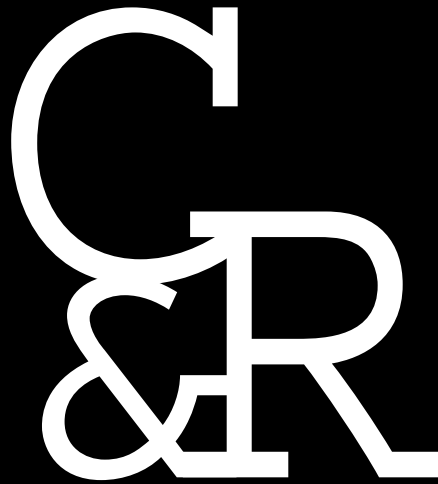




CREATE & RECORD

- Case Study -
Castle of our Skins

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Our work with Castle of our Skins began with a re-brand re-designing their logo from scratch to better represent the elegance, power and soul behind their mission of fostering cultural curiosity and celebrating Black artistry through music. Through a process of iterative collaboration with their co-founders we moved from a more literal interpretation with the organizations initials to a more pictorial representation featuring three figures that exude the strength of castles and the elegance of queens. The multiple figures stand as a collective in reference to the communal work of the organization to bring people together. Anchoring the figures is an elongated font which connotes the high ambitions and values on which the organization is built.

This rebrand served as base for future marketing and promotional efforts, and was a catalyst for the growth of the organization. We aimed to capture this growth in the electronic press kit (EPK) designed the following season. Through the curation of high quality images, statistics and clean layout design the EPK served as a visual presentation of the organization, its world class programming and the impact it had accomplished thus far.

Our work with Castle of our Skins continues with semi-regular creative consultation around their branding and overall organizational strategy through our principal's role in their advisory board. Castle of our Skins best exemplifies our own mission to come alongside value-aligned organizations working to shift culture, toward more equitable, diverse and communal outcomes.

CASTLE OF OUR SKINS

LOGO/CONCEPT DESIGN, PROMO MATERIAL

A. Castle of Our Skins Logo design

B. I AM A MAN series promo flyer

A.



B.

HIBERNIAN HALL
184 Dudley St, Roxbury

JUNE 2ND TO JUNE 8TH

DEWITT CENTER
122 Dewitt Dr, Roxbury

I AM A MAN

EVENTS

PLAY SONGS & GAMES
EMPOWERING CHILDREN THROUGH MUSIC
JUNE 2, 2:30PM @ HIBERNIAN HALL

COMMUNITY GATHER & SING
BUILDING FELLOWSHIP & COMMUNITY THROUGH SONG
JUNE 2, 3:00PM @ HIBERNIAN HALL
JUNE 4, 6:00PM @ DEWITT CENTER

COMMUNITY CONVERSATIONS
ENGAGING YOUTH AND COMMUNITY TO DISCUSS MASCULINITY IN 2019
JUNE 5, 4:00PM @ HIBERNIAN HALL

SETH PARKER WOODS, CELLO
RECITAL FEATURING MUSIC BY BLACK COMPOSERS
JUNE 6, 7:00PM @ HIBERNIAN HALL
PRE-CONCERT COMMUNITY TALK @ 6:00PM

I AM NOT YOUR NEGRO
FREE FILM SCREENING
JUNE 7, 6:00PM @ HIBERNIAN HALL

FINALE CONCERT: I AM A MAN
FEATURING SPOKEN WORD, DANCE, AND MUSIC PERFORMED BY CASTLE OF OUR SKINS
JUNE 8, 7:00PM @ HIBERNIAN HALL
PRE-CONCERT COMPOSER TALK WITH BRIAN R. NABORS @ 6:00PM

THIS RESIDENCY IS MADE POSSIBLE THROUGH THE SUPPORT OF MADISON PARK DEVELOPMENT CORPORATION SOL*ARTS/HIBERNIAN HALL, THE BOSTON CULTURAL COUNCIL, AND THE BOSTON FOUNDATION. CASTLE OF OUR SKINS IS A 2019 SOL*ARTS MUSIC ARTIST IN RESIDENCE. FOR FULL RESIDENCY DETAILS AND TICKETS PLEASE VISIT: WWW.CASTLESKINS.ORG/IAAM2019

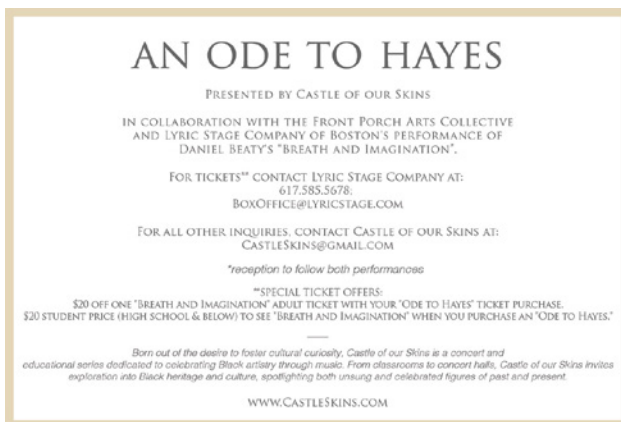
CASTLE OF OUR SKINS

PAGE LOGO DESIGN, CONCEPT ART, PROMOTIONAL

A. "An Ode to Hayes" 4x6 inch Flyer Design (front & back)

B. "Night Songs" Logo/Concept & Poster Design

A.



B.





"[the] hopes for [Castle of our Skins] are ambitious, but they seem right for a world that more often than not seems agonizingly divided."

David Weininger
Creating a Spotlight for Black Composers
The Boston Globe
May 2016



CELEBRATING BLACK ARTISTRY

POEM (FOR NINA) BY NIKKI GIOVANNI:

*"we are all imprisoned in the castle of our skins
and some of us have said so be it
if i am in jail my castle shall become
my rendezvous..."*

MISSION:

Born out of the desire to foster cultural curiosity, Castle of our Skins is a concert and educational series dedicated to celebrating Black artistry through music. From classrooms to concert halls, Castle of our Skins invites exploration into Black heritage and culture, spotlighting both unsung and celebrated figures of past and present.

VALUES:

CURIOSITY: Leads to learning and greater social understanding

CONNECTIONS: Among people of different cultures; between music, history and other arts

CULTURE: To showcase the breadth and depth of Black culture





FOSTERING CULTURAL CURIOSITY ENLIGHTENING THROUGH HISTORY, ENGAGING THROUGH ART

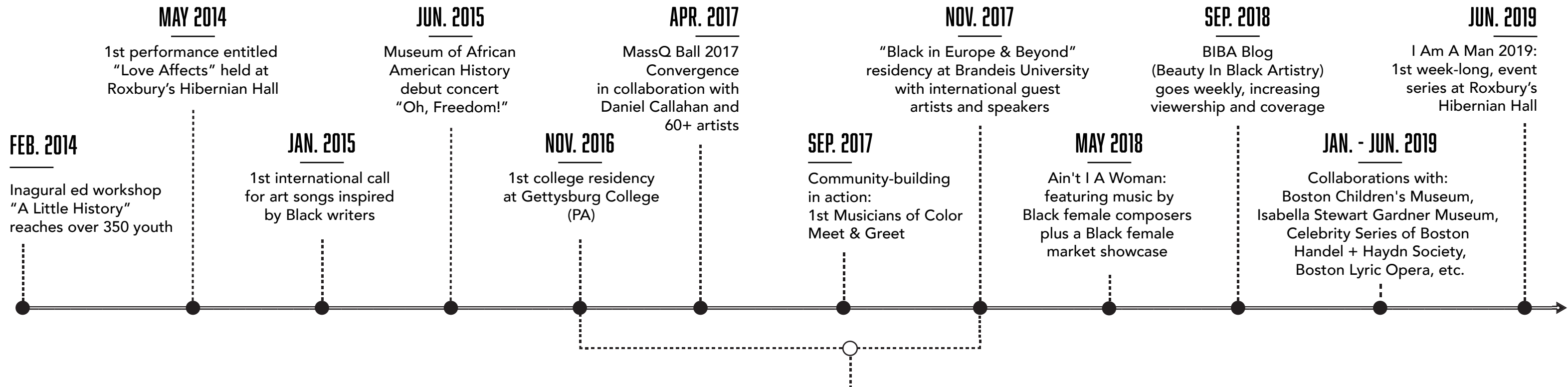


Photo credit:
RobertTorresPhotography.com



Celebrity Series of Boston

- **6** new works for string quartet and student strings inspired by African American spirituals, Caribbean folk songs, and themes of freedom and civil rights.
- Side-by-side performances with youth from Conservatory Lab Charter School (Dorchester), City Strings United (Roxbury), Boston City-Wide String Orchestra (Roxbury), Josiah Quincy School (Chinatown) and Boston String Academy (South End).
- Community performances in Mattapan, Hyde Park, and Roslindale in schools, community centers, churches, and libraries.

2016 - 2017

Ensemble-in-Residence
for two seasons
at the Roxbury YMCA



BIBA BLOG

*Beauty
in Black Artistry*

- **82** video and blog posts.
- **28** spotlights of Black musicians, visual artists, writers, musicologists, and more.
- **12** interviews with composers & instrumentalists on identity, African visual art, Black musicians throughout history, Kwanzaa & community building.



Photo credit: Monika Bach Schroeder

COMMUNITY BUILDING

- **5** Meet & Greets for musicians of color in Boston, MA
- **4** International calls for proposals/scores influenced by Black culture
- **1** Composer of African descent in residence



THOUGHT-PROVOKING PERFORMANCES



Photo credit: RobertTorresPhotography.com

COMBINING MUSIC, SPOKEN WORD, HISTORY AND OTHER ARTS

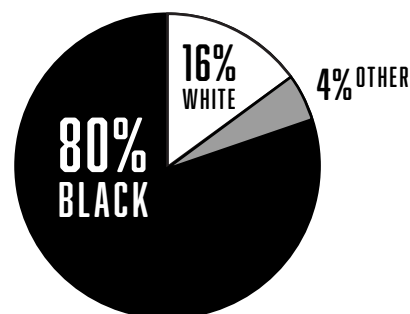


"Crossing The Line To Freedom"
Collaboration with Boston Lyric Opera showcasing the lives of legendary Black liberators.
Photo credit: Todd McNeal

ENGAGING AUDIENCES

OUR FEATURED COMPOSERS

BY ETHNICITY



BY GENDER



BY PRESENCE



CONCERTS FEATURING ALL BLACK COMPOSERS



*Compared to 39.67% average of 6 other major chamber ensembles and organizations that champion music of Black composers.

"Wonderful! Impactful, artistic and inclusive. Thank You!!!"

-Audience Member

"The programmatic choices both complemented and reinforced each other, and the impressive performers always communicated directly and movingly with their audience."

- Geoffrey Wieting
Ain't I A Woman?
The Boston Musical Intelligencer
May 2018



Photo credit: Monika Bach Schroeder





INTERACTIVE EDUCATION IN ACTION



REACHING AUDIENCES OF ALL AGES WITH MUSIC & STORYTELLING



Edu-tainment Recitals
Combining music and history
spanning nearly 300 years.
Photo credit: RobertTorresPhotography.com

"The music came from a span of over a hundred years, serving as a vivid reminder that black women composers do not belong only to the present day."

- Zoë Madonna
Castle of our Skins Celebrates
Music of Black Women
The Boston Globe
May 2018

RESIDENCIES

- **5** college residencies in 3 states
- **2** year Cultural-Ensemble-in-Residence at the Roxbury YMCA
- **2** year Music Residency at the Boston Center for the Arts
- **1** high school residency at Boston Latin Academy

ED WORKSHOPS

- **2000+** youth reached
- **A Little History:** storytelling through music, Black history, poetry and interaction
- **Play Songs and Games:** exploring African American and Caribbean play songs and games
- **Ella Scats the Little Lamb:** combining jazz, improv and scat singing with "Mary Had a Little Lamb"



"...this is one of those presentations that [the kids] will remember for the rest of their lives, and will draw on for inspiration and hope as they become older, wiser musicians themselves."

- M. Gere, educator

"This was and is really needed for our children. I appreciate so much the way you link our history, particularly black history with music... not only boosting their self-esteem as young black children, but also increasing their love of music. Well done. A breath of hope and inspiration."

- P. Manigat, parent



CASTLE OF OUR SKINS CO-FOUNDERS

ANTHONY R. GREEN

Associate Artistic Director
and Composer-in-Residence

Featured as one of the “top 10 contemporary Black composers you should know” (artsboston.org), Anthony R. Green’s practice as a composer, performer, and social justice artist has garnered international acclaim.

A McKnight Visiting Composer, his work has been performed in over 20 countries, and he has been supported by various grants and residencies. Green is passionate about working with youth, telling stories from marginalized people, and enlightening audiences about the history of Black composers.

www.anthonrygreen.com



Photo credit: Colin Conces

BRINGING CULTURAL REPRESENTATION FRONT AND CENTER



Photo credit:
RobertTorresPhotography.com

ASHLEIGH GORDON

Artistic/Executive Director and Violist

Named one of WBUR’s “ARTery 25”, twenty-five millennials of color impacting Boston’s arts and culture scene, violist Ashleigh Gordon is sought after as a soloist, chamber musician, educator and speaker. She has recorded with Switzerland’s Ensemble Proton and Germany’s Ensemble Modern; performed with Grammy-nominated A Far Cry string ensemble; and appeared at the prestigious BBC Proms Festival with the Chineke! Orchestra. Ashleigh is a passionate advocate for diversity on and off the concert stage.

www.violashe.com

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CASTLESKINS.ORG

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