

FOR IMMEDIATE RELEASE

Banff Centre for Arts and Creativity launches new strategic direction and visual identity

BANFF, AB - November 18, 2016 – Banff Centre for Arts and Creativity, the renowned arts and cultural learning organization in the Canadian Rockies, is proud to unveil a new brand identity as part of a long range strategic plan to advance and secure its position as a global leader in arts, culture, and creativity. The aim of the new identity and updated name is to clarify Banff Centre for Arts and Creativity's position as a centre of creative excellence for artists and leaders from across Canada and internationally while celebrating its unique sense of place.

The new identity signals a refreshed direction for the Centre that is documented in the five-year strategic plan, entitled The Creative Voice: 2016-2021. The plan includes the introduction of:

- An update of its public name to Banff Centre for Arts and Creativity
- An ongoing commitment to excellence in artistic learning
- A dedicated public arts program
- A world-class public presenting series
- The development and introduction of a dedicated cultural leadership program
- A commitment to be a centre of excellence for Indigenous Arts and Leadership programs
- The long term plan for the investment and stewardship of our campus infrastructure

“Banff Centre is truly a catalyst for creativity thanks to the power of our surroundings in the Canadian Rocky Mountains and our rich learning opportunities. When artists and leaders experience Banff Centre programs, they are inspired, and depart the campus ready and equipped to realize their creative potential,” said Janice Price, President and CEO, Banff Centre for Arts and Creativity. “Our new visual identity and name reflects a commitment to supporting everyone who attends our campus realize their unique contribution to society,” she adds.

Design firm Pentagram led the updated identity project with Michael Bierut and Hamish Smyth conceiving and developing the design.

“This first update to the institutional graphic identity in over 30 years signals a new clarity and focus for the organization and its core mission around arts and creativity, while still honouring our unique location in Canada’s first national park,” commented Lisa Cooke, Vice President of Marketing and Communications, Banff Centre for Arts and Creativity.

Working with Canadian marketing and communications agency, Cossette, Banff Centre for Arts and Creativity will embark on a multi-platform advertising campaign to roll out the new brand identity in fall 2016.

About Banff Centre for Arts and Creativity

Founded in 1933, Banff Centre for Arts and Creativity is a learning organization built upon an extraordinary legacy of excellence in artistic and creative development. What started as a single course in drama has grown to become the global organization leading in arts, culture, and creativity across dozens of disciplines. From our home in the stunning Canadian Rocky Mountains, Banff Centre for Arts and Creativity aims to inspire everyone who attends our campus – artists, leaders, and thinkers – to unleash their creative potential and realize their unique contribution to society through cross-disciplinary learning opportunities, world-class performances, and public outreach.

For more information:

Toll Free: 1-866-935-6904

Fax: 1-866-402-9692

Email: BanffCentre@GoToInfo.ca

Web: www.GoToInfo.ca/BanffCentre

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