

LOGO DESIGN CONTEST



The Mexican tradition of the ceramic *El Árbol de la Vida* sculptures originates in Metepec, a small town in central Mexico. The inspiration for *El Árbol de la Vida* comes from both the ancient Toltec's *El Árbol del Destino* and the biblical Tree of Life taught by Franciscan Monks in early Mexico. Artisans use the ceramic sculptures to tell stories of folk life, filling branches with figures and shapes, and painting them in vivid colors.

These intricate works of art are a fitting symbol of LA Plaza de Cultura y Artes in that they demonstrate the organization's continual growth, rich cultural heritage, and the diversity of activities visitors will enjoy at the cultural center.

Design the new logo for LA Plaza de Cultura y Artes, a new Mexican American cultural center.

WHAT:

LA Plaza de Cultura y Artes is asking **student** artists to create a logo based on the Mexican ceramic tradition of El Árbol de la Vida (Tree of Life). LA Plaza de Cultura y Artes needs a captivating logo that captures the organization's mission of educating the public about Mexican roots and Mexican American culture and Los Angeles history. The Logo should be versatile enough to be marketable.

WHO:

Participants must be currently enrolled as graduate, undergraduate, or high school students in the Los Angeles area.

HOW:

Designs must be submitted electronically to logodesigncontest@lapca.org. Please submit a copy of your design saved as a high-resolution PDF. If you have questions, please e-mail them at the same e-mail address.

DEADLINE:

All submissions must be entered by no later than 5pm on Thursday, July 23, 2009. The winner will be announced on August 10, 2009.

PRIZE:

The winner of the contest will be awarded \$1,000. The logo design will appear on all marketing materials and appropriate credit will be given on the organization's website.

LA Plaza de Cultura y Artes is a non-profit cultural center dedicated to educating the public about the seminal role of Mexicans and Mexican Americans in the development of Los Angeles. Programs will highlight Mexican American contributions through activities that integrate art, cuisine, history and other disciplines. LA Plaza de Cultura y Artes is a partnership with Los Angeles County, joining the family of County institutions that includes LACMA, the Natural History Museum and the Music Center. The cultural center will be located in two historic buildings which are currently under construction in the historic El Pueblo District. More information at www.lapca.org.