

MEDIA RELEASE

Art Gallery branding wins two major awards

Goulburn Regional Art Gallery's new visual identity, unveiled in February 2018, has been recognised at two major international and Australian awards.

The identity was created by Garbett Design in collaboration with Gallery Director Gina Mobayed, and has received a Gold Award at the 2018 Best Awards, New Zealand and a Pinnacle Award at the 2018 Australian Graphic Design Association (AGDA) Design Awards. Also awarded to the identity were two Judges Choices and a Distinction.

As a regional art gallery based in a diverse community, the branding identity is incredibly important said Director Gina Mobayed.

'At the start of the process Garbett Design and I discussed creating a system rather than just an identity. We wanted to speak to our locale in a way that marked its history but spoke to the future too. Garbett were particularly sensitive to our agricultural roots and created a distinct look and feel for us. More importantly, the new identity has successfully decreased our print runs and we no longer produce collateral that is non-recyclable. These awards were well deserved and acknowledge excellence in design.'

'We set out to create a world class identity system for the regional art gallery that also has a broader sense of place for its community. Achieving that came from the alchemy of a clear strategy, passion, imagination and shared goals.'

Paul Garbett, Creative Director of Garbett Design

The Pinnacle Award is awarded to an entry who received a 90% average or more from 12 different judges.

The Gallery is currently showing 'Coarse Stories', an exhibition highlighting contributions from ten different artists whose work moves through spaces, gathering the experience of their physical, ideological, interior and exterior facets over time.

In 2018 the Gallery launched its first touring initiative in over a decade with artist Arlo Mountford, which will tour across Australia until 2021 and hosted the 2017 Archibald Prize. In 2019 it will launch the largest ever exhibition from its permanent collection as well as a new collection store and website.

MEDIA INTERVIEWS: Please contact Goulburn Regional Art Gallery Director Gina Mobayed on 4823 4494