

**Client:** Boston Symphony Orchestra

**Title:** Where Music Lives.

**Making classical music accessible to a new and diverse audience.**

In our largest and most ambitious design project to date, we developed a new brand identity for the historic Boston Symphony Orchestra (BSO) and its sub-brands The Boston Pops, Tanglewood, and Symphony Hall. Additionally, we worked to craft a new brand strategy and brand architecture for the renowned, 143-year-old music institution.

Founded in 1881, The Boston Symphony Orchestra is considered to be one of the top orchestras in the world. The prestigious institution has been led by Seiji Ozawa, John Williams and other great conductors. It has hosted musical luminaries like Ella Fitzgerald, Ray Charles, Aretha Franklin, Duke Ellington, Elvis Costello and The Who. It has recorded iconic film scores like Schindler's List and Being John Malkovich. And often, it has been misinterpreted as exclusive, elitist and inaccessible by younger audiences. Our mission: change that perception while carefully balancing the legacy of the past.

To convey its appeal to a new, modern culture, the BSO needed to redefine how best to express the incredible work of the institution. After all, much of its design system was first created in the late 1800s, the era of composer/conductor Johannes Brahms. To combat this, we worked to infuse modernity, energy, diversity and make its programming accessible to a broader audience.

"We knew updating the brand identity of such a storied institution would be challenging, but we think it's imperative that the look of our brands reflect our efforts to develop and offer programming that can engage broader audiences," said Jesse Needleman, Director of Marketing for the BSO. "We are excited that this new branding can help us open the doors of Symphony Hall and the gates of Tanglewood more widely than ever and connect as many people as possible with what we do."

What's critical in getting the brand identities to resonate is backing them up with programming that resonates, too. Especially for an assignment as specific as "appealing to a more diverse audience." The brand and agency worked hard to elevate young talent on the stage (like South Korean pianist Yunchan Lim), commission new works (from Black composers like Tania Leon and newly announced Composer Chair, Carlos Simon), offer more culturally relevant programming (like Pride Night concerts featuring drag musician Thorgy Thor and Dia de Muertos concerts), and bring added context to the music by including companion humanities programming.