

# Art Lab @ The Aldrich Museum

## Juried Logo Contest

The Aldrich Museum is calling all artists, ages 13 to 18, to design a logo for our program for area high school students, *Art Lab*. *Art Lab* is in the process of adopting a new look, and wants YOU to inspire it with YOUR logo as a starting point!

Logo designs should reflect the attitude and the spirit of what *Art Lab* and The Aldrich are and of what they do—which is quite a lot...and too much to list here!

Learn all about the program by visiting <http://www.aldrichart.org/education/teen.php> where you can also find more information about the Museum. Click on *Logo Design Contest*.

And, if you have never visited, or are curious about what's going on at the Museum, stop by—students 18 years and younger ALWAYS enter FREE!

### What are the contest rules and guidelines?

- All submissions must be received by **Thursday, November 13, 2009 at 4 pm.**
- Contest is open to all students between the ages of 13 and 18.
- Each student can enter up to two (2) submissions.
- Designs can be done on the computer or the “old-fashioned” way—by hand!
- The logo should incorporate the name of the program: *Art Lab*.
- Designs should be done in black and white (pen, ink, sharpie, paint, etc.) and must be submitted on white 8.5 x 11 inch paper, or be no larger than that digitally. The mass of the design should fit within a 4 x 4 inch square.
- Include a “design brief” with every entry. In two paragraphs (200 words max.) discuss: a) the statement of the PROBLEM—tell us what you see as the need the logo has to fill; b) the SOLUTION to the problem—explain how your logo design solves that problem (or, what is the identity that you wanted to create).
- By participating in the competition, you grant The Aldrich permission to use your design in any and all materials in connection with *Art Lab*.
- You must include with your design(s):
  - Your name, age
  - Mailing address (street, city, zip)
  - Email address
  - Phone/cell phone number

### What should I know before I start?

If you would like to familiarize yourself with *Art Lab* or The Aldrich Museum, go to these pages on our website, to find out more:

Art Lab—Teen Programs

<http://www.aldrichart.org/education/teen.php>

The Aldrich Museum—Mission and History

<http://www.aldrichart.org/about/mission.php>

## **How do I submit my logo?**

Email your design with the subject heading: “ART LAB LOGO CONTEST” to art.lab.rats@gmail.com as a 300 dpi JPG or PDF file, or in one of the following formats: Adobe Photoshop or Adobe Illustrator.

OR

Mail design via U.S.P.O. or drop it off at the Museum.  
Label the envelope: Art Lab Logo Contest, The Aldrich Museum, 258 Main Street, Ridgefield, CT 06877

For mailed-in or dropped-off work: if you would like your logo design returned, please include a self-addressed stamped envelope.

## **Who will judge the logo design contest?**

### **A design pro:**

Karl S. Maruyama, Principal, Maruyama Design, LLC

### **A high school student:**

Lauren O’Neill, Senior, Ridgefield High School

### **A Museum rep:**

Nina Carlson, Education Director, The Aldrich Contemporary Art Museum

## **Karl S. Maruyama:**

Before forming his own firm, he was VP of Corporate Practice at Tom Fowler, Inc., a design firm in Norwalk, CT, where he earned numerous awards and invitations to national and international juried design shows. He has designed projects for a number of Fortune 500 firms and nonprofit organizations. Born and raised in Honolulu, Maruyama received a BFA in graphic design from the University of Hawaii. He lives with his wife and 15-year-old daughter in Wilton.

## **Lauren O’Neill:**

Currently a senior at Ridgefield High School, Lauren participated in The Aldrich’s *Student Docent Program* during the 2007-2008 school year. She is also an attendant at The Museum. Her job is to watch over the artwork in the galleries, answers questions about the work on view if someone asks, or simply makes sure people have a good visit while they are at the Museum. She lives in Ridgefield, CT.

## **Nina Carlson:**

Nina Carlson has been director of education at The Aldrich since 1997. Having started as an intern in 1994, she was hired as Museum educator a year later to expand the Museum's nationally recognized *Student Docent Program*. During her time at the Museum, Carlson has designed and implemented programs for students, teens, and adults. She received her BFA in sculpture from Pratt Institute, and a Master's of Science in Education from the Leadership in Museum Education Program at the Bank Street Graduate School of Education. She lives in Holmes, NY, with her husband and two young daughters.

## **What do I get if I win?**

- Your logo on The Aldrich's Web site and all *Art Lab*-related materials.
- Your picture, name, and brief bio on the soon-to-be-launched *Art Lab* Web page.
- An impressive addition for your art portfolio.
- A T-shirt with your logo printed on it that will be unveiled at *Art Lab's* Open House in spring 2009.
- The satisfaction of knowing that you beat out other great logo designers!

## **Questions?**

If you have any questions, email Carolina Pedraza at [cpedraza@aldrichart.org](mailto:cpedraza@aldrichart.org), with "ART LAB LOGO CONTEST" in the subject heading.