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Living Arts Announces Organizational Rebrand

Inspired by unprecedented institutional growth,
Living Arts' rebrand reflects the innovation and evolution of their programming.

Detroit, MI (September 2016) – Living Arts, a leader in arts-infused education and creative youth development, has launched an institutional rebrand. This revitalization is key to the organization's communication of the high quality of their programs and their commitment to empowering youth in Detroit through the arts.

Founded in 1999, Living Arts began as Southwest Dance, providing dance classes to youth outside of school hours. Since the merger of Living Arts and “El Arte Alliance” in 2008, Living Arts has provided arts-infused education for children ages three to eighteen years in Detroit’s public schools and Head Start centers as well as out-of-school dance and arts classes. In 2013, Living Arts became the Detroit Affiliate for the National Wolf Trap Institute for Early Learning Through the Arts, a program of the Wolf Trap Foundation for the Performing Arts. This affiliation has improved their early childhood education impact through master training for teaching artists, and the development of new programs such as Baby Artsplay!™ for infants as young as three months. Additionally, the In-School and Out-of-School Arts programs have increased class offerings and reach to new students and schools.

“With the growth of programming and staff and a refined mission focused on transformative arts experiences for students, teachers and families, it is important that the caliber of our external presentation matches the exciting developments happening internally” stated Julie Brunzell, Director of Administration. “The beauty of our new look reflects the outstanding work of our students, teaching artists, and school and community partners.”

Living Arts retained Jenn Maine Scogin, a specialist in strategic brand design and implementation for print and digital media, for the rebrand. Based in Metro Detroit, Ms. Maine Scogin has designed for organizations such as Kresge Arts in Detroit, Pewabic, and Universal Mind. “My passion for design developed from my love of art and psychology,” noted Maine Scogin. “Fascinated by the science of personalities, I use my knowledge to build brands that people understand and relate to.”

A new website is one aspect of the rebrand, and can be visited at www.livingartsdetroit.org.

Living Arts receives support from the Ford Motor Company Fund, Corporation for National and Community Service's Social Innovation Fund and United Way of Southeastern Michigan, Community Foundation for Southeast Michigan, W.K. Kellogg Foundation, Skillman Foundation, Bloomberg Philanthropies, PNC Foundation, Fred A. and Barbara M. Erb Family Foundation, The Kresge Foundation, Michigan Council for Arts and Cultural Affairs and National Endowment for the Arts, Dresner Foundation, Michigan Humanities Council, Detroit Public Schools Foundation, and Jubilation Foundation.

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About Living Arts

Founded in 1999, Living Arts is a non-profit organization that engages Detroit youth, teachers and families in transformative experiences in the performing, visual, literary and media arts. Implementing arts education programs for over 3,200 early learners, elementary and secondary students annually, we increase youth's academic achievement, develop their leadership and artistic skills, and strengthen our schools and communities. Living Arts' Detroit Wolf Trap program is an affiliate of the national Wolf Trap Institute for Early Learning Through the Arts. Our Out-of-School Arts program brings year-round youth arts classes and community programs to the Ford Resource and Engagement Center at the Mexicantown Mercado.

For more information, interview requests and images, please contact:

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