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## Center Stage Announces Name Change, New Logo and Website

**Baltimore—February 2, 2017**—Center Stage, The State Theater of Maryland, is pleased to announce several changes in advance of its grand re-opening—an updated name, new logo and new website.

“This is a transformational time for our theater. The changes to our building, our name and our look reflect our commitment to innovation and accessibility and the positive impact the arts can have on the community,” said Artistic Director Kwame Kwei-Armah. “And as we transform, Baltimore is in the midst of its own Renaissance. Adding Baltimore to the theater’s name allows us to honor our vibrant hometown wherever our work takes us.”

The theater is adding “Baltimore” to its name to become Baltimore Center Stage. The name change is a reflection of the theater’s roots in the Baltimore community even as it reaches audiences throughout the state, across the nation and around the world.

Baltimore Center Stage has also embraced a new look: a different logo, color palette and graphic identity.

The new brand identity supports the theater’s mission of *Access for All*, which propels Baltimore Center Stage to reach audiences not only inside the theater walls but wherever they may be—including schools, suburbs, city streets, assisted living facilities, prisons and shelters—through the theater’s mobile unit, digital initiatives and other community programs.

Abbott Miller, partner at design firm Pentagram, worked with the theater to shape this new visual identity, which can be experienced by visiting the theater’s new website at [centerstage.org](http://centerstage.org).

Baltimore Center Stage is undergoing a \$28 million renovation to its theater at 700 North Calvert Street and will reopen to the public on March 3 with opening night of *The White Snake*.

### About Baltimore Center Stage

Baltimore Center Stage is a professional, nonprofit institution committed to entertaining, engaging and enriching audiences through bold, innovative and thought-provoking classical and contemporary theater.

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Named the State Theater of Maryland in 1978, Baltimore Center Stage has steadily grown as a leader in the national regional theater scene. Under the leadership of Artistic Director Kwame Kwei-Armah OBE and Managing Director Michael Ross, Baltimore Center Stage is committed to creating and presenting a diverse array of world premieres and exhilarating interpretations of established works.

Baltimore Center Stage believes in access for all—creating a welcoming environment for everyone who enters its theater doors and, at the same time, striving to meet audiences where they are. In addition to its Mainstage, Off Center and Family Series productions in the historic Mount Vernon neighborhood, Baltimore Center Stage ignites conversations among a global audience through digital initiatives, which explore how technology and the arts intersect. The theater also nurtures the next generation of artists and theater-goers through the Young Playwrights Festival, Student Matinee Series and many other educational programs for students, families and professionals.