

GALLERY ONE (MVAC)

Mitcham Cultural Village

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GALLERY ONE

This design brief was compiled from interviews conducted with Gallery One Committee and Members. For more information please contact Sanya on 8272 4504 or E office@galleryone.org.au.

2020 Gallery One(MVAC) Logo Design Brief

How many years has Gallery One been in business?

Since 1974

What distinctions separate Gallery One from others?

Gallery One is an independent and not for profit art gallery and teaching studio.

What does Gallery One offer that is unique?

Gallery One is run for the community and by the community. It is one of the oldest self funded and independent Community Art Gallery in Australia. This organisation offers a welcoming, inclusive and supportive environment for all.

Why do people attend Gallery One?

To attend art and craft classes, workshops, exhibitions and events. To participate in and influence the society they live in.

Who attends Gallery One ?

• What are their characteristics?

Artistic and Community focused people.

• What do they believe in?

Empowerment, inclusion, diversity and a greater participation in a modern community through the pursuit and appreciation of arts and crafts at all levels of capability and experience.

Why does Gallery One want to change the logo?

To make it more contemporary

What does Gallery One want to achieve?

To increase the personal well-being and quality of life for individuals in an ethical and transparent environment through community participation and interaction.

What separates Gallery One from their other similar organisations?

Gallery One is independent and self-funded.

Think of Gallery One brand as a personality:

- If it were a person, who would they be like?

Margaret Olley, Lianne Gould, Llewena Newell

- At least 3 strong and distinct values

Enthusiastic, creative, imaginative, inclusive, welcoming, friendly, tolerant, free spirit, individualistic