

Together creates logo and signage for new £8.6m **Towner** gallery

Together has created the identity, signage and launch materials for Towner, a new contemporary art gallery set to open in Eastbourne, East Sussex.

Towner, the new incarnation of the Towner Art Gallery, will open on 4 April in a new £8.6m building on the Eastbourne seafront designed by Rick Mather Architects.

The building will provide a new home for the gallery, which was set up in 1923 and has a collection of more than

4000 artworks, including pieces by Pablo Picasso, Henry Moore and Eric Ravilious, who studied and taught at Eastbourne School of Art.

Together was appointed following a six-way credentials pitch in March 2008, and tasked with creating an identity, as well as wayfinding signage, exhibition graphics, merchandising and printed materials for the opening.

The marquee is a lower-case 't' constructed from a single strip, and one initiative created by Together is a guide to making your own 'Towner t' from a strip of paper.

The colours used on the logo are inspired by works in the collection, particularly the works of Ravilious, according to Together brand planner Emily Penny.

Penny says, 'The brand is all about combining sophistication and accessibility. Towner will be welcoming and thought-provoking in all it does.'

Katja Thielen, creative director at Together, says, 'The identity is a big departure from Towner's previous incarnation as Towner Art Gallery, but captures an innovative spirit that already existed.'

'We've borrowed from consumer vernacular to develop a friendly look and feel that's full of energy.'

Matthew Rowe, artistic director at Towner, says, 'We are delighted with Together's simple and effective solution to a challenging brief, which included appealing to Towner's broad range of future audiences while acknowledging the important history of the Towner Art Gallery and reflecting the contemporary architecture of the new building.'



'The best design is often the most straightforward, and – in the folded "t" – Together has created an instantly recognisable logo that will enable Towner to promote the innovative and inclusive nature of its programmes.'



'Fun' logo for new Towner building

by Laura Sonier

EASTBOURNE'S new cultural centre will be known as **The Towner** - and this is its logo.

The name acknowledges the former Towner Art Gallery in Old Town where the town's public art collection was previously housed.

The logo will be displayed on the new £8 million building next to the Congress Theatre, which is due to open early in 2009.

It has been designed by London-based firm Together Design to appeal to the gallery's wide target audience.

The logo represents a folded strip giving a hand-made feel intended to suggest flexibility and encourage a sense of play.

There is no fixed brand colour, but a palette of 12 colours has been developed for use with different applications.

Towner artistic director Matthew Rowe said, 'We are delighted with Together Design's simple and effective solution to a challenging brief, which included appealing to Towner's broad range of future audiences whilst acknowledging the important history of the Towner Art Gallery and Collection and reflecting the contemporary architecture of the new building.'

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The new Towner.

able brand and logo that will enable Towner to promote the innovative and inclusive nature of its programmes.'

Katja Thielen, creative director at Together Design, said, 'The mark works well at any scale and can be unfolded into a ribbon which makes it a very versatile device.'

'We expect to have some fun with it. The branding is a departure from Towner's previous incarnation as the Towner Art Gallery but captures an innovative spirit that already existed.'

Together Design worked with the gallery's management team on the design.

Emily Penny, brand planner at Together Design, added, 'We

needed to join up the heritage of the gallery with the feel of the new building and Towner's ambitions for the future.'

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● What do you think of the logo? Go to our website Voteline.com or drop us a line.

And here's how to make one yourself

