

# Media Release

For Immediate Release  
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## Art Gallery of Alberta reveals new logo

New visual identity reflects the AGA's commitment to connecting art, people and ideas

**Edmonton, AB** – The Art Gallery of Alberta (AGA) has unveiled the new look, and new experience, that will characterize the Gallery well past its opening in January 2010.

The new logo is the acronym for the Art Gallery of Alberta, **AGA**, presented as overlapping letters of vivid tones of orange, red and green. The logo is made up of three identical elements: a trio of lower case “a” characters with one inverted to become a “g.” This simple shift creates an original entity that encourages new ways of looking and connecting.

“Our vibrant logo reflects the personality and direction of the new AGA. It reinforces our renewed commitment to bringing together art, people and ideas,” says **Gilles Hébert, AGA Executive Director**.

Designed by Edmonton-based **Vision Creative Inc.**, the logo is based on brand research findings on the public's perception of the Gallery, as well as the AGA's re-envisioned approaches to programming and to the engagement of existing and new audiences.

Through initiatives such as artists' and idea forums, visiting lecturers and art history classes, the new AGA will be a site for the discussion of ideas in the public realm. The AGA hopes to support the interdisciplinary nature of the local arts community through the incorporation of film and performance-based programming into its activities. A diverse array of exciting public programs for families, youth and adults, ranging from hands-on art activities, guided tours and late night events will be offered through out the year.

“Exhibitions and programs at the new AGA will provoke, inspire and surprise. The AGA will be a place where people of all ages can connect with art, artists and ideas in an atmosphere intended to stir the imagination and encourage creativity and critical thinking,” says **Catherine Crowston, AGA Deputy Director/Chief Curator**.

AGA exhibitions reflect the diversity of media and conceptual approaches that exist within art today. Audiences have the opportunity to see significant work by artists from around the world as well as the work of Alberta artists through projects such as the *Alberta Biennial of Contemporary Art* and the *RBC New Works Gallery* initiative. In the new building, the AGA's program will expand to feature more international exhibitions produced in partnership with museums from Canada and around the world. AGA curatorial staff will continue to develop original exhibitions for Alberta audiences. These exhibitions will also tour to national and international arts organizations.

The AGA's inaugural exhibitions include major works by **Edgar Degas** and **Francisco Goya**, celebrated Canadian photographers **Yousuf Karsh** and **Edward Burtynsky** internationally renowned Canadian artists **Janet Cardiff** and **George Bures Miller**.

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The new AGA opens on **January 31, 2010** with a two-day free public event. Timed tickets will be issued to accommodate the large numbers anticipated and to ensure quality visits. AGA Members will receive advance access to the limited timed-tickets. More details about the two-day event and timed-ticketing will be released in the coming weeks.

For more information on the Art Gallery of Alberta, the public is encouraged to visit the Gallery's newly designed website at [youraga.ca](http://youraga.ca).

Promotional images and more information on opening exhibitions and AGA Membership are attached.

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## **ABOUT THE ART GALLERY OF ALBERTA**

The Art Gallery of Alberta is creating a new gallery—a “New Vision” for Alberta’s capital. After a global architectural competition, Los Angeles based Randall Stout Architects, Inc. was selected to design the new gallery. With opening exhibitions in early 2010, the new AGA will be an 85,000 square foot premier presentation venue for international and Canadian art, education and scholarship. The new AGA will be a centre of excellence for the visual arts in Western Canada in the 21st century, expressing the creative spirit of Alberta and connecting people, art and ideas.

Founded in 1924, the Art Gallery of Alberta (AGA) is the oldest cultural institution in Alberta and the only museum in the province strictly devoted to the exhibition and preservation of art and visual culture. Serving both the city of Edmonton and the province of Alberta, the Gallery maintains a collection of nearly 6,000 objects. The AGA is focused on the development and presentation of original exhibitions of contemporary and historical art; on building national and international curatorial partnerships for the creation of new exhibition projects; and on the development and delivery of a program of touring exhibitions that disseminate contemporary and historical art within Alberta and across Canada.

*The AGA is a not-for-profit organization that relies on the generous support of its Members, donors, sponsors and government. The Art Gallery of Alberta is grateful for the generous support of the many public and private donors and sponsors who have made the AGA's New Vision possible, as well as the ongoing support of the City of Edmonton, the Alberta Foundation for the Arts, The Canada Council for the Arts and its Members.*

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