

Studio Matthews | News Release

Release: For Immediate Release
Contact: Brett Arrington, info@studiomatthews.com
Photos: High res photos available upon request
Links: <http://www.studiomatthews.com/works/tacoma-art-museum--2>
<http://www.studiomatthews.com/works/tacoma-art-museum-rebrand>
<http://www.TacomaArtMuseum.org>

Title: **Studio Matthews signage and wayfinding for Tacoma Art Museum honored in 2015 Core77 Design Awards**

Subtitle: Vote now for our Core77 Community Choice Prize nomination!

Tacoma Art Museum signage and wayfinding scheme designed by Seattle-based experiential design firm Studio Matthews has been honored with Visual Communication Professional Notable in the 2015 Core77 Design Awards! The project was chosen by the Visual Communication Jury out of hundreds of finalists for its outstanding insight, creativity and execution.

Studio Matthews is also in the running for a Core77 Community Choice Award. See and vote for the Tacoma Art Museum project here: <http://bit.ly/1JWYBlu>

The project coincided with TAM's expansion and a redesign of the museum's outdoor plaza. Studio Matthews was also instrumental in the brand identify refresh of TAM. The new exterior signage amplifies the museum's presence on Pacific Avenue, a main downtown corridor in Tacoma, with a large but subtle TAM on the steel grating façade of the new canopy, and lighted kiosks fronting the street. The museum's signature bright red was used in combination with stainless for parking lot directional signage. The updated logo reflects the modern aesthetic of the museum and the architectural design of the building. Interior signage allows for posters and information about exhibitions to reflect the branding while also being easy to change out between exhibitions. The sophisticated design elegantly accomplishes its goal of providing a cohesive identity, clear direction for museum visitors, and architectural enhancement, without upstaging the art.

"We're delighted with the updated branding, color palette, and signage. It really completed the transformation of TAM with the grand opening of the Haub Family Galleries and renovations last fall. Studio Matthews is an inspired group and great to work with. We congratulate them on their award!" said Melissa Traver, TAM's Director of Marketing and Communications.

ABOUT STUDIO MATTHEWS: Studio Matthews specializes in thoughtful, unique and sustainable design solutions. Based in the heart of Seattle's vibrant Pike-Pine Arts Corridor in Capitol Hill, their projects include exhibitions, installations, sign systems, websites, identities and events. Please visit www.studiomatthews.com.

ABOUT TACOMA ART MUSEUM: Founded by volunteers in 1935, Tacoma Art Museum has become an anchor in the city's downtown and a gathering space for connecting people through art. TAM's collection contains more than 4,500 works, with an emphasis on the art and artists of the Northwest and broader American west. The collection includes the world's largest retrospective museum collection of glass art by Tacoma native Dale Chihuly on continued view; the world's largest collection of jewelry by Northwest artists; key holdings in 19th century European and 20th century American art; and one of the finest collections of Japanese woodblock prints on the West Coast. TAM recently welcomed a promised gift of 295 works of Western American art in the Haub Family Collection, one of the premier collections in the nation and the first major western American art museum collection in the Northwest. www.TacomaArtMuseum.com.

ABOUT CORE77: Since 1995, Core77 has served a devoted global audience of designers ranging from students through seasoned professionals. Core77 publishes articles, discussion forums, and an extensive event calendar in addition to hosting portfolios, job listings, and a database of design firms, schools, vendors and services. Core77 also provides a gathering point for designers and enthusiasts alike by producing design competitions, lecture series, parties, and exhibitions. Visit www.core77.com.

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