

A NEW LOOK FOR BELOVED REGIONAL ARTS CENTRE

INTRODUCING GEELONG ARTS CENTRE, A NEW NAME, AND A FRESH BRAND, FOR GEELONG'S MUCH LOVED ARTS CENTRE - TO MATCH ITS TRANSFORMATIVE NEW LOOK.

Now in its 38th year, the rebrand coincides with the arts centre's ongoing redevelopments which are reimagining the centre as a home for all creative industries and a hub for young artists and creative businesses across a range of disciplines.

The name and positioning builds on the centre's ongoing work to host and present the best arts experiences to the community, it aligns with the community's vision for Greater Geelong to be recognised regionally, nationally and internationally as a clever and creative city-region and gives the arts centre an opportunity to speak to, and about, Geelong in a whole new way.

CEO, Joel McGuinness, said: *"In transitioning to Geelong Arts Centre, we're embracing creativity and changing, not only the way we think, but how we position ourselves in a broad market. We are incredibly proud of our 38-year history and our deep connection to Geelong and its residents. We intend to evolve alongside our city and to continue meeting its creative needs as it changes and grows."*

"One night you're in the audience, and the next you could be onstage. This is extraordinary and unique. We're also driven and delighted by our ability to enable

our community's creative pursuits and performances. You can enjoy the world's best theatre, music and performances and tap into your own potential at Geelong Arts Centre.

"We are Geelong Arts Centre, and this is, where creativity meets"

Member for Geelong, Christine Couzens said: *"It is wonderful that our arts centre, which has been an important part of the community for four decades, is transforming at all levels. This new brand supports the centre's new outlook. It will build on a proud history and position Geelong Arts Centre as a key community, and creative space for the future."*

The new look and branding for Geelong Arts Centre were driven by the internationally recognised brand and design agency, The Contenders. The new branding was informed by extensive research and consultation, held in conjunction with the arts centre's trust, staff and customers over three years.

Also on the horizon for Geelong Arts Centre is the opening of the Ryrie Street Redevelopment, projected for November, while work on the Little Malop Street Redevelopment will commence in 2020. More information can be found at geelongartscentre.org.au.