For more information, visit <http://www.tiffanyapostolou.com/>

About Hellenic Film Society

The [Hellenic Film Society](http://www.hellenicfilmsociety.org) (USA), Inc., (HFS), is a 501(c)(3) non-profit organization dedicated to promoting Greek cinema and sharing the richness of Greek films with American audiences. Based in Astoria, NY, HFS presents an array of feature films, documentaries, and shorts by Greek filmmakers and those of Greek descent, as well as works that highlight the cultures of Greece and Cyprus.

HFS is known for its annual *New York Greek Film Expo* and its ongoing *Always on Sunday* monthly film series, presented in collaboration with the Museum of the Moving Image. Additionally, the organization partners with other prominent film festivals across the United States, including the Chicago Greek Film Expo, the South Florida Greek Film Festival, and the Atlanta Greek Film Expo.

For more information, to volunteer, or to support our mission, visit www.hellenicfilmsociety.org or contact us at info@hellenicfilmsociety.org

For further interview requests, or high-resolution images of the new logo, please contact

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POSTER AND NEW LOGO

**NEW
YORK
GREEK
FILM
EXPO**

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October 2-12, 2025



www.hellenicfilmsociety.org

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