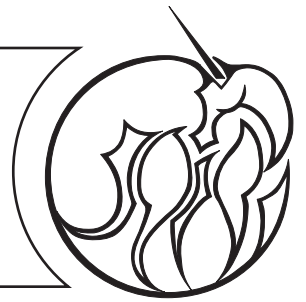


{ the avant-garde }

Katherine N. Crowley Fine Art & Design



MONTHLY NEWSLETTER VOLUME VI No. 10 OCTOBER 2012

{on view}



PNC Arts Alive Worthington, Ohio/ Sayama, Japan Art Exchange

IN IT'S FINAL WEEKS!

August 30-October 21, U.S.A.
November 25-December 27,
Sayama, Japan

You can still catch it! Fifty-six pieces of art by members of the Worthington Area Art League are currently on display at the McConnell Arts Center. Soon they will travel to Sayama, Japan as part of an art exchange made possible by PNC Bank. Half-way around the world two arts organizations in Sayama will ship fifty-four pieces by their members to Worthington. I am particularly pleased about my painting, *The Josephinum*, being selected for the two exhibits, and also for some of the promotional artwork. *The Josephinum* has been featured on post cards, in emails and on the MAC website. Don't miss your chance to see both sides of this unique exhibit.

-Katherine N. Crowley



{anatomy of a logo: the cookie bar}

by Katherine N. Crowley

This summer I was approached by a friend to create an identity for her growing pastry business, The Cookie Bar. During our first few meetings we discussed what the business is all about and what she was interested in achieving.

The Cookie Bar started in 2008, as the full service catering company Signature Dish. The cookies and brownies were so popular that the company began concentrating on making them full time, so in 2011, The Cookie Bar was born. The Cookie Bar is an online cookie bakery, <http://www.bitethecookiebar.com>, that delivers delicious baked-to-order bar cookies to the Columbus, Ohio area. The cookies are the best version of the most traditional flavors. All cookies are made with premium ingredients from the butter to the chocolate to the sweet fruit jam. The Cookie Bar takes great pride in making sure to deliver the best product boxed up and wrapped with a bow.

My client said that she has always been attracted to the Art Deco style and old Hollywood glamour. She wanted a sophisticated look for her logo, with rich colors, that reflect the richness of her products. Her marketing team recommended that the logo look like her and she suggested using her braided hair as a design element.

I began by researching the Art Deco style and focused on the elements of paintings and sculpture of the time period. I referenced work by Marcel-Andre Bouraine, Tamara De Lempicka, and Paul Manship.

I looked into movie posters from the 20s through the 50s and images from films that feature strong production design and costuming. I started looking at pictures of Cyd Charisse. I became aware that Art Deco frequently designs make use of repetitive lines and geometric shapes as well as shading to give form to a shape.

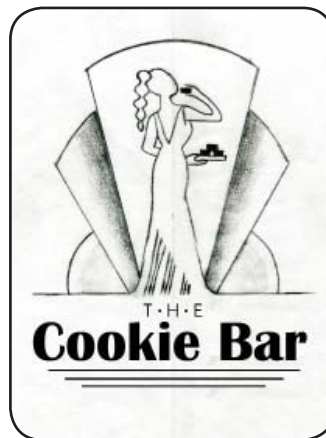
I developed sketches for three different design concepts. The first concept is of a woman lounging while eating a cookie bar. Because the image of the cookie bar is so small in relation to the figure, I wanted to convey the experience of eating such a delicious morsel as a moment of luxury. The second concept also includes a woman eating a cookie bar from a tray but focuses more on the geometric design elements around her to convey the Art Deco style. The third concept concentrates on the cookie bar itself and plays a bit with the concept of layered ingredients while using typography in a creative way. In each design I included the concept of the "bite" because the company's web address and social media pages incorporate the phrase "bite the cookie bar".

My client selected the first option and asked that a tray of cookie bars be added in the figure's free hand. We eliminated the skirt from the logo because it drew focus away from the company name. We changed the typeface. We added a bar at the bottom containing the word "bar" to reinforce the use of the word. We added lines beneath the bar element to indicate the layers of a cookie bar. I continued to provide sketches and we made alterations until we settled on a final design concept.

Once the concept was finalized, I scanned the sketch and used Adobe Illustrator to draw the logo electronically. I provided color options and we decided on a color palette of red, brown and black, with a few different options in how the colors can be used in different applications. I provided the client with a variety of formats for web, print and for the production of a rubber stamp to be used on the product packaging.

Soon thereafter, my client put her logo to work. It now appears on her web page [BiteTheCookieBar.com](http://bitethecookiebar.com) which is soon set to launch.

To learn more about The Cookie Bar and it's products please visit <http://bitethecookiebar.com> on the web, or follow @thecookie_bar on Twitter.com





The Columbus Arts Pop-Up Project (CAP-UP) is a series of installation window displays by area artists. The project is a partnership between the Greater Columbus Arts Council and the Capital Crossroads Special Improvement District. To learn more visit <http://www.columbusartspopup.org>



200
COLUMBUS
THE BICENTENNIAL



{cap-up}

My Home, by April J. Sunami

@ 55 East State Street, Ohio Theater Ticket Booth
An installation depicting Columbus' diverse neighborhoods and landmarks.

Chintz, by Paula Nees, Barb Vogel & Eileen Woods

@ 55 East State Street, CAPA Theater Shop Window
An elegant installation inspired by the Chintz Room once located in the Lazarus Department Store.

Time Tunnel, by Corey Aumiller & Dan Gerdeman

@ 55 East State Street, Capital Square Shoppes
A video featuring COSI's presidential figures in scenes from around Columbus.

Confluence, by Beth Himsworth

@ 65 East State Street, Gallery 65
A large and elegant stain-glass installation depicting the confluence of rivers in Columbus.

Capital Magnetism, by Adam Brouillette

@ 65 East State Street, Heartland Bank
A motivational piece about Columbus using his iconic little red men.

Mourning the Ash Tree, by Terri Maloney Houston

@ 24 East Gay Street, Land & Mortgage Title Agency
A beautiful ceramic installation memorializing the ash tree.

Wolf's Ridge, by Nikos Fyodor Rutkowski

@ 20 East Broad Street
A magical diorama similar to those seen in the Natural History Museum.

Moment of Momentum, by Andrea Myers

@ 20 East Broad Street
A large sculpture symbolizing the forward momentum and energy Columbus possesses as a community.

Roots, by Kimberly M. Webb

@ Corner of Gay & High Streets
A beautiful triptych installation honoring the Native American's who lived central Ohio in 1812.

Then Now Beyond, by Brian Reaume

@ 43 East Gay Street, Vorys Sater Seymour & Pease, LLP
A beautifully symbolic installation playing homage to the matriarchs and patriarchs and look toward the future of Columbus.

{all around the town}

{fine art}

The Columbus Cultural Arts Center

(<http://www.culturalartscenteronline.org>)

"Ohio Art League Fall Juried Exhibition", October 5-November 10

The Columbus Museum of Art (<http://www.columbusmuseum.org>)

"Marvelous Menagerie: An Ancient Roman Mosaic from Lod Israel",
May 18, 2012-January 13, 2013

"The Essential Elijah Pierce", September 13, 2012-Spring 2013

Dublin Arts Council (<http://www.dublinarts.org>)

"Shifting Perspectives", September 27-November 7

McConnell Arts Center (<http://www.mcconnellarts.org>)

"PNC Arts Alive Worthington-Sayama Arts Exchange", August
30-October 21

Ohio Historical Society (<http://www.uas.osu.edu>)

"Peripheral Vision: A View from Ohio Printmaking Cooperatives",
Through October 27

OSU Urban Arts Space (<http://www.ohiohistory.org>)

"Controversy 2", Through December 30

"The War of 1812: Ohio on the Front Lines", Through December 30

"Vistas and Visions of Labor", Through December 30

The Riffe Gallery (<http://www.oac.state.oh.us/riffe/>)

"Outside in Ohio: A Century of Unexpected Genius",
July 26-October 14

The Wexner Center (<http://www.wexarts.org>)

"Annie Leibovitz, September 22-December 30

{performing arts}

BalletMet (<http://www.balletmet.org>)

"Dracula", Capitol Theater, October 26-November 3

CAPA (<http://www.capa.com>)

"Disney's Beauty and the Beast", Palace Theater, October 9-14

"Clannad", Capitol Theater, October 13

"Cirque Mechanics: Birdhouse Factory", Ohio Theater, October 20

"Robert Glasper Experiment", Lincoln Theater, October 21

"Disney's Phineas & Ferb", Palace Theater, October 28

Theresa Caputo: Long Island Medium, Palace Theater, October 29

Little Theater Off Broadway (<http://www.lto.org>)

"Ruthless! The Musical", October 5-21

Shadowbox Live (<http://www.shadowboxlive.org>)

"Full Moon", September 20-November 17

"Vampires", August 23-November 8

"Chicago", September 6-November 11

{festivals}

Circleville Pumpkin Festival (<http://www.pumpkinshow.com>)

Circleville, Ohio, October 17-20

{and beyond}

The Akron Art Museum (<http://www.akronartmuseum.org>)

"Robert Stivers: Veiled Image",

Through January 20, 2013

The Museum of Fine Arts Boston (<http://www.mfa.org>)

"Ori Gersht: History Repeating"

Through January 6, 2013

ICA Boston (<http://www.icaboston.org>)

"Os Gemeos", Through November 25

"Dianna Molzan: Grand Tourist", Through November 25

The Cincinnati Art Museum (<http://www.cincinnatiartmuseum.org>)

"Herb Ritts: L.A. Style", October 6-December 30

The Cleveland Museum of Art (<http://www.clevelandart.org>)

"Mary Cassatt and the Feminist Ideal in 19th-Century Paris",

October 13, 2012-January 21, 2013

The Art Institute of Chicago (<http://www.artic.edu>)

"Building: Inside Studio Gang Architects", September 28,

2012-February 24, 2013

"Allen Ruppersburg: No Time Left to Start Again/The B and D of

R 'n' R", September 21, 2012-January 6, 2013

Dayton Art Institute (<http://www.daytonartinstitute.org>)

"Stephen Knapp: LightPaintings", Through January 6, 2013

Los Angeles County Museum of Art (<http://www.lacma.org>)

"Ed Ruschka", September 22, 2012-January 21, 2013

Minneapolis Institute of Art (<http://www.artsmia.org>)

"China's Terra Cotta Warriors: The First Emperor's Legacy",
October 28, 2012-January 20, 2013

"Strangers in a Strange Land: Photographers' First Impressions",

September 20, 2012-March 3, 2013

Metropolitan Museum of Art, NYC (<http://www.metmuseum.org>)

"Bernini: Sculpting in Clay", Through January 6, 2013

"Faking It: Manipulated Photography Before Photoshop",

Through January 27, 2013

Museum of Modern Art, New York (<http://www.moma.org>)

"New Photography 2012", October 3, 2012-February 4, 2013

San Francisco Museum of Modern Art (<http://www.sfmoma.org>)

"Naoya Hatakeyama: Natural Stories", Through November 4

The Toledo Museum of Art (<http://www.toledomuseum.org>)

"Season of Portraiture: Manet, Made in Hollywood, Museum

People & Leslie Adams", Ongoing

The National Gallery of Art, Wash. D.C. (<http://www.nga.gov>)

"Imperial Augsburg: Renaissance Prints & Drawings, 1475-1540",

September 30-December 31

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