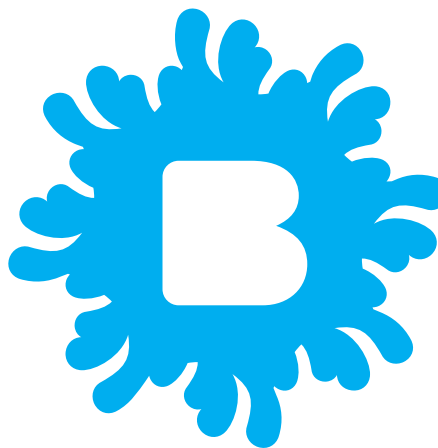


Press Release



For Release a.m. March 12, 2004

Brooklyn Museum Makes Strategic Changes to its Name, Logo, and Graphic Identity

Brooklyn, NY....The Brooklyn Museum of Art will return to its previous name, Brooklyn Museum, effective immediately, it was announced today. At the same time it will adopt a new logo and graphic identity created by the Manhattan-based design firm 2X4. These changes are being implemented as a part of a strategic branding program developed in conjunction with the April 17 and 18 opening of a \$63 million capital project designed by Polshek Partnership Architects that features a soaring sheer glass pavilion, completely renovated Grand Lobby, and an 80,000 square foot plaza. The entire project is seen as one of the most important new civic spaces in New York City.

“The Museum’s original name had a clarity that communicated more concisely and directly to our public, which drove the decision to return to it. Because we were working with 2X4 to create a dynamic new logo and graphic identity that better reflected the visitor-centered goals of the Museum, the timing for going back to Brooklyn Museum was appropriate. We are delighted with this new design program that includes an exciting and bold new logo, which may be unique in its approach, and is emblematic of the diversity of our collections and our audiences,” comments Museum Director Arnold L. Lehman.

The new logo is an unchanging stylized capital B, against the background of eight different formal seals or splashes in one brilliant color, an electric cyan blue. The various seals will be used in a random fashion emphasizing the uniqueness of the Museum.

The new design system created by 2x4 will have applications on all printed materials created by the Museum and will be adapted for use in advertising. It will also be adapted for use on the Museum web site, which is currently in the process of being redesigned and significantly expanded.

Michael Rock, a founding partner and creative director at 2x4 who was one of the lead designers on this project, comments, “The new logo is intended to reflect flexibility, change, surprise, and accessibility. The dynamic seal is designed to represent a museum that is willing to break the mold of the familiar and commit to a program of continuous experimentation, openness and, most important, constant reinvention.”

The wide range of projects at 2x4 include an identity for the Museo Picasso Málaga, environmental design for the Mori Art Museum Tokyo, design strategy for Prada and Condé Nast in collaboration with AMO/Rem Koolhaas and redevelopment work for public space at Lincoln Center with Diller Scofidio. Mr. Rock is a

Brooklyn Museum

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Professor of Design at the Yale University School of Art. The recipient of the 1999/2000 Rome Prize in Design from the American Academy in Rome, Mr. Rock has written on design for a variety of publications. For the Brooklyn Museum project, he worked with Georgie Stout, founding partner and creative director at 2x4. Ms. Stout was the lead partner on both the new Dia: Beacon project and the Nasher Sculpture Center.

The new logo will replace one developed by Massimo and Lela Vignelli in 1997. "The Museum is immensely grateful to the Vignellis for having created a clarifying system was used very successfully."

"However, as the logo was in large part inspired by the old front entrance and the briefly used name of the Brooklyn Museum of Art, it no longer accurately communicated the current dynamic profile of the institution," stated Dr. Lehman. "Our new logo conveys the energetic and forward-looking approach of the Museum, and we are thrilled with it."

End

Media Contacts:

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GENERAL INFORMATION

Admission:

Contribution \$6; students with valid I.D. and older adults \$3. Free to Members and children under 12 accompanied by an adult. Group tours or visits must be arranged in advance by calling extension 234.

Directions:

Subway: Seventh Avenue express (2 or 3) to Eastern Parkway/Brooklyn Museum stop; Lexington Avenue express (4 or 5) to Nevins Street, cross platform and transfer to the 2 or 3. **Bus:** B71, B41, B69, B48. On-site parking available.

Museum Hours:

Wednesday through Friday, 10 a.m. to 5 p.m.; First Saturday of each month, 11 a.m. to 11 p.m.; all other Saturdays, 11 a.m. to 6 p.m.; Sunday, 11 a.m. to 6 p.m. Closed Thanksgiving, Christmas, and New Year's Day.

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