



NEWS RELEASE



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For Immediate Release

PALO ALTO ART CENTER ANNOUNCES LOGO DESIGN COMPETITION

**OPEN TO ALL COMMUNITY MEMBERS INCLUDING STUDENTS, PROFESSIONAL DESIGNERS
AND DESIGN FIRMS**

DEADLINE FOR SUBMISSIONS IS MONDAY, MARCH 5, 2012

**ALL ENTRIES WILL BE FEATURED IN GRAND RE-OPENING EXHIBITION OF PALO ALTO ART
CENTER IN OCTOBER, 2012**

Palo Alto, CA, January 10, 2012 -- After more than four decades of providing meaningful arts programs to the community, the Palo Alto Art Center is transforming its facility with a major renovation. As part of this process, PAAC is recreating its visual identity and is inviting the public to participate in a logo design competition. One of the Art Center's core values is that everyone is an artist and its logo competition will prove a wealth of creative talent in the community, both professional and public. Competition participants are invited to submit original logo designs for the Palo Alto Art Center logo competition that embody its core values:

- Everyone is an artist
- Friendly, inclusive, and welcoming

The winning logo design embodies the Art Center's interest in providing a place for the artist in everyone—a place where the entire community can learn, create and be inspired. The winner of the logo competition will receive a free annual membership in the Palo Alto Art Center Foundation and their name will be featured prominently on promotional materials related to the Art Center's visual rebranding. Note that the winning logo design may be modified to integrate successfully with the City of Palo Alto's visual identity.

Deadline for submissions is Monday, March 5, 2012. Submissions will be judged by a panel of design experts and the winner will be announced in May 2012. Submissions will be exhibited at the Palo Alto Art Center as part of our grand opening in October, 2012. **Submissions should be made on the official submission form, which may be obtained at www.cityofpaloalto.org/artcenter and dropped off or mailed to the Lucie Stern**

(more)

Community Center, 1305 Middlefield Road, Palo Alto, 94301. For more information, please call 650.329.2366, email artcenter@cityofpaloalto.org or visit www.cityofpaloalto.org/artcenter.

About the Palo Alto Art Center Transformation

The nationally acclaimed Palo Alto Art Center temporarily closed its doors to the public on April 4, 2011 through the fall of 2012 to undergo a substantial \$7.9 million transformation of its facilities and re-envisioning of its extensive programs in order to serve a broader public in its mission to engage the community in the arts as both observers and creators through exhibitions, studio arts and education activities.

“The renovation of the Palo Alto Art Center facility is an opportunity for us to reflect on our mission and programs, and to re-envision how we can better serve the community that has engaged with us for 40 years in the seeing and making of art of all kinds,” says Karen Kienzle, Palo Alto Art Center Director. “During this time our public programming will continue, and we are excited about bringing exhibitions and participatory activities for all ages directly into the community while we ready the Center itself to welcome more of the public next year.”

The Palo Alto Art Center’s transformation is inspired by the Center’s mission to engage the community in the creative process as both observers and creators through exhibitions and studio and education programs. The transformation will enable the Palo Alto Art Center to expand its programs and services to a broader base while maintaining its high level of quality and enhance its reputation as a leading regional art center.

The Palo Alto Art Center has been one of the country’s most popular and unusual facilities since it opened its doors to the public in 1971. Serving 70,000 residents annually, it combines both an internationally acclaimed exhibitions program with studio art, art instruction in painting, drawing, ceramics, glass, media arts, extensive art activities for school children including *Project LOOK!*, publications and a variety of public events including lectures, interpretive programs and meet-the-artist opportunities.

***On the Road* Events Bring Palo Alto Art Center’s “See and Make” Approach into the Community During the Transformation**

During the transformation, Bay Area residents will be able to continue to discover, learn, create and be inspired by participating in its innovative *On the Road* programs that will bring the Center’s popular and acclaimed “see and make” approach to the arts directly into the community. *On the Road* will continue during the Center’s transformation with a variety of activities throughout Palo Alto.

On the Road events are designed to give the public opportunities to see art in exhibitions and site-specific art installations, and to make art in a variety of participatory classes, demonstrations and programs for all ages. In addition to Judith Selby Lang’s *Lawn Bowls*, current and upcoming *On the Road* activities include the Art Center’s new Art Truck at locations throughout the community, Mildred Howard’s 97,000 bottle house *Clear Story* on King Plaza in downtown Palo Alto, *Double Take*, Patrick Dougherty’s beguiling environmental sculpture made of willow branches, on the grounds of the Center at the corner of Embarcadero and Newell Road through July, 2012; third annual Day of the Dead celebration October 30 at Lucie Stern Community Center; Holiday Family Day and Cubberley Artists’ Open House December 3 at Cubberley Community Center; art classes at various locations in Palo Alto and more. A regularly updated schedule of *On the Road* events may be found at www.cityofpaloalto.org/artcenter.

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