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CAROLINA PERFORMING ARTS

15TH ANNIVERSARY SEASON

GOALS

Create a fluid, flexible brand identity that's sustainable and expandable over the next three seasons at minimum

Connect to organizational values

Raise visibility of the master brand

Bolster branding efforts from 18/19 and bring CPA and Current brands closer together

Utilize brand-based graphics and visuals vs thematic or artist-based designs

GRAPHICS

GOTHAM HTF
ULTRA

**CAROLINA
PERFORMING
ARTS**

DIN OT
LIGHT

15TH ANNIVERSARY SEASON

BRAND BADGE

C P A



BRAND SHAPES

CONNECTED



DISCONNECTED



CLUSTERS



OUTLINED

FILLED

MIXED

BRAND SHAPES

IMAGES IN CLUSTERS

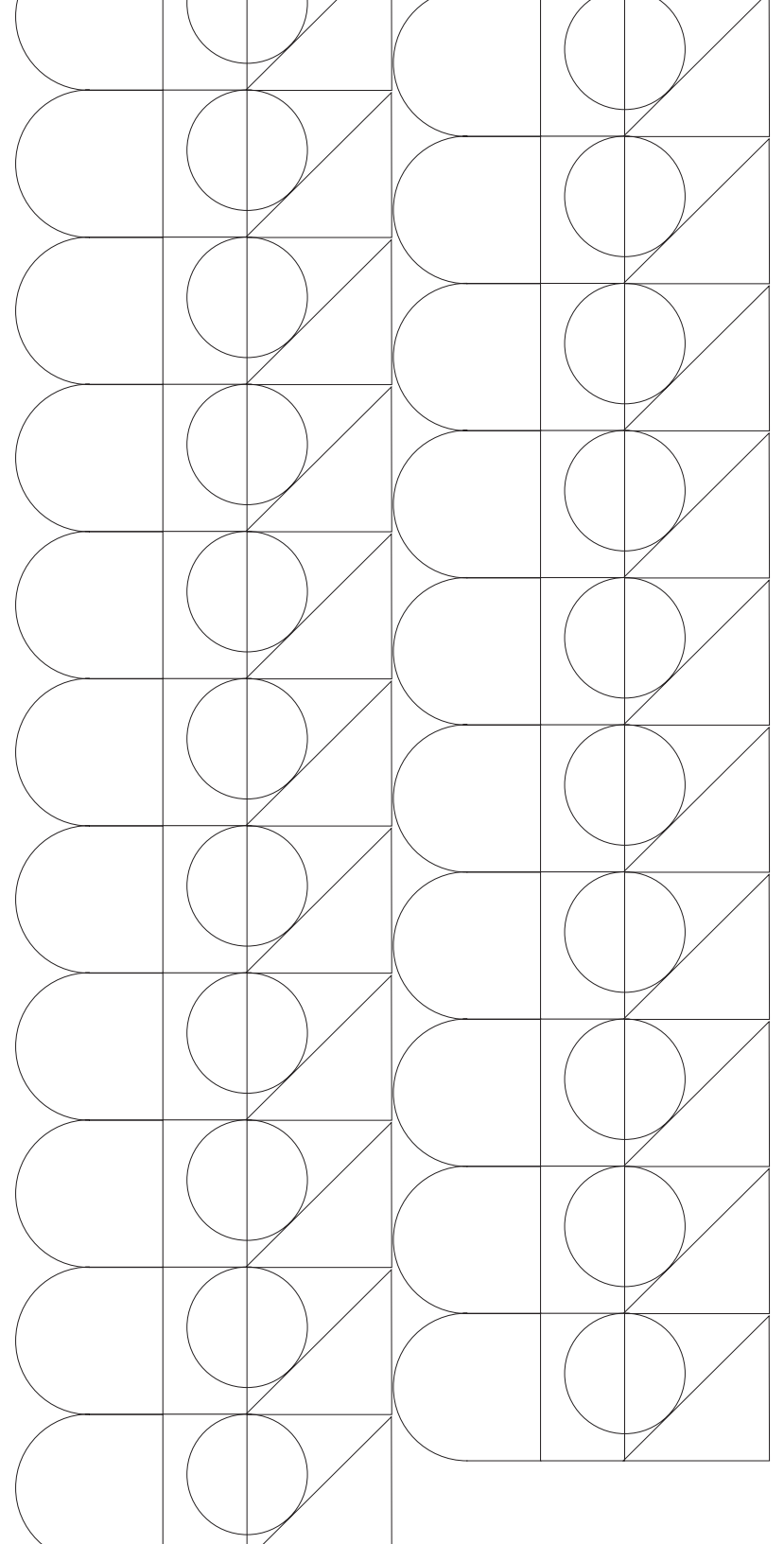
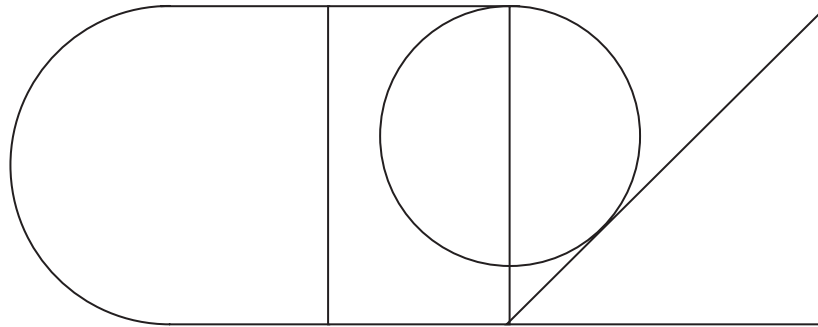
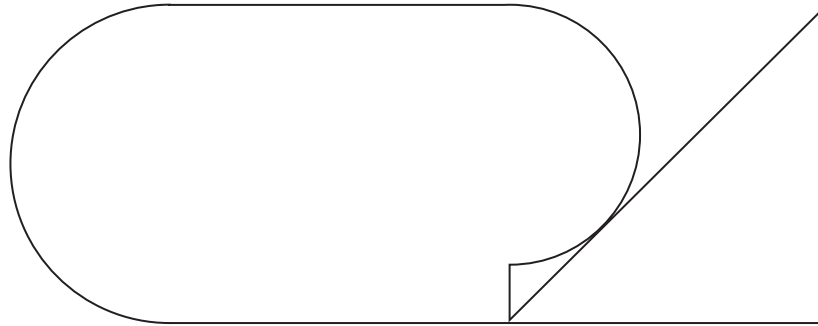


QUOTES IN CLUSTERS



BRAND SHAPES

LIGHT OUTLINES AND PATTERNS

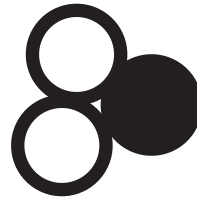


BRAND SHAPES

PERFORMANCE TAGS



COMMISSIONED BY
CAROLINA PERFORMING ARTS



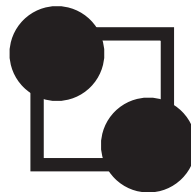
SUPPORTED BY
ARTS EVERYWHERE



MELLON FOUNDATION
DISTIL FELLOW



CO-COMMISSIONED WITH



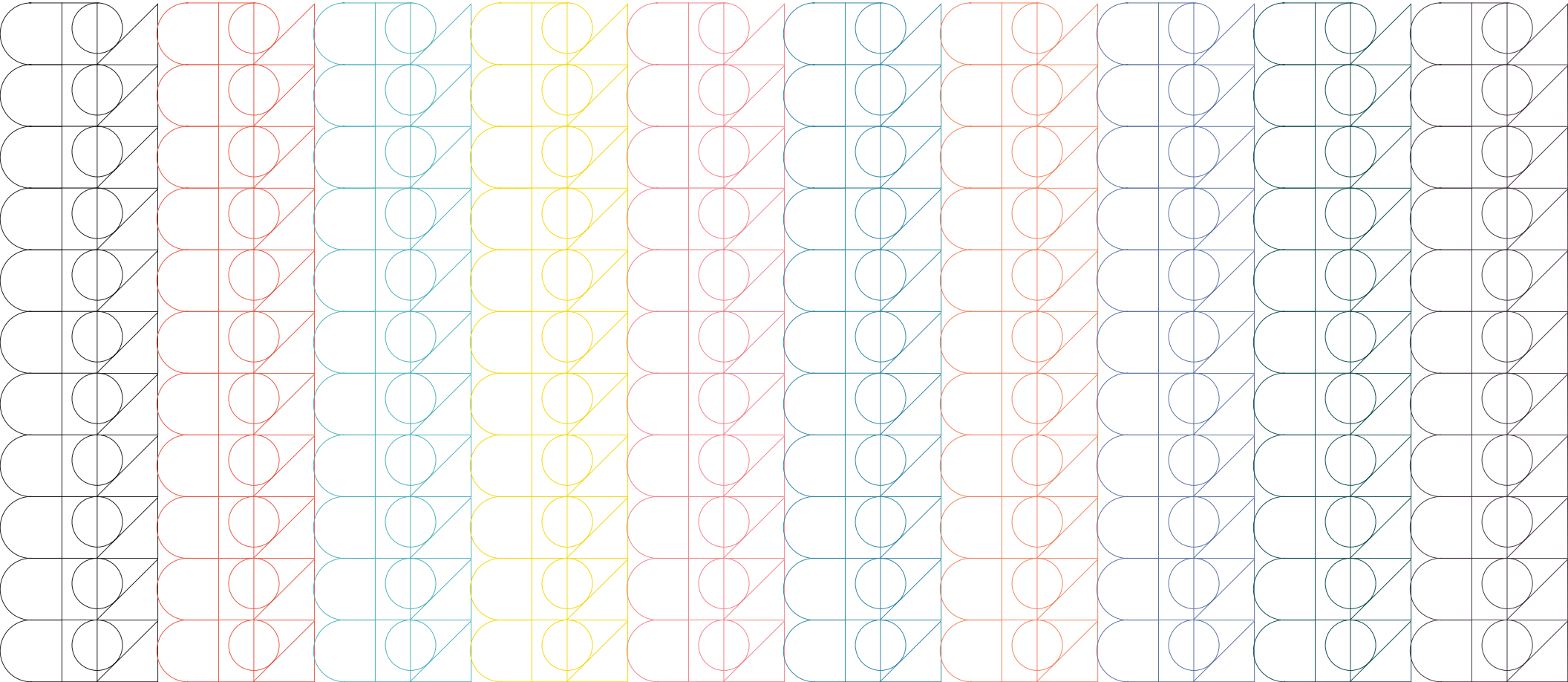
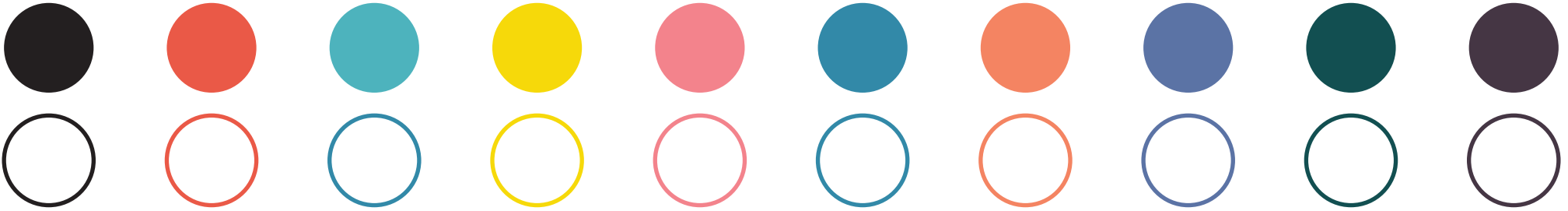
CO-PRODUCTION WITH



WORLD PREMIERE

BRAND PALETTE

CPA/CURRENT
RED



CREATIVE

CAROLINA PERFORMING ARTS

15TH ANNIVERSARY SEASON



SEASON BROCHURE COVER





OCTOBER 30

7:30 PM WEDNESDAY

**HILL HALL
MOESER AUDITORIUM**

**GOLDA
SCHULTZ,**
SOPRANO,
**JONATHAN
WARE,**
PIANO

**COMMISSIONED BY
CAROLINA PERFORMING ARTS**

Critically acclaimed opera singer Golda Schultz has graced the stages of countless international opera houses, from La Scala to the Metropolitan Opera. In her first performance at Carolina Performing Arts, the South African star joins forces with award-winning pianist Jonathan Ware for a recital featuring selected songs by Franz Schubert, Richard Strauss, Amy Beach, and others.

PERFORMANCE BENEFACTOR JANE DOE

**“IT’S HARD TO IMAGINE FINER
SOPRANO SINGING OR A MORE
EXUBERANT PORTRAYAL.”**
—THE GUARDIAN

NOVEMBER 20-21

7:30 PM WEDNESDAY

7:30 PM THURSDAY

MEMORIAL HALL
BEASLEY-CURTIS AUDITORIUM

**LOCH NA
HEALA
(SWAN
LAKE)
TEAC DAMSA**

**CREATED BY MICHAEL
KEEGAN-DOLAN**

Loch na hEala, by Irish writer, director, and choreographer Michael Keegan-Dolan, is a unique and transcendent interpretation of one of the most famous classical ballets in existence. This contemporary collision of dance, theater, and live music from the founder of Teac Da sa (House of the Dance) is rooted in the meeting of ancient folklore and the modern world, and is infused with a raw, majestic, and empowering energy.

PERFORMANCE BENEFACTOR JANE DOE

**"A SHOW OF TERRIBLE BEAUTY
AND EXTRAORDINARY CRAFT....A
LIGHT-AS-A-FEATHER PACKAGE
THAT NEVER SHIRKS THE UGLINESS
AND MESSINESS OF LIFE."**

—THE GUARDIAN



**“A NEW SENSE OF
POSSIBILITY AND
DIRECTION IN
JAZZ.”**

— WASHINGTON
POST



MARCH 27

8:00 PM FRIDAY

MEMORIAL HALL
BEASLEY-CURTIS AUDITORIUM

**MELISSA
ALDANA**
*VISIONS
FOR FRIDA
KAHLO*

**WITH ANIMATION
BY TKTK TKTKTKT**

In a new work inspired by Frida Kahlo, Chilean jazz saxophonist Melissa Aldana pays homage to the groundbreaking artist. Incorporating visual elements reminiscent of Kahlo's work and the Latin American style of magical realism with Aldana's grand musical style, the result is a bold sonic tapestry of female artists who embrace their power through their art.

PERFORMANCE BENEFACTOR JANE DOE

SEPTEMBER 27-29

7:15 PM FRIDAY
8:00 PM SATURDAY
8:00 PM SUNDAY

CURRENT ARTSPACE + STUDIO

MARTHA
GRAHAM
DANCE
COMPANY
CURRENT
TAKEOVER

In the inaugural Takeover at CURRENT, pioneering American dance company Martha Graham hosts a lively immersive experience. Watch in awe as a Graham dancer performs the iconic work Lamentations alongside cutting-edge Google technology projection, then head to the Studio, where more dancers will be waiting to help guests embody some of the most iconic poses and characters from Graham choreography—which will then be captured in our Takeover Photobooth!

More Martha: See page XX to learn about The EVE Project, at CPA on January 30, 2020.

PERFORMANCE BENEFACTOR JANE DOE



OCTOBER 2
7:30 PM WEDNESDAY

HILL HALL
MOESER AUDITORIUM

ALICIA
OLATUJA
INTUITION:
SONGS FROM
THE MINDS
OF WOMEN

COMMISSIONED BY
CAROLINA PERFORMING ARTS

Vocalist Alicia Olatuja is known for blending the earthy with the sublime. With Intuition, the acclaimed singer, composer, and arranger has crafted a powerful statement of female empowerment at a pivotal moment in our cultural history. Through her lens of classic, jazzy soul, Olatuja celebrates the contributions of vanguards like Sade, Imogen Heap, Tracy Chapman, Kate Bush, and many others.

PERFORMANCE BENEFACTOR JANE DOE



OCTOBER 22
7:30 PM TUESDAY

MEMORIAL HALL
BEASLEY-CURTIS AUDITORIUM

AN EVENING
WITH
CHRIS THILE

COMMISSIONED BY
CAROLINA PERFORMING ARTS

Multiple Grammy Award-winning member of the Punch Brothers and MacArthur Fellow Chris Thile has been playing the mandolin since the age of five. In this transcendent performance, the virtuoso returns to Carolina for an evening of music encompassing his singular blend of classical, rock, jazz, and bluegrass.

PERFORMANCE BENEFACTOR JANE DOE



OCTOBER 30
7:30 PM WEDNESDAY

HILL HALL
MOESER AUDITORIUM

**GOLDA
SCHULTZ,
SOPRANO,
JONATHAN
WARE,
PIANO**

COMMISSIONED BY
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PERFORMANCE BENEFACTOR JANE DOE

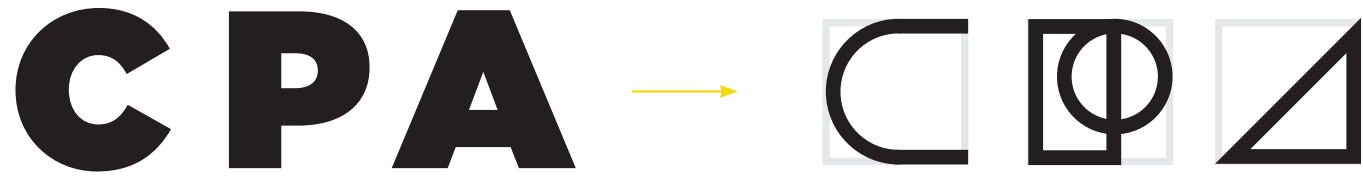


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—THE GUARDIAN

BANNERS



GRAPHIC APPLICATION



THANK YOU

