

MEDIA RELEASE

15 May 2009

Over the next few months you will start noticing change. Multicultural Arts Victoria will rollout our new identity designed by Cato Purnell Partners which was launched last year in November 2008 at our 25th Anniversary Dinner at the Park Hyatt. The development of this new unique visual corporate identity for Multicultural Arts Victoria is very exciting and conveys and reaffirms the organisations role as the peak multicultural arts body in Victoria. Multicultural Arts Victoria saw its 25th anniversary as an opportunity to create an identity that its partners, sponsors, artists and members aspired to be aligned with. It is about acknowledging the past but laying the foundations for the future vision -the next 25 years for the organisation, as the identity encompasses the contemporary as well as traditional and conveys integrity and our future vision. The branding represents our global diverse community, it's vibrancy, sophistication and creativity as well as our Victorian base.

Ken Cato and Graham Purnell from Cato Purnell Partners and their team, including, Trish Ennis assisted in developing our new branding. To be working with Ken Cato an Australian designer with an international reputation is a real privilege. As a graphic designer, his work has earned him an international reputation. He has won numerous international and Australian design awards, and his work is represented in museums and galleries throughout the World.

More Information

<http://www.cato.com.au/>