



FOR IMMEDIATE RELEASE
June 30, 2015

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Bloomington Theatre and Art Center Becomes Artistry on July 1, 2015

Bloomington, MN – As announced in February, Bloomington Theatre and Art Center will change its name to Artistry on July 1, 2015.

Artistry is a regional, nonprofit arts organization that serves more than 70,000 people per year through theater, art exhibitions, and a rapidly-growing arts education program for all ages and abilities. In 2013, the organization added creative placemaking to its programming when it launched a long-term partnership with the City of Bloomington to engage artists and other creative people in the development of the emerging South Loop neighborhood.

According to Executive Director Andrea Specht, “We’ve grown by 50% over the last five years as more people have become aware of the excellence and regional impact of our programming. Our new brand is a key tool for further broadening our audience base in Bloomington and beyond, growing our community of participating artists, and generating new sources of philanthropic support region-wide.”

Specht noted that the new name and logo will also help clarify for audiences, artists, funders, and other stakeholders that Artistry is a producing arts organization based in the city-owned Bloomington Center for the Arts, which serves as a home for seven distinct nonprofits with varying missions and programs. Artistry’s programming takes place in the Center for the Arts and other locations throughout the Twin Cities. For example, with funding from the Minnesota State Arts Board, the organization is leading arts workshops for women incarcerated at the Hennepin County Adult Corrections Facility in Plymouth.

“We’ve known for several years that rebranding would be important to sustaining our current success and continuing to grow,” Specht said. That awareness led the organization to apply for pro bono consulting services from Minneapolis-based PadillaCRT in the fall of 2013. “We were thrilled when PadillaCRT selected us as a pro bono client,” she said, “and even more excited when the process led to the name Artistry. In just one word, Artistry evokes the kinds of experiences we strive to provide for audiences and the attributes we seek to nurture in artists across all that we do.”

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