



**Academy of Visual and Performing Arts
At Culver City High School**

AVPA and Culver City Going Green Together

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For immediate release:

Culver City – March 15, 2007 – When Culver City needed a logo for their Sustainable Community Plan they showed their commitment to both the community and the future by coming to the young artists at Culver City High School's Academy of Visual and Performing Arts (AVPA). This week the students submitted their initial logo design and are working to refine the logo as well as generate additional ideas for a more extensive awareness campaign that will illustrate specific "green" goals for Culver City.



Earlier this year, the American Institute of Architects (AIA) selected five communities nationally, including Culver City, to receive technical assistance from a multidisciplinary Sustainable Design Assessment Team. The local AIA chapter identified local architects to be involved in the project. After the initial meeting with the assessment team, Culver City architect Trevor Abramson of Abramson Teiger Architects and Dafna Zilafro, Director of Marketing at SPF:architects were anxious to get the campaign started. They wanted to ensure that by the time the team comes to Culver City in May to assess what the city needs to "go green", the community will be aware of the process and want to get involved.

Abramson, Zilafro and Catherine Vargas, the Environmental Coordinator for Culver City, are working with AVPA art students Cooper Gegan, Hye Jung, Shawn Bolanos, Zoe Ahearn, Noel Ekker, Danny Gardner and Unique Campa to develop their concepts for the logo and the campaign.

According to Abramson, "Working with the high school students is a breath of fresh air as they bring designs to the table that are uncluttered with pragmatism. Their ideas are youthful and direct." Zilafro adds: "The students' creativity and clarity of thought around the issues of sustainability are refreshing and they bring clear, powerful imagery to the table. This has been an inspiring beginning to a process that we hope will catalyze the entire community."

Working with the committee has also been educational for the students. Gegan commented, "It's interesting to see the amount of planning involved in the creation of an awareness campaign. Being a part of one really provides insight on how logos and marketing we see every day are actually created."

AVPA's co-director and the head of the art department, Kristine Hatanaka, selected students she felt would enjoy working on the logo project. She said, "I'm always proud to see my students working with people in the community, and this process has been especially gratifying because we're again working with Dafna from SPF:architects. They were instrumental in our recent exhibition at the Museum of Design Art and Architecture and we very much appreciate their support."



For more information about Culver City's Sustainable Community Plan, contact Catherine Vargas at 310-253-6411 or Catherine.vargas@culvercity.org. For more on the American Institute of Architects, go to www.aia.org.

About the Academy of Visual and Performing Arts

The Academy of Visual and Performing Arts (AVPA) at Culver City High School has been inspiring and empowering students to build a compassionate, creative community through innovative and challenging arts education since 1996. AVPA enjoys tremendous support from Sony Pictures Entertainment and other area businesses as well as from the Culver City community. For more information about the Academy, go to avpa.org or contact Tony Spano at 310-842-4200 x6094 or Kristine Hatanaka at 310-842-4200 x6001.



Photo caption:

IMG_7694: L-R: AVPA students Zoe Ahearn and Hye Jung discuss logos with Culver City's Cathi Vargas and SPF:architects' Dafna Zilafro

IMG_7695: L-R: Trevor Abramson from Abramson Teiger Architects looks over logos with AVPA student Cooper Gegan

IMG_7697: L-R: Culver City's Cathi Vargas, SPF:architects' Dafna Zilafro and Trevor Abramson from Abramson Teiger Architects discuss the students' designs

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