OUR NEW LOGO!

UAA Unveils New Logo

Urban Arts Academy is sporting a new look and feel in all of its communications. On the heels of the website refresh last year, the communications committee has been hard at work developing a new logo.

The result: a paintbrush handle that incorporates a child's handprint as the bristles. The Urban Arts Academy word mark runs horizontally across the brush handle in its traditional lower-case font. The logo uses the same primary color palette as the website.

"We wanted something we could use consistently across all of our channels, including the website, e-newsletters, brochures and other marketing communications and collateral, said Tamar Ghidalia, UAA executive director. "With so much creative talent inside our organization, we felt this was an excellent opportunity to develop an image that captures so much of what we are about."

Development of the logo was a six-month creative journey that began with lots of research and discussion about UAA's core values, strengths, themes, colors, and the overall value of a powerful brand. Committee members sought input from the UAA Board of Directors as well as staff and a talented group of interns. Initial concepts were also inspired by UAA students.
Briana Otis, UAA intern, developed initial concepts, as did artist Alfonso Fernandez and Alicia Martinson. Constructive feedback from the Board inspired further revisions and new thinking. These ideas were captured by Gena LaMothe, a graphic designer intern, who generated a new selection of logo mock-ups. The committee brought its top choices back to the Board for more discussion and final adoption.

"We had so many good ideas and themes to work from that it became a real challenge to narrow down the concepts," said Tamar. "We're grateful to everybody who offered their input because it really informed the creative process."

Committee members sought an image that reflected the spirit of the Urban Arts mission and evoked its central theme of providing arts infused education to children. The image is also designed to symbolize the best qualities of the organization, building brand recognition and increased visibility.

Plans are underway to formally recognize the new logo and display it prominently at the Urban Arts Academy Spring Gala April 18, 2015.

Ryan Davenport, Communications Committee Chair

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There's a Buzz in the Air
12th Annual Gala is just around the corner  
Saturday, April 18th

We've always enjoyed going to the Gala in the Fellowship Hall. The décor is stunning. It's good to see so many friends of Urban Arts. After a great meal, it's great to watch as guests step up and support this great organization. But it's always crowded and noisy, and not everyone gets to come who wants to ... which is why we're excited to hear that this year we'll be in a more spacious venue. We can't wait!

There is indeed a buzz in the air about this year's Gala.

* No more seeing how many guests we can squeeze into the sardine can.

* No more need to throw your elbows around to fight your way to the silent auction tables ... although some of us have enjoyed that!

* It's a new day, a new venue, a new experience.

This will happen just a short distance from Urban Arts at the lovely Event Center at St. Mary's Orthodox Church, overlooking Lake Calhoun. Here's what to anticipate:

* When you arrive and grab your glass of wine and hors d’oeuvres, there will be opportunity to interact with several teaching artists, who look forward to sharing some of the remarkable artistic creations of their students.

* Our favorite Chef Kim Zeigler is back, featuring some of his signature dishes from Fireside Restaurant.

* Plenty of room to roam the silent auction tables ... plus preview some new and exciting live auction items.

* A program featuring a couple live speakers and DVD stories about just what your donations make possible at Urban Arts.

* And auctioneer Kimberly will be with us again to wrap up the evening with the Fund-a-Need ... your opportunity to support this amazing work.
Our sincere thanks to the above individuals for making our arts programming possible. Your donations, time and effort are integral to the quality and growth of the Urban Arts Academy.

We apologize if your name is listed incorrectly. Please let us know at: office@urbanartsacademy.org

Staff Highlight:
Elizabeth Roach
Preschool Program

REGISTER NOW ONLINE. Click here to let us know you're coming and choose your entree.

Tom von Fischer, Gala Committee and Development Committee Chair

A HUGE LEAP FORWARD
Preschool granted licensure
Capital Campaign a huge success

Shortly after we moved into the process of securing licensure from the MN Dept. of Human Services for our Preschool Arts program, the challenge became obvious.

In order to meet various building and fire code requirements, we had to tackle projects costing almost $40,000. Working with a local architect and our host, Calvary Lutheran Church, these critical upgrades were recently completed, making our home even safer for all occupants.

The good news? We received our final stamp of approval from the state and opened our newly licensed preschool on time last September.

The "One Step Forward" Campaign to raise the funds for this work has been equally as successful. Almost $38,000 has been donated or pledged. For those who labored long and hard, the Board and staff and parents, this constitutes a huge leap forward.

If you'd like to help put us over the top, you can make your donation today online.

The benefits of having our preschool licensed include:

* signaling that we have met important criteria to be a credentialed program, which many parents consider essential.

- Carol Rue and Julie Anderson
- Robyn Salter
- Peter and Debra Samuelson
- Tom and Elizabeth Sather
- Mark and Rosario Schindele
- Shari Seifert and Melissa Brooks
- Joanne Shepherd
- John and Karen Somers
- Cara Slattery
- Robert and Lisa Spencer
- Mary Stortz
- Amy Strabala
- Janet Strandlie
- Strauman Holistic Chiropractic, Dr. Charles Strauman
- John Sullivan
- Jerry and Rebecca Sundquist
- Chris Sur and Teddie Gaitas
- Susan Terry
- Joyce Thompson
- Nathan and Suchi Thompson
- Gary Thorn
- Kevin and Gayle Turner
- Chris Van Meter
- Andrew and Madeleine Vanecek
- Sai Vang
- Keith and JoAnn Weber
- Nancy Wheeler
- Barbra Wiener
- Robert and Sara-Jane Wilson
- Tom Witt
- Kim and Sarah Zeigler
- Allen and Phylis Zumach
Hi, my name is Elizabeth Roach. After starting at UAA as an intern, then as a member of the teaching team, I am very excited for the opportunity to work closely not only with the students, but with the parents, board, and community as Interim Preschool Director. I hold a Bachelor’s degree in Psychology, I am a member of the Psi Chi Honors Society, and my degree was focused around Child Psychology and Assessing and Observing Young Children. In my free time, I enjoy cooking, crafting, exploring museums, and spending time in nature. As an artist, I specialize in flute and piccolo. I have competed as a flautist in state competitions, participated in pit

* Neighborhood families who receive Hennepin County Child Care Assistance can select Urban Arts as their preschool provider.

* Urban Arts is now eligible to apply for state funding, including MN Dept. of Education Early Learning Scholarships.

* We can also leverage additional funding - including government, private, and United Way.

Thanks to the dedication and efforts of all who have made this HUGE LEAP FORWARD possible.

Tom von Fischer, Gala Committee and Development Committee Chair

Hello Everyone!

Our most recent Artists of the month have been:

December: Gene Kelly
orchestras for several plays, and have received recognition for musical excellence from the Minnesota Music Educators Association.

January: Betye Saar (mixed media/collage/storyart)

February: Jim Henson

Interns and volunteers:
We have 14 interns and 1 Step-up Intern this semester; they are really strong and help us tremendously in serving our students.
Partnerships

We applied to the Bush Community Innovation Grant together with 10 primary partners and 10 supporting partners. We were notified that we made the first round; from 400 organizations, they chose 55 and we were one of them! We had an amazing interview with Bush and will hear of the final decision in early April!

Summer Arts 2015
Our Summer Brochure is here! Click here to see it now.

You can also register for Summer Arts 2015 online now! (Or, if you prefer, you can download a PDF of the registration form to print out.)

Our Youth in Action leadership group with Project Footsteps. We are so proud of the work they are doing!
Release Day with visiting artist Alfonso Fernandez

January Release Day with artist Zach Bagaason
Preschool registration for 2015-2016 is OPEN!
Click here to register now!

We still have room in our programs. For more information, you can email us at info@urbanartsacademy.org, call us at 612-827-1641 or visit our website www.urbanartsacademy.org

DREAM BIG, TAKE RISKS, AND MAKE IT HAPPEN!