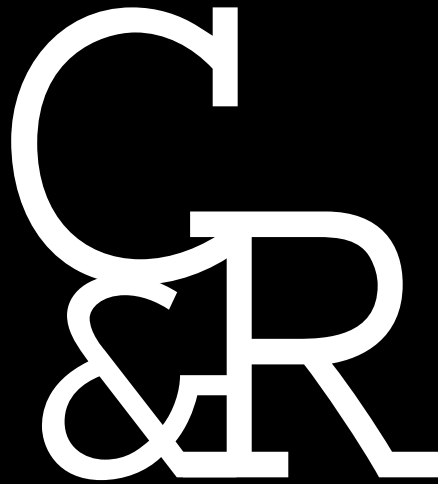
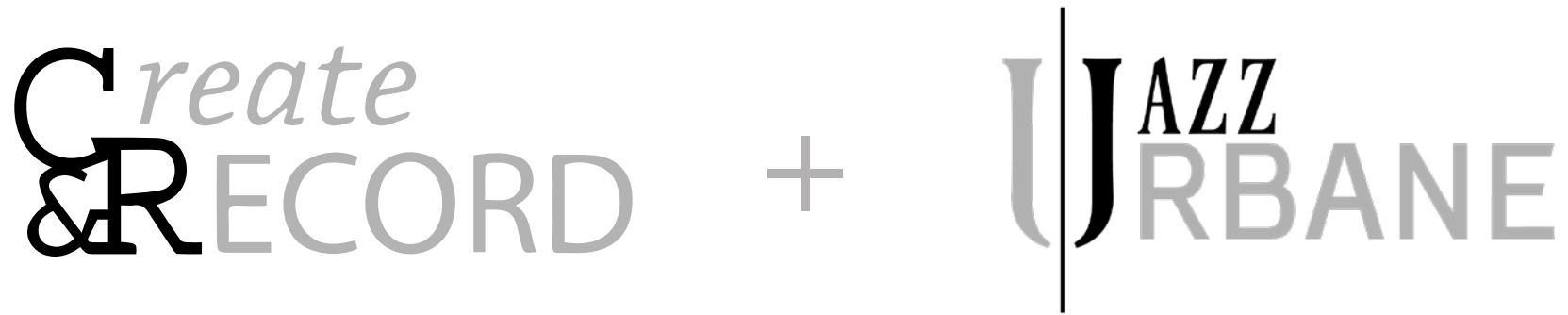




CREATE & RECORD

- Case Study -
Jazz Urbane

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Our work with Jazz Urbane consisted of an overall brand design beginning with their logo, which aims to balance sharp modernism with innovative flair in a contrast between bold sans-serif and sleek serif fonts, as well as their nestled, conjoined characters. From the logo came concept illustrations based on photographs of Jazz Urbane's then principal artists. These were created to further clarify the brand aesthetic. This aesthetic then carried over to marketing and promotional assets, ranging from album covers to advertisements in print publications.

The work culminated in the joint production of an in-person activation of its Jazz Urbane Cafe - Jazz Urbane's planned performance venue and restaurants. Construction of this venue was delayed by the COVID pandemic and its space sat unused. Together with a network of community partners and sponsors we co-planned and produced this activation, entitled "Nubian Nights", which brought a virtual Jazz Concert to the future location of the Jazz Urbane Cafe via pre-recorded performances by Jazz Urbane musicians, visually rear projected onto the facade of the building and sonically pumped out of an outdoor 5-point speaker system, allowing the public to safely congregate and enjoy the musical offerings of the Cafe before it officially opened. This activation not only brought press to Jazz Urbane and its future cafe, also to Nubian Square, itself an under-frequented space after sunset.

This activation proved not only to be an innovative way to bring entertainment to a community during a pandemic, but also a crucial form of place-keeping, in a culturally competent way, honoring the historical legacy of Jazz in the predominantly Black community of Roxbury while bringing much needed foot-traffic to the surrounding square.

JAZZ URBANE

LOGO, CONCEPT ART

Jazz Urbane is a recording performing music group out of Berklee School of Music.

- A. Jazz Urbane Concept Art
- B. Jazz Urbane Concept Art

- C. Jazz Urbane Logo
- D. Jazz Urbane Icon/Alternative Logo
- E. Jazz Urbane CD Art

A.



B.



C.



D.



E.



JAZZ URBANE RECORDINGS

ADVERTISEMENT, COVER ART & MERCH DESIGN

- A. CD Layout & Design for Jazz Urbane Artist Release
- B. Jazz Urbane Advertisement Design & Layout for Jazziz Publication

A.



B.

NEW MUSIC IN 2015 | Jazz Urbane Recordings Contemporary Art Music Company

progressive music and song that lives, grooves and sings deeply of the human condition



Bill Banfield "Composering"

"The most important thing one can do, is write in the language of one's own time... its craft is what counts... Bill's music fits these criteria; his music is well made for the times."

-Gunther Schuller, 2015



"An absolute stunner... [Shana's] original gumbo of jazz, folk and R&B evokes the spirit of Bill Withers and Esperanza Spalding."
-Cliff Bellamy, Herald Sun

"...passionate and beautifully stirring. The compositions and performances take me back to a time in Detroit when we would hear a diversity of music... This is the perfect time for Bill's project and company- the freedom to be creative without boundaries"
-Regina Carter

"...Wonderful! I am so happy to be in the company of musicians- striving to be extraordinary!"

-Lalah Hathaway



Distributed & Marketed by
SUGO
MUSIC GROUP
- Available Worldwide -

JAZZ URBANE CAFE ACTIVATION

“NUBIAN NIGHTS” MULTI-MEDIA STOREFRONT ACTIVATION



JAZZ URBANE CAFE ACTIVATION

DIGITAL MOCK-UP/PREVISUALIZATION USING LOCATION PHOTOGRAPHY AND PHOTOSHOPPED PEDESTRIANS AND PROJECTIONS

BEFORE



AFTER



BEFORE



AFTER



JAZZ URBANE CAFE ACTIVATION PHOTO AND VIDEO DOCUMENTATION OF ACTUAL ACTIVATION AND SIGNAGE DESIGN



JAZZ URBANE CAFE ACTIVATION

"NUBIAN NIGHTS" MULTI-MEDIA STOREFRONT ACTIVATION

A. Press Write-up in the Bay State Banner



ARTS & CULTURE
March 31st, 2021

Nubian Square comes alive with 'Nubian Nights'

Installation features jazz, art and light projections



Celina Colby
Celina Colby is an arts and travel reporter with a fondness for Russian novels... [VIEW BIO](#)



Nubian Square comes alive with the "Nubian Nights" installation, featuring jazz music and synchronized light projections on local businesses. PHOTO: HAKIM RAQUIB PHOTOGRAPHY

B. Signage Design & List of Collaborators



Presented By The Roxbury Cultural District

FEATURED MUSICIANS

GREGORY GROOVER JR. • CHARLES OVERTON
BILL BANFIELD • ANIBAL CRUZ • RON REID
LEE FISH • SEAN SKEETE • MAX RIDLEY

PRODUCTION TEAM

VIDEO & PROJECTION Pamela Hersch (Hersch Visuals)	WINDOW DISPLAY ART Jane Long
RECORDING ENGINEER John Escobar (Escobar Music)	CAPTURE PRODUCER & A/V DIRECTION Maria Finkelmeier (MF Dynamics)
PROD. ASSISTANT Michele Kennedy	ASST. ENGINEER Emanuel Keller

PROJECT PARTNERS

JAZZ URBANE CAFÉ | BLACK MARKET | NUBIAN GALLERY
CREATE & RECORD | CURATION AGENCY
THE RECORD CO. | ROXBURY MAIN STREETS

SPONSORS








CITY of **BOSTON**



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MISSION STATEMENT

Create & Record LLC (C&R) is a multimedia art & design company dedicated to creating engaging, innovative & transformational projects & experiences to audiences with an appreciation for art, community & multiculturalism.

DESIGN SERVICES

C&R utilizes multimedia art & design to help individuals, companies & organizations express themselves in meaningful & attractive ways to their core constituents. C&R provides corporate identity services including branding, front-end web & graphic design, A/V presentation & content creation, creative consulting, & technical instruction.

NEW MEDIA PROJECTS

C&R produces innovative in-house projects to share & showcase our creativity, talent & values. These projects allow us to build upon and advance our capacity to serve our clients and community in new & impactful ways.