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A New Look for Emily Carr University

CANADA'S MOST PRESTIGIOUS ART AND DESIGN SCHOOL LAUNCHES NEW IDENTITY

VANCOUVER, BC – Emily Carr University President and Vice-Chancellor Ron Burnett revealed the school's new visual identity today, in advance of the institution's move to a purpose-built campus in a few months.

"Emily Carr University is setting out on a bold new future in a bold new building," said Burnett, "The new identity we're unveiling today expresses our current vitality and future aspirations, as our school ascends as one of the eminent educational institutions of art and design, not only in North America, but in the world."

The new brand identity, designed by Camp Pacific, features vivid colours which curve around the university's name. Inspired by the painting palette of the university's namesake artist Emily Carr, the colours layer and overlap, referencing the transformative and accretive process of learning. The youthful and dynamic multi-toned, multi-layered surfaces of the logo depict the energy, progress and joy of expression attained through education. Developed through a year-long process of consultation with the university's faculty and staff, the logo's layered design also pays homage to the many disciplines encompassed by Emily Carr University's diverse faculties.

The new logo will take pride of place on Emily Carr's building, now under construction on Great Northern Way. Designed by Canadian architects Diamond Schmitt, the purpose-built facility is 285-thousand square feet of state-of-the-art learning spaces. The doors of the new campus will open in September 2017.

About Emily Carr University of Art + Design

Founded in 1925 as the Vancouver School of Art, Emily Carr University of Art + Design is a world leader in education and research. Encouraging experimentation at the intersection of art, design, media and technology, our learning community merges research, critical theory and studio practice in an interdisciplinary environment. Alumni and faculty are internationally recognized as award-winning creators and thought leaders who have an enormous impact on both the cultural sector and economy. Noted alumni include: artists Roy Arden, Douglas Coupland, Stan Douglas, Geoffrey Farmer, Brian Jungen, Liz Magor, Jeremy Shaw, and Stephen Shearer; filmmakers Ann Marie Fleming and Phillip Borsos, and many other renowned artists, designers, and media practitioners. We engage students, industry, and society to continuously explore and think differently about creativity and how it shapes our world. Emily Carr is building a state-of-the-art campus for 21st century learning at Great Northern Way in East Vancouver. The University will be at the centre of a new social, cultural, education, and economic engine for British Columbia. Find out more at ecua.ca.

-30-

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