

TOWER ARTS

The late David R. Davidson served as the Director of Music and Arts at HPUMC from 2003 to 2009 and was beloved in the Dallas musical and sacred communities as a minister, musician, conductor, clinician, and educator. In 2003, he created The Tower Arts Series, through which members of the surrounding community would be welcomed through the doors of our church to experience cultural and musical enrichment.

For its 2021-22 season, I was tasked with the design of the marketing collateral as well as a complete brand overhaul.

FORMER IDENTITY

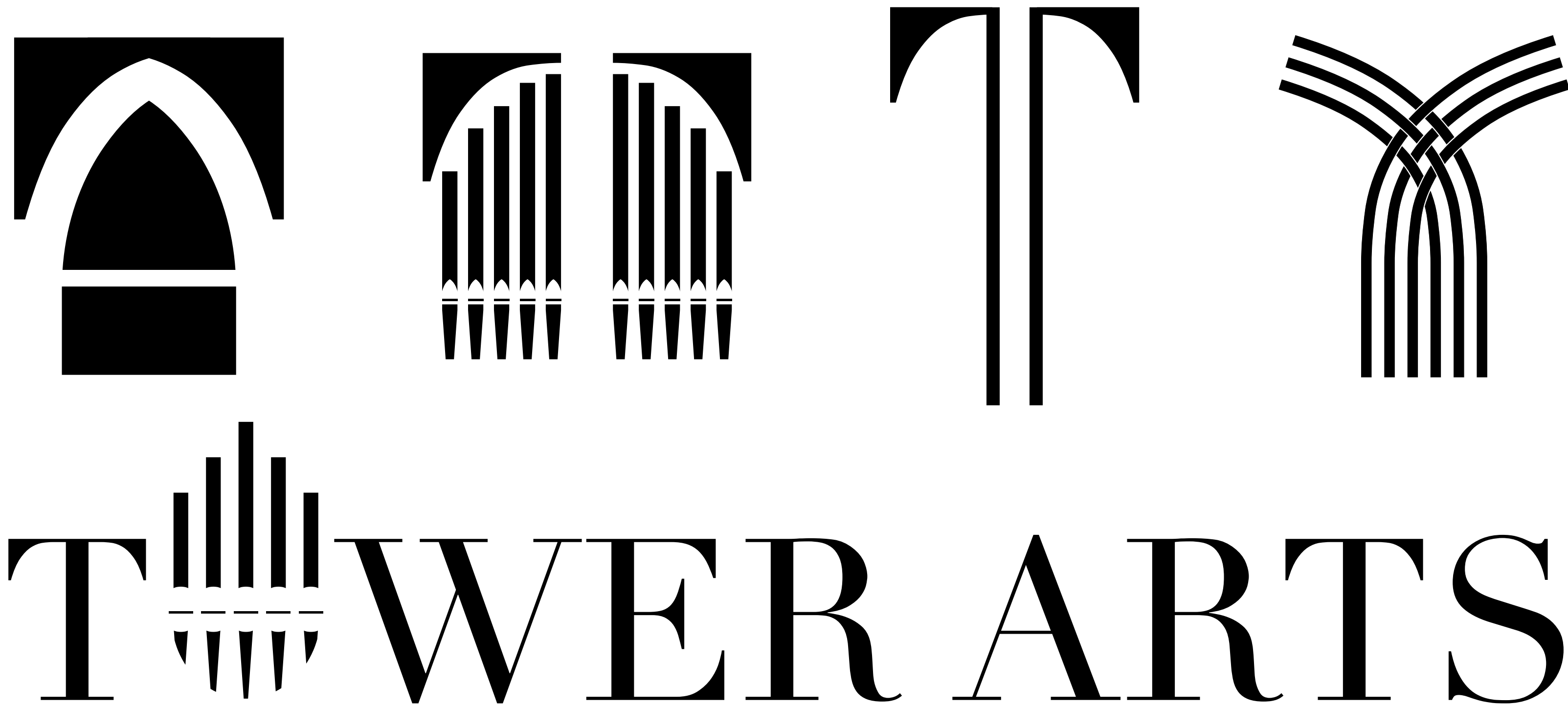
DAVID R. DAVIDSON

TOWER ARTS

SERIES

The previous brand mark relied on the organ as a visual aid to gesture toward the venue, but I sought to create a mark that could exist on its own, and also live alongside a word mark. I did, however, still wanted to echo the cathedral.

INITIAL PASSES



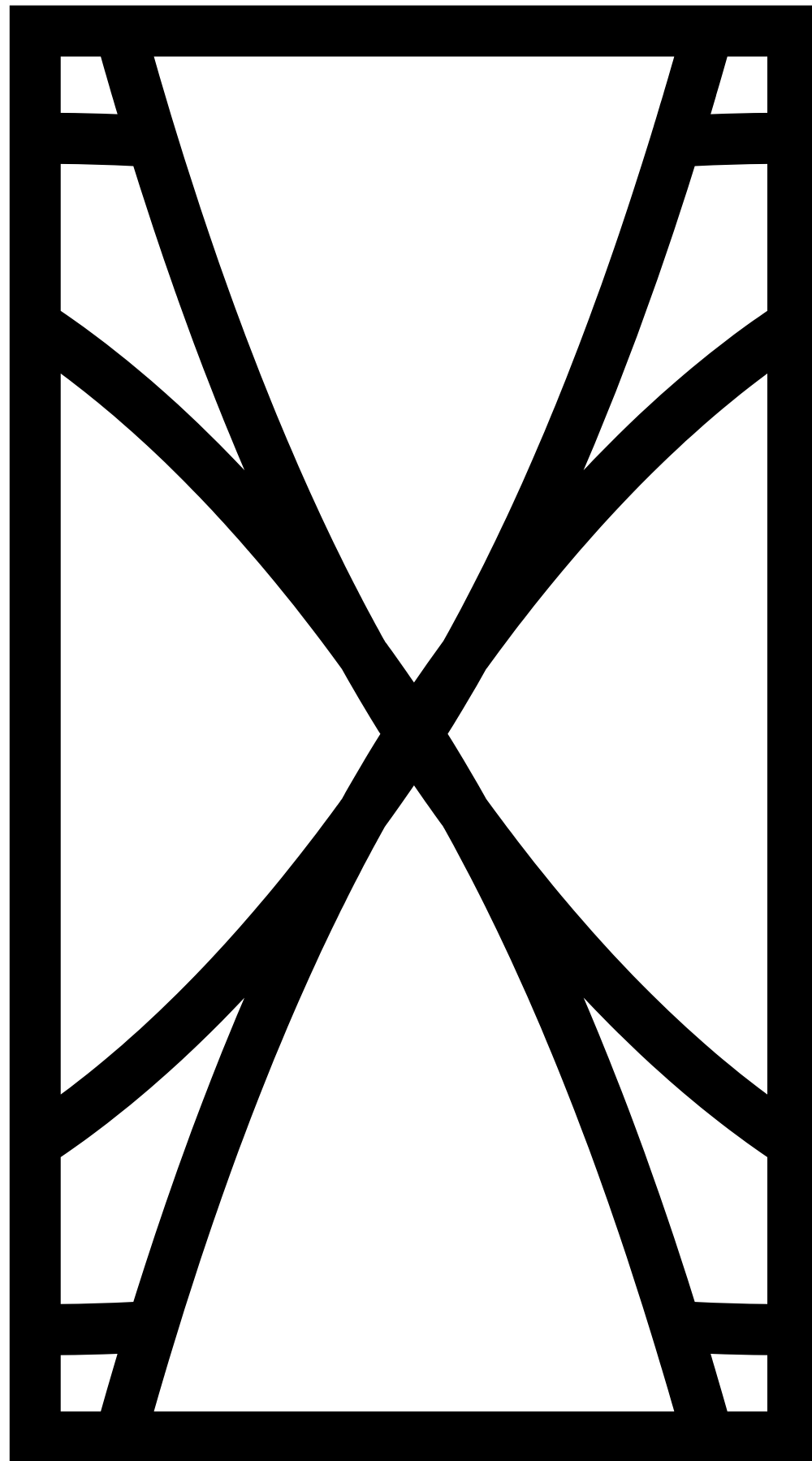
Architecture lends itself toward letter forms, so my initial attempt was to emulate the arches, windows, pipes, etc.

FINAL MARK



I ended up being inspired by the ceiling, an indication of eyes lifted upward as the sounds of the music rise. It also stands to represent the intersection of the arts and culture that Tower Arts expresses.

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MARKETING ASSETS

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TOWER ARTS
2021-2022 SERIES

THE JASON MAX FERDINAND SINGERS
October 10, 2021 | 6PM | Sanctuary
The Jason Max Ferdinand Singers are a classically trained, all Black choral ensemble brought together by the esteemed Dr. Jason Max Ferdinand, Director of Choral Activities at Oakwood University in Huntsville, Alabama. Dr. Ferdinand built this group based on a project idea that began in 2001. This exceptionally talented ensemble uses creativity, education, and performance to reach hearts and minds. Their mission is to create an experience that will spread hope and enrich cultural health.

CHRISTMAS AT HIGHLAND PARK
A SERVICE OF LESSONS & CAROLS
December 12, 2021 | 6PM | Sanctuary
Join us as we present Christmas at Highland Park. A Service of Lessons & Carols. Don't miss the chance to be a part of this beautiful evening in the quiet, sacred space of the HPUMC Sanctuary. The service will feature stirring choral and instrumental music that reflects the journey of the fall of Man through the birth of Christ told to us in scripture.

YEKWON SUNWOO
January 30, 2022 | 6PM | Sanctuary
Born in South Korea, Yekwon Sunwoo is the gold medalist of the Fifteenth Van Cliburn International Piano Competition. This powerful and virtuosic pianist has performed as a soloist with the Baltimore Symphony Orchestra, Houston Symphony, National Orchestra of Belgium, Sendai Philharmonic, and Royal Scottish National Orchestra. Mr. Sunwoo is highly sought after for his "unfadingly consistent excellence" (International Piano) as a solo artist as well as a chamber musician.

CHILDREN'S CHORUS OF GREATER DALLAS
April 3, 2022 | 6PM | Sanctuary
The CGCD is in its 25th season as one of the largest and most prestigious youth choral programs in America. We will welcome four of the eight choral ensembles, which represent the ethnic and economic diversity of the region. Founder Cynthia Nott is in her 25th and final season as Artistic Director. Please join us as we recognize her artistic contributions to the choral community and to hear the musical excellence of these distinguished young singers.

MEMORIAL DAY CONCERT
HPUMC CHANCEL CHOIR AND THE LUT ONE O'CLOCK LAB BAND
May 29, 2022 | 6PM | Sanctuary
This celebratory Memorial Day Concert is an annual favorite and will feature the HPUMC Chancel Choir and the One O'Clock Lab Band from the University of North Texas. Come enjoy some incredible choral, jazz, and patriotic music!

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HPUMC.org/Tower-Arts

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The concert callouts live in angular bounding boxes, echoing the shape of crescendo and decrescendo on sheet music.

FINAL FEEDBACK

Overall, the new brand mark was received with minimal opposition. While it did replace the original and undeniably sentimental organ icon, the directors were excited to kick off their first season post-COVID with a fresh, exciting look that would invite new and excited audience members.

THANK YOU.