

NEWS

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di Rosa Adopts New Name and Graphic Identity

Napa, California – March 20, 2009 –This month **di Rosa** introduces a new name, graphic logo and the brand line, *art alive!* We look forward to bringing it alive for the public in materials and communications throughout the upcoming year.

The new identity more accurately conveys the spirit of the di Rosa and the programs offered to visitors and the community. The di Rosa is a place that provokes the imagination and creative spirit, celebrating the art and artists of Northern California in an extraordinary environment. The brand strategy grew out of an organizational planning process, incorporating community input, which pointed to the need to build awareness of the organization's unique role and importance regionally and nationally.

"It is a creative and exciting time for the organization", says Executive Director Kathryn Reasoner. "We are evolving from the private treasure, created by Rene and Veronica di Rosa, to a dynamic public resource serving an increasingly diverse community of people who value the joy and enrichment that art and nature bring to their life experience." Future projects and programming will be guided by the di Rosa's newly-adopted strategic plan, which lays out the framework for continuing support of artists and the environment in the unconventional and generous spirit of its founders.

The team behind this new identity is composed of Alix Becker, of PhillipsBecker, Suzie Buchholz and Rebecca J. Kauffman of Barking Dog Creative and Ben Franklin Press & Label Co. "We are so very excited, delighted to help. This is our way of saying thank you for all that the di Rosa and Rene have done for our community!" said Ben Franklin Press proprietor Teri Ann Faychild.

The di Rosa extends its appreciation to the creative team, along with supporting friends and volunteers who are integral to its ability to fulfill its mission of service to the public.

ABOUT THE DI ROSA

Located on 217 extraordinarily beautiful acres in the Carneros Region of southern Napa Valley, the di Rosa celebrates the art and artists of the Bay Area, providing opportunities for creative enrichment and enjoyment of the art and the environment throughout the year. The renowned di Rosa collection covers more than half a century of work from many noted and distinguished artists, attracting many thousands of visitors annually for exhibitions, tours, lectures, and family events.

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