

MULLA

graphic design

LARA MULLEN portfolio

Each of these projects have been curated to better fit my capstone presentation. If you would like to see my full portfolio, please visit lmullz.com

CONTENTS

project one	1
Bunker Hill Breweries Rebrand	
project two	3
Everyday Art Magazine, Rebrand	
project three	5
SHUGAZR	
project four	5
SafetyNet	
project five	7
getBOARD	
project six	10
NOODLES!	
project seven	10
Landing Page	
project eight	10
Lady Cicada	
project nine	10
MV Visualizer	
project ten	10
Title Sequence	
project eleven.....	12
Sordoni Art Gallery Fellowship	
1. Membership Campaign	
2. Memories and Inspiration: The Kerry and C. Betty Davis Collection of African American Art	
3. I'm So Bored with the U.S.A: Gregg Deal	
4. Family Tree	

BUNKER HILL BREWERY *REBRAND*

project one

This project reimagined Bunker Hill Breweries (1821-1918) as Bunker Hill, a modern brewery honoring its legacy while appealing to today's audience.





old logo



redesign



PRELIM

Short Cans



Bottles



Short Cans



EVERYDAY ART MAGAZINE, *REBRAND*

project two

This project involved redesigning a 20th century logo to meet contemporary design standards while maintaining its original identity. Everyday Art Magazine is a now defunct arts magazine published by the American Crayon Company from 1922-1949

EVERYDAY
ART

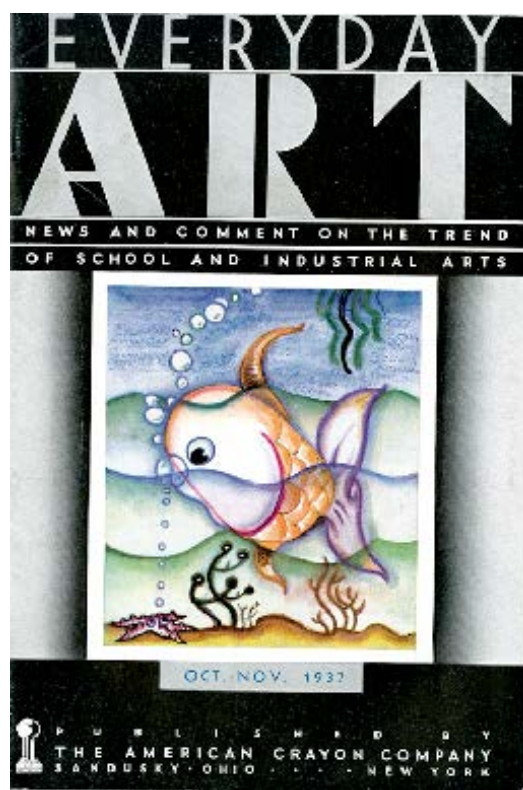
PRELIM

old logo

redesign

EVERYDAY
ART → everyART

branding guide



Color

Primary	Secondary	HEX
		FE8578
		F1A2B0
		ED8BA0
		EA7390
		BE3F65
		90294D
		6D173A
		5E253A
		472C39
		31363F
		000000

Typography

Color

Primary

Secondary

Logos and Usage

General Usage - MARKETING

everyART

Font

DAZZLE UNICA/E - MEDIUM

DAZZLE UNICA/E - BOLD

Colors

Background Colors

Typography

Fonts

Roc Grotesk - REGULAR

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

Roc Grotesk - MEDIUM

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

Roc Grotesk - BOLD

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

Rockwell - REGULAR

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

Rockwell - ITALIC

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(,;:?!\$&*)

SOCIOL GOTHIC - REGULAR

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

SOCIOL GOTHIC - MEDIUM

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

DAZZLE UNICA/E - MEDIUM

ABCDEFGHIJKLMNPOQRSTUVWXYZ

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(,;:?!\$&*)

DAZZLE UNICA/E - BOLD

ABCDEFGHIJKLMNPOQRSTUVWXYZ

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(,;:?!\$&*)

Front Cover - EDITORIAL USAGE ONLY

everyART

MONTH YEAR

Font

DAZZLE UNICA/E - BOLD

SOCIOL GOTHIC - MEDIUM

Primary Color Palette Only

MAX m/yyyy WIDTH

"ever" type forms must be ".92w x .02t"

MUST MAINTAIN ".05w, 1.6h, 287.2 t/c"

Total string must be "7.4w x 1.6t"

ALL CAPS TRACK TO 170

"m/yyyy" type forms must be ".17w x .06t"

"ART" type forms must be "1.2w x 1.6t"

General Usage - WORDMARK

every/ART

Font

DAZZLE UNICA/E - MEDIUM

DAZZLE UNICA/E - BOLD

Colors

Editorial Typography

REFERRAL TYPE

SUBHEADS

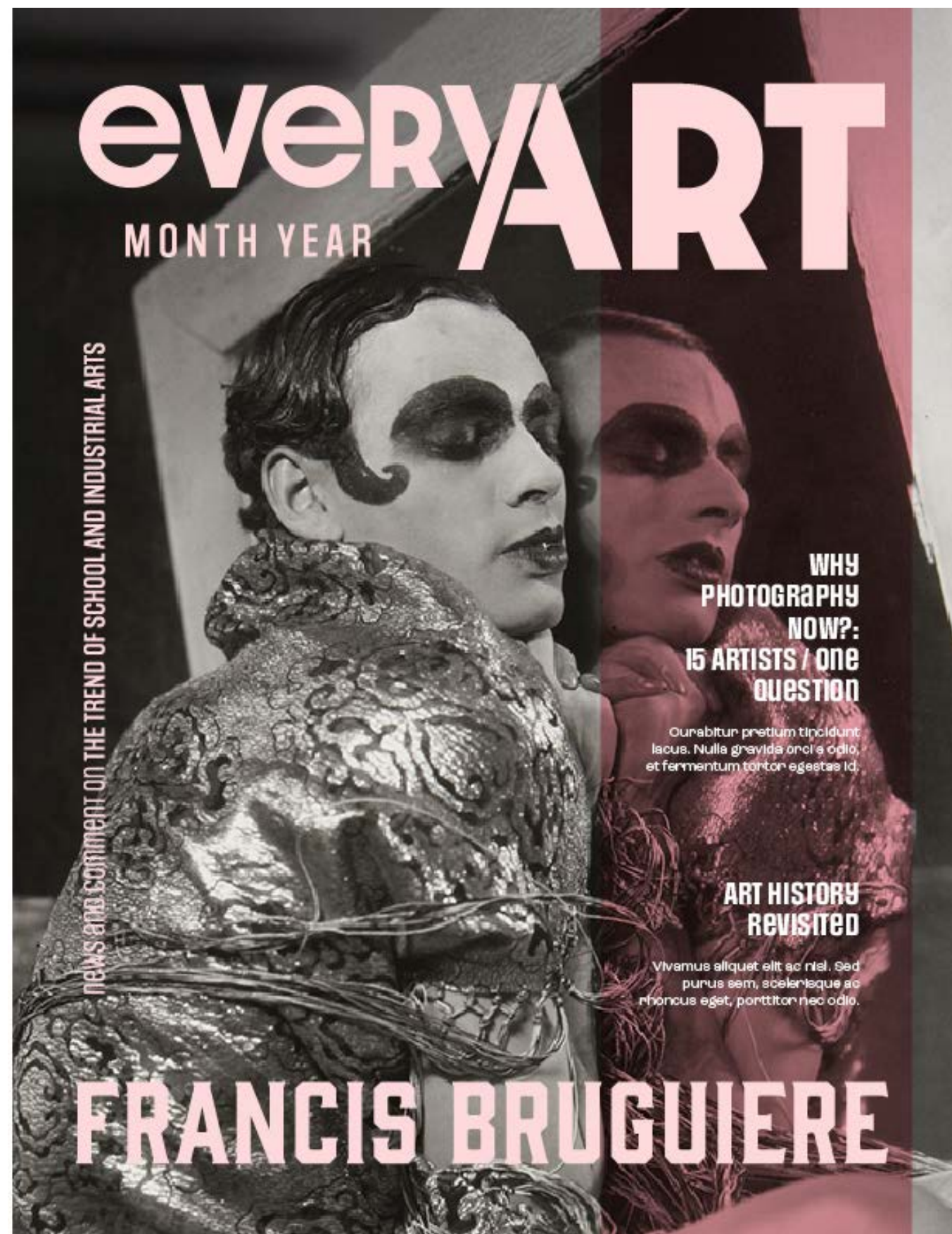
HEADINGS

SUBHEADINGS

H3 HEADINGS

Paragraph Type

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



sample cover



Editorial Spread

(l/r) table of contents ad page

promotional poster



instagram profile picture



instagram ads

SHUGAZR COMICS

project three

Inspired by the moody, experimental storytelling of DC Comics' Vertigo era, combines dark, mature themes with surreal, dreamlike visuals influenced by the shoegaze subculture.





SHUGAZR COMICS



SHUGAZR COMICS



SHUGAZR COMICS



SHUGAZR COMICS



SHUGAZR COMICS



PRELIM

PRELIM

SOU+HERN
GOTHIC

INTERNET
CAFE

Q

W

X

IVE NOT
BEEN
MYSELF
LATELY

SOU+HERN
GOTHIC

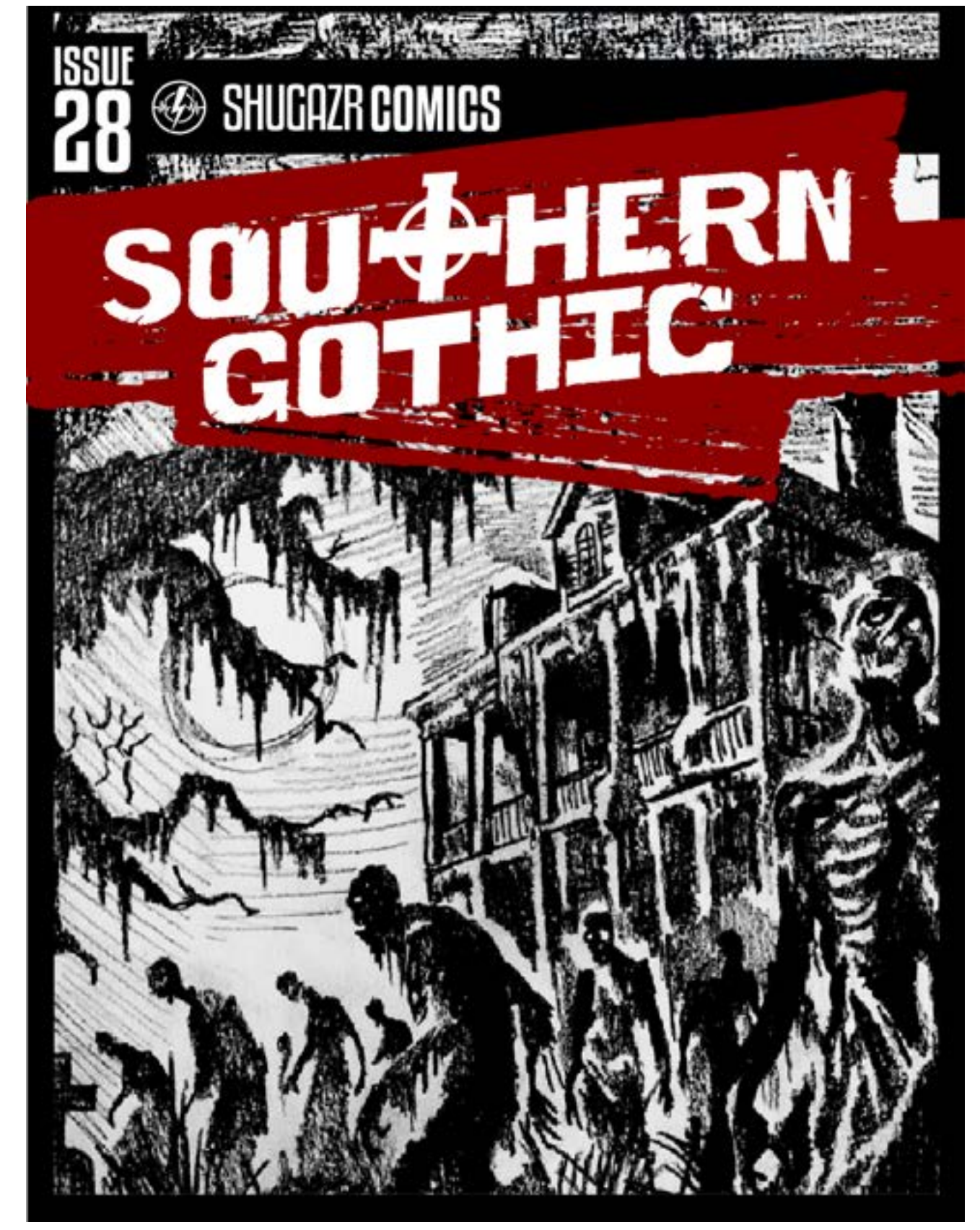
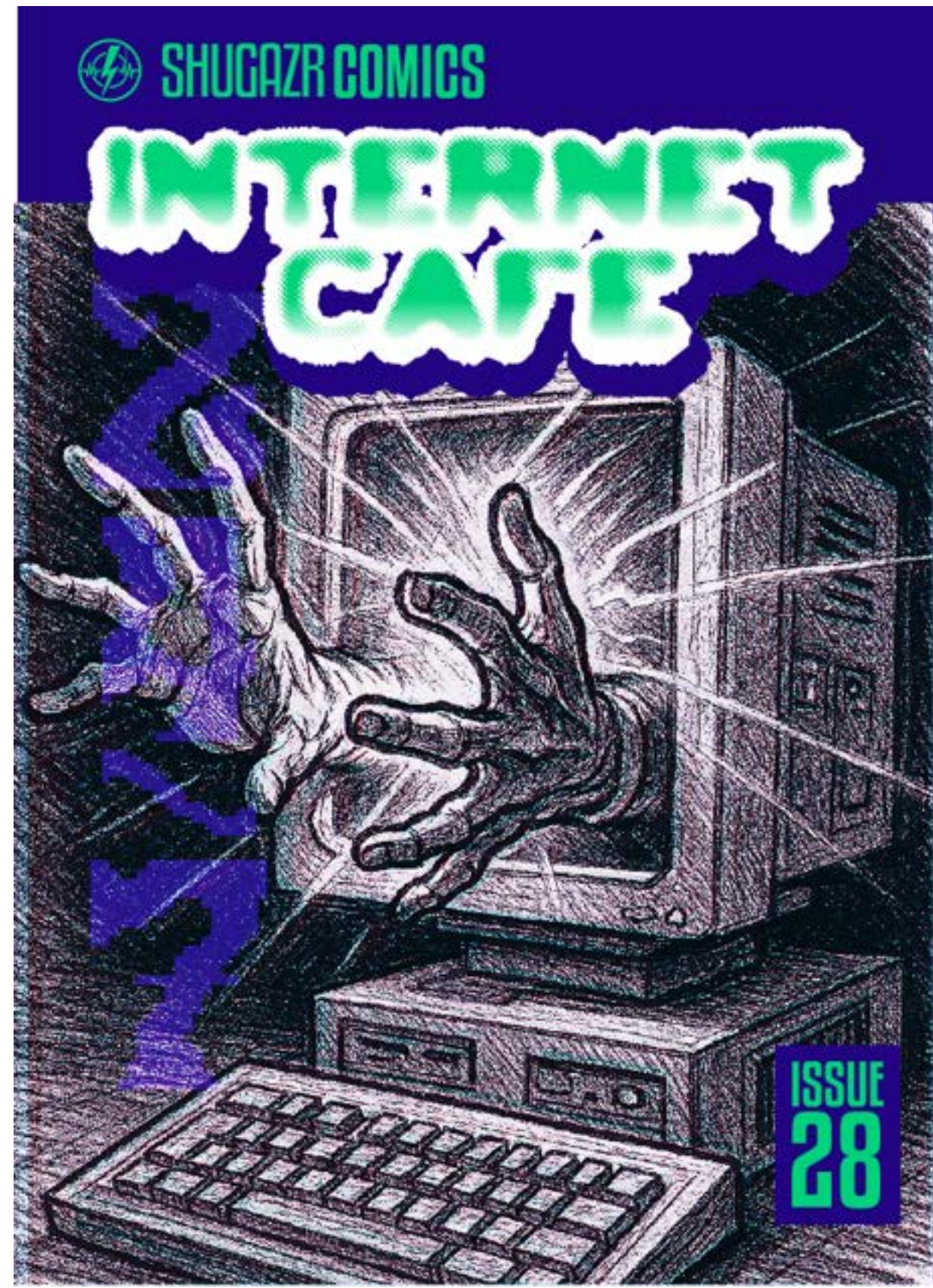
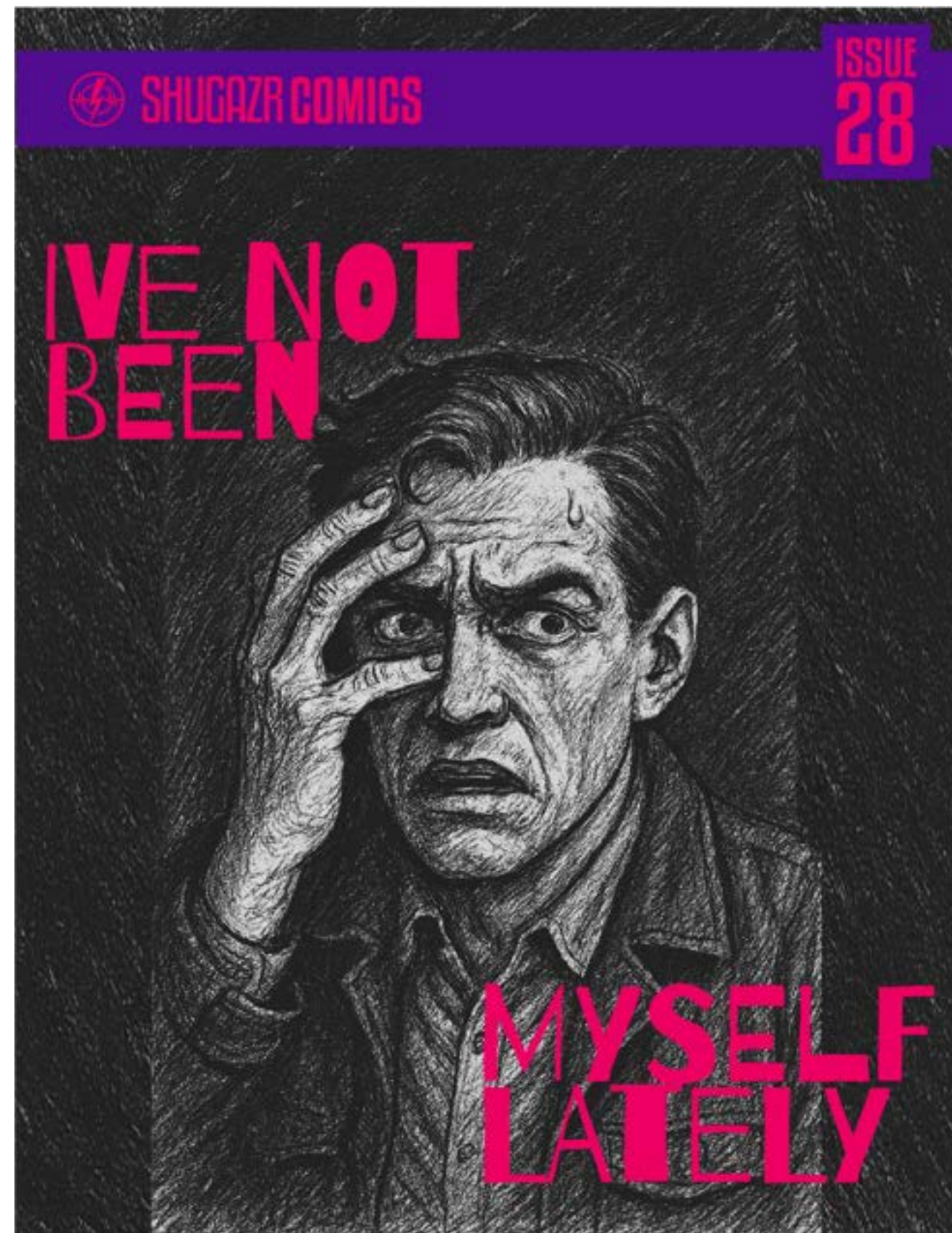
INTERNET
CAFE

W

X

Y

IVE NOT
BEEN
MYSELF
LATELY



PRELIM

getBOARD

project four

getBOARD is an apparel and skate accessory shop catering to skateboard enthusiasts, young adults, and fans of early 2000s skate culture. With a gritty, retro aesthetic and bold urban design, getBOARD curates a selection of skate gear and fashion that embodies the authenticity and attitude of the era's scene.



PRIMARY LOGO



#000000

#F07623

#FFE42C

#DEECF3

#FFFFFF

#065399

#242358

COLOR PALETTE

LOGO MARK



TYPE

PHILLYSANS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

BALBOA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

OWNERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890





Skate Deck Designs



T-Shirts



Promotional Posters



SafetyNet

project five

getBOARD is an apparel and skate accessory shop catering to skateboard enthusiasts, young adults, and fans of early 2000s skate culture. With a gritty, retro aesthetic and bold urban design, getBOARD curates a selection of skate gear and fashion that embodies the authenticity and attitude of the era's scene.



PRIMARY
GENERAL USE

LOGO

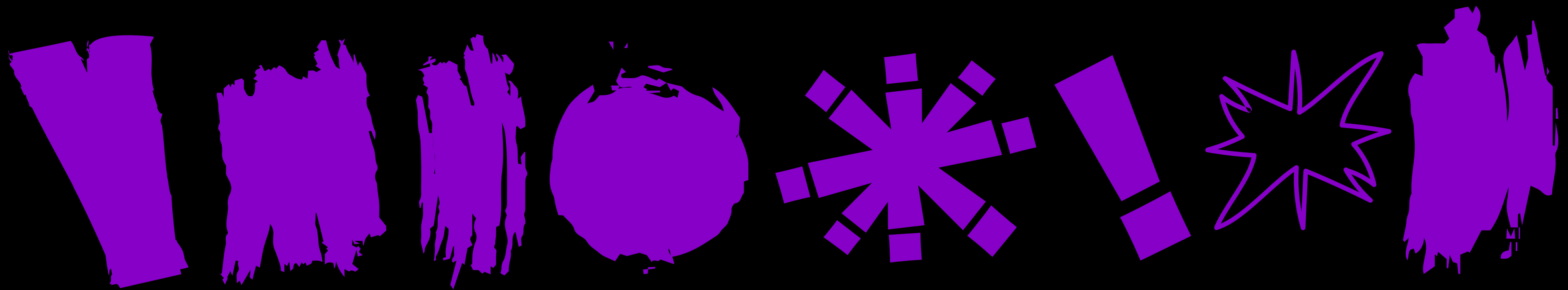
COLOR
PALETTE



NETWORK EMPHASIS



EVENTS





Staff T-Shirts



Social Media Carousels



Van Wrap



**PUNK'S
NOT
DEAD
NEITHER
ARE
YOU!**

Syringe Exchange
Safe Use Supplies

Overdose
Prevention

FREE HARM
REDUCTION
SERVICES
@ YOUR
LOCAL PARK

SAFETY NET

SAFETY NET

PUNK'S NOT DEAD — PUNK'S NOT
DEAD — NEITHER ARE YOU!
NEITHER ARE YOU!
PUNK'S NOT DEAD — PUNK'S
DEAD — NEITHER ARE YOU!
PUNK'S NOT DEAD — PUNK'S
DEAD — NEITHER ARE YOU!
NEITHER ARE YOU!



**BEAT THIS
DUMMY**

SAFETY NET



**WE DON'T WANT YOU!
TO RE-USE NEEDLES**

NOODLES!

project six

getBOARD is an apparel and skate accessory shop catering to skateboard enthusiasts, young adults, and fans of early 2000s skate culture. With a gritty, retro aesthetic and bold urban design, getBOARD curates a selection of skate gear and fashion that embodies the authenticity and attitude of the era's scene.



PRIMARY LOGO

NODLES!

MARKS



Business Cards



Menu front (l)
Menu back (r)



Noodle Cup



Take-out
Containers

Joost Klein Tour Promotional

project seven

getBOARD is an apparel and skate accessory shop catering to

JOOST
GABE

KLEIN
BBER

joost klein®

Irving Plaza
March 31st
April 1st

Doors
@ 7pm

NEW YORK CITY
EUROPAPA TOUR

joost klein®

JKZ

The Belasco
April 3rd
April 5th

Doors
@ 7pm

LOS ANGELES
EUROPAPA TOUR

joost klein

12 POINTS
to the
NETHERLANDS

USA

EUROPAPA TOUR

LINK IN BIO 4 TICKETS

ADMIT ONE

SEC ROW SEAT GA GA

The Balasco
April 3rd

Doors
@ 7pm

LOS ANGELES
EUROPAPA TOUR

ADMIT ONE

SEC ROW SEAT GA GA

Irving Plaza
April 1st

Doors
@ 7pm

NEW YORK CITY
EUROPAPA TOUR



joost klein®

- 5+ Studio Albums released
- 200M+ Streams across platforms
- #1 Hit in the Netherlands & Belgium
- Sold-Out Shows across Europe
- 1M+ Followers across social media

- Dakkoos (2016)
- Scandinavian Boy (2017)
- M van Marketing (2018) with Donnie
- Albino (2019)
- 1983 (2019)
- Joost Klein 7 (2020)
- Albino Sports, Vol. 1 (2021) with Brunzyn
- Fryslân (2022)
- Unity (2025)

GABBER ZIJN IS GEEN SCHANDE!

JOOST KLEIN

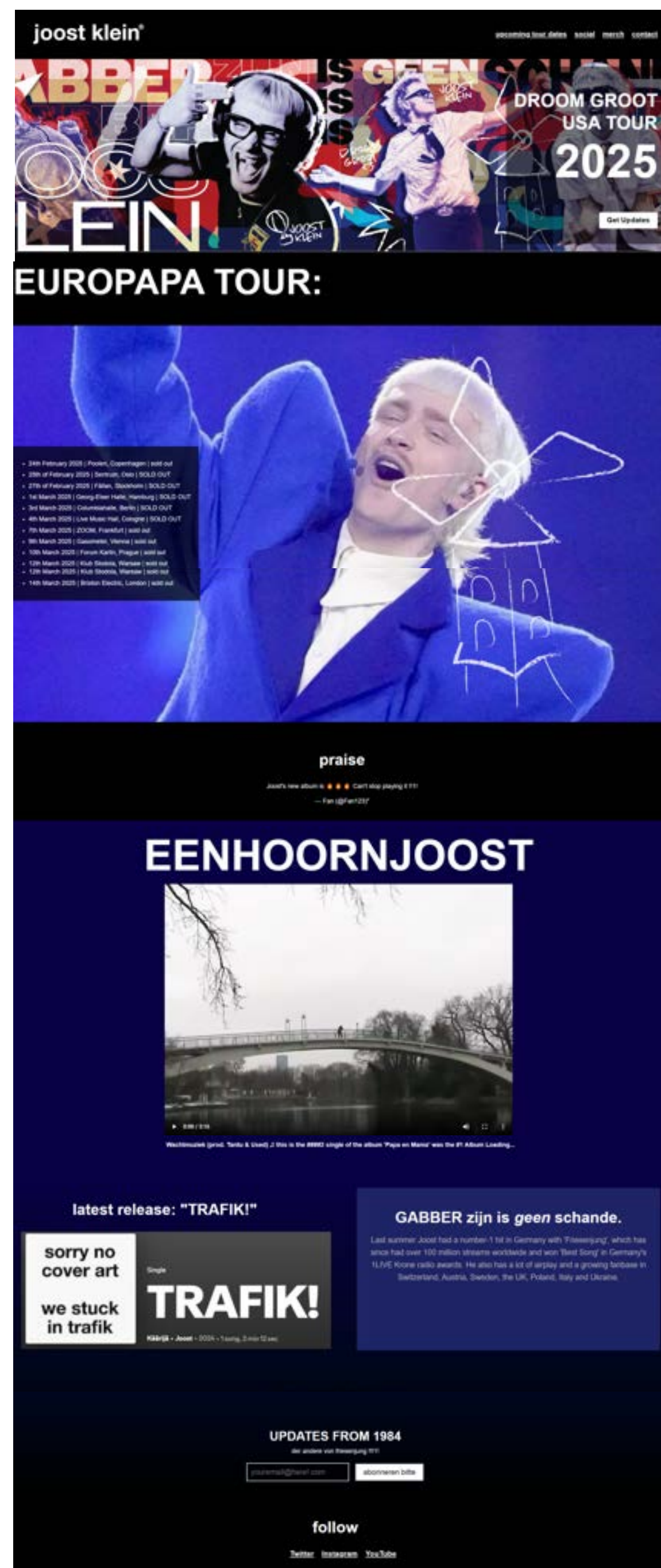
JOOST KLEIN

DROOM GROOT '13

JOOST KLEIN

GABBER ZIJN IS GEEN SCHANDE!

JOOST KLEIN



Video of the current site



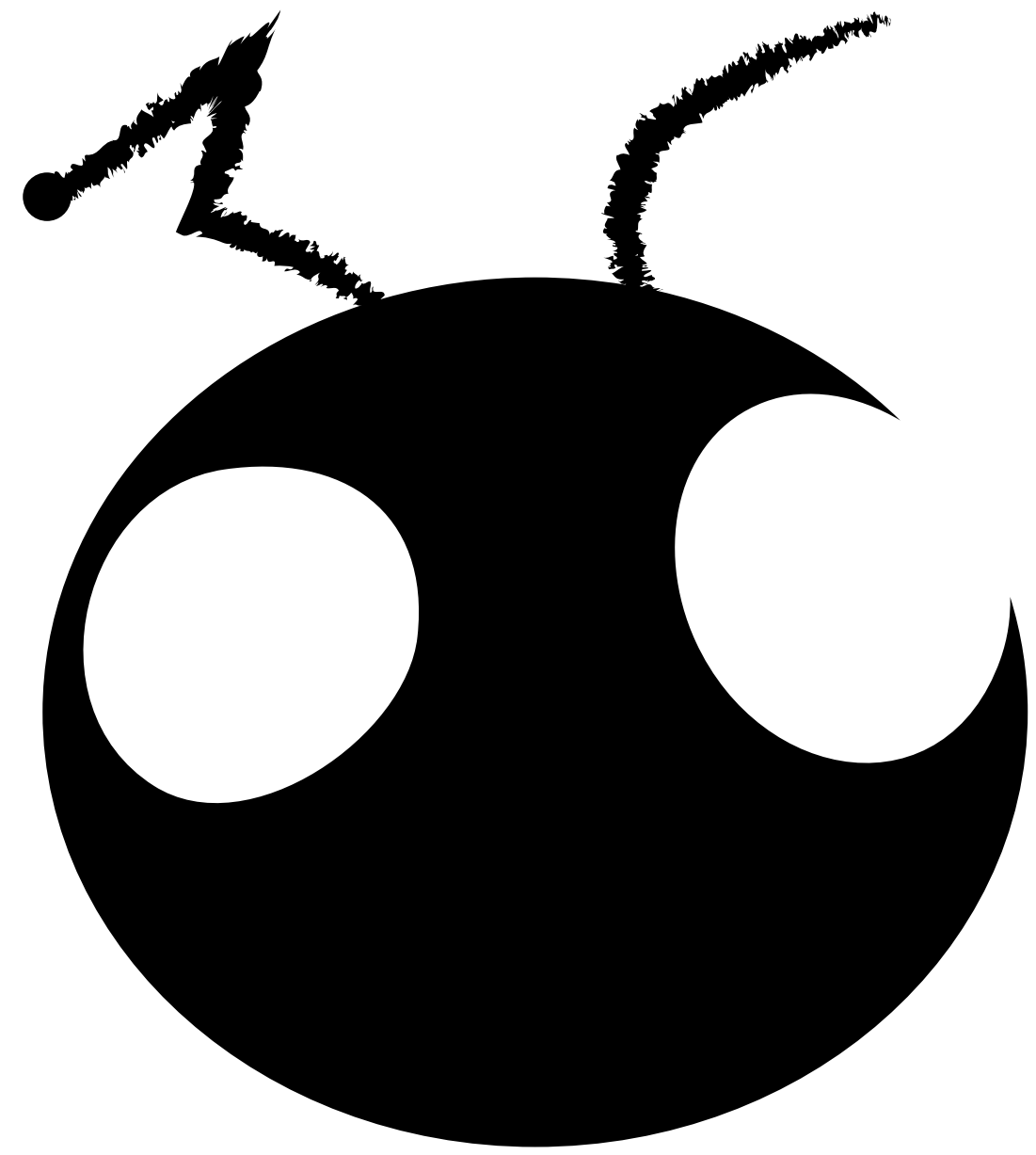
Lady Cicada

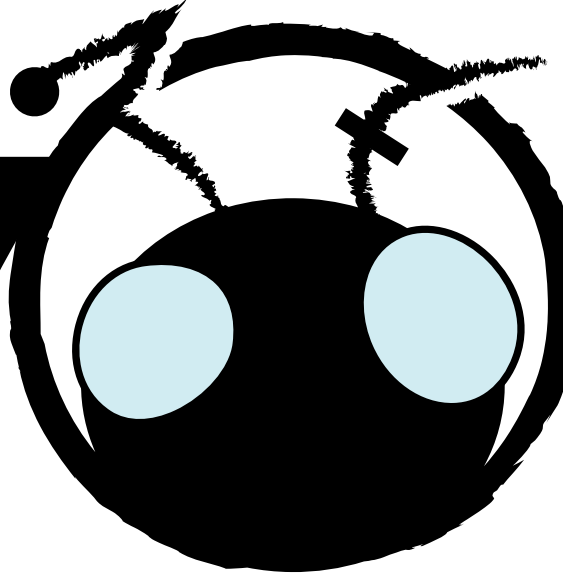
project eight

getBOARD is an apparel and skate accessory shop catering to



PRELIM



LADY  CICADA

Intro sequence



bumper



OPPENHEIMER Title Sequence

project nine

getBOARD is an apparel and skate accessory shop catering to

Video 30 sec.



Music Visualizer

Starburster - Fontaines D.C.

project ten

getBOARD is an apparel and skate accessory shop catering to

ASSETS
AND
RESEARCH

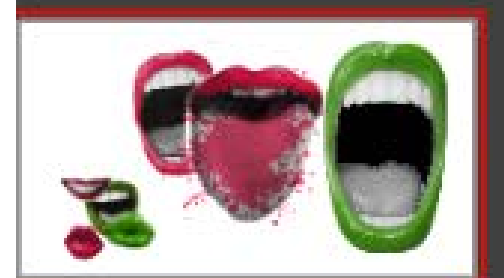
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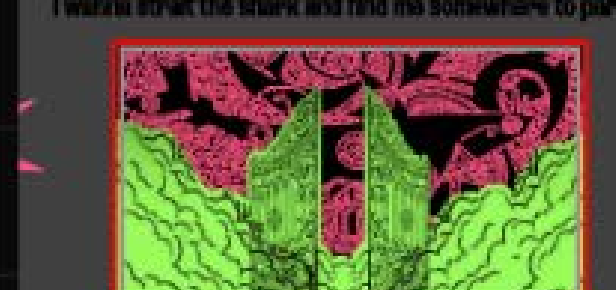
I wanna talk with the clown who has apologies down



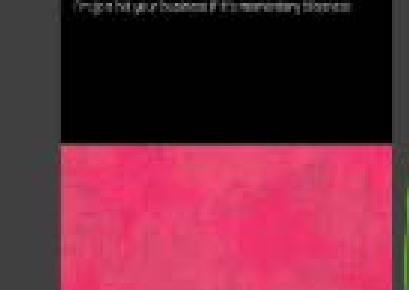
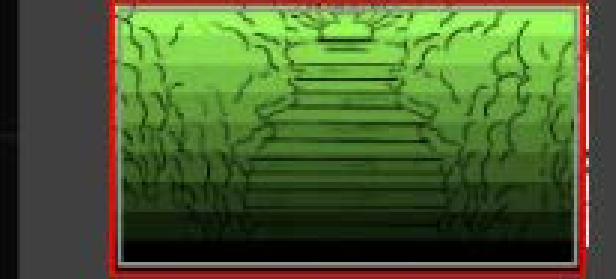
by him 300 pound to take a class in it



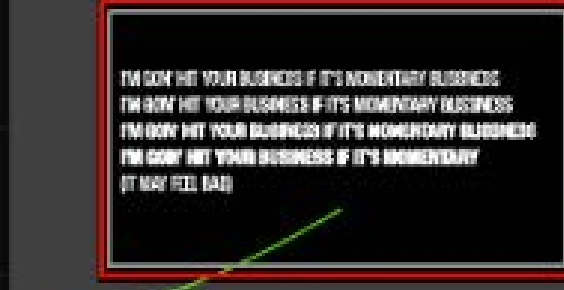
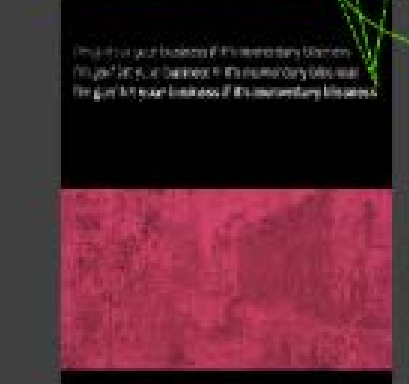
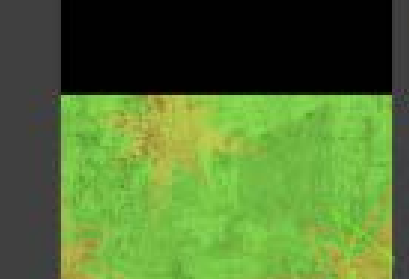
I wanna bite the phone, I wanna bleed the tone I wanna see you alone, alone, alone, lone



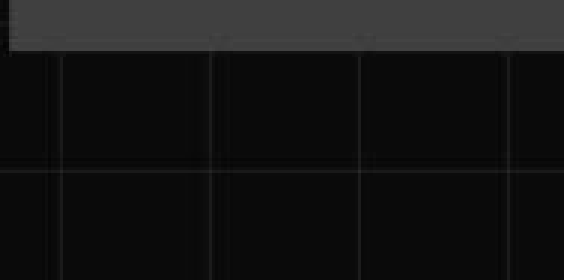
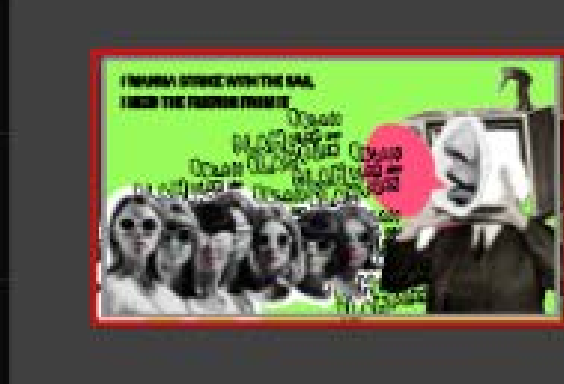
I wanna drink the drink and find me somewhere to park



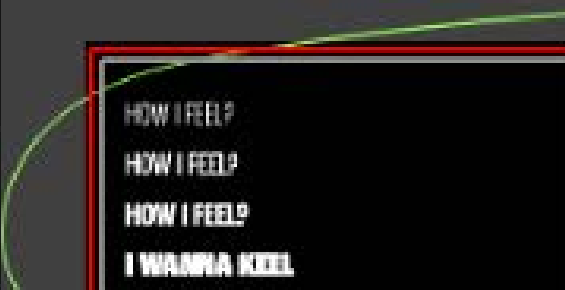
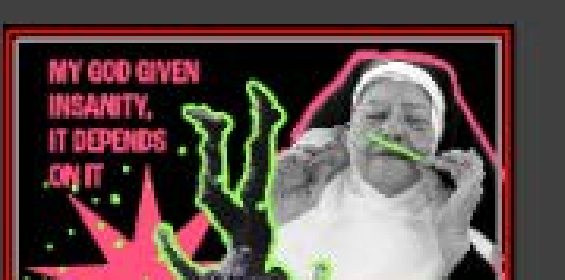
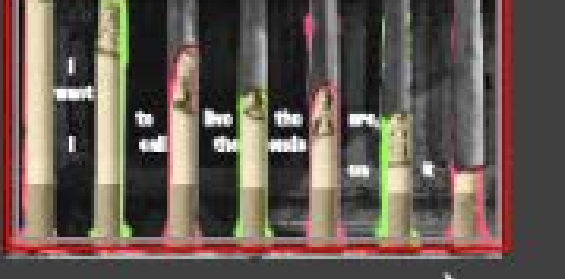
I wanna hit your business if it's momentary business



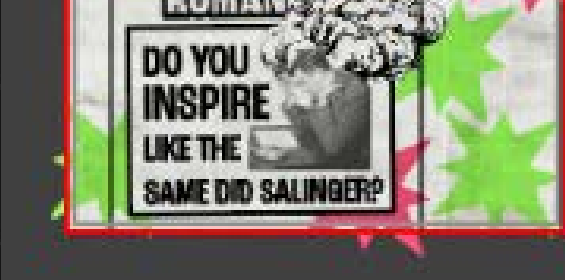
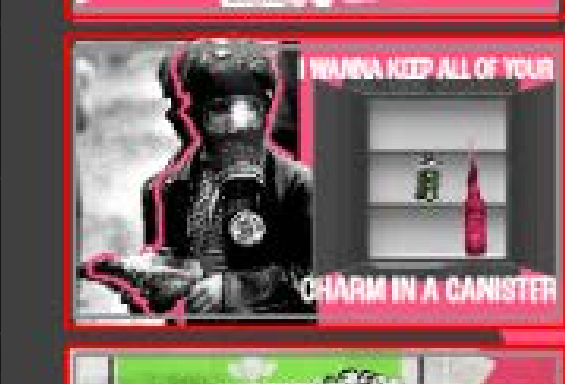
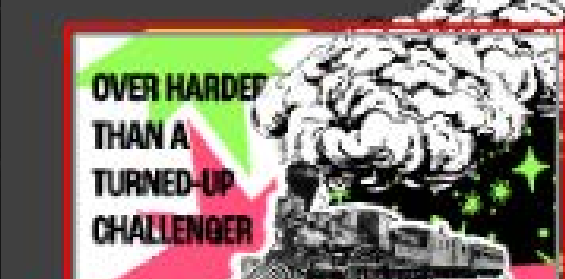
I'M GONNA HIT YOUR BUSINESS IF IT'S MOMENTARY BUSINESS



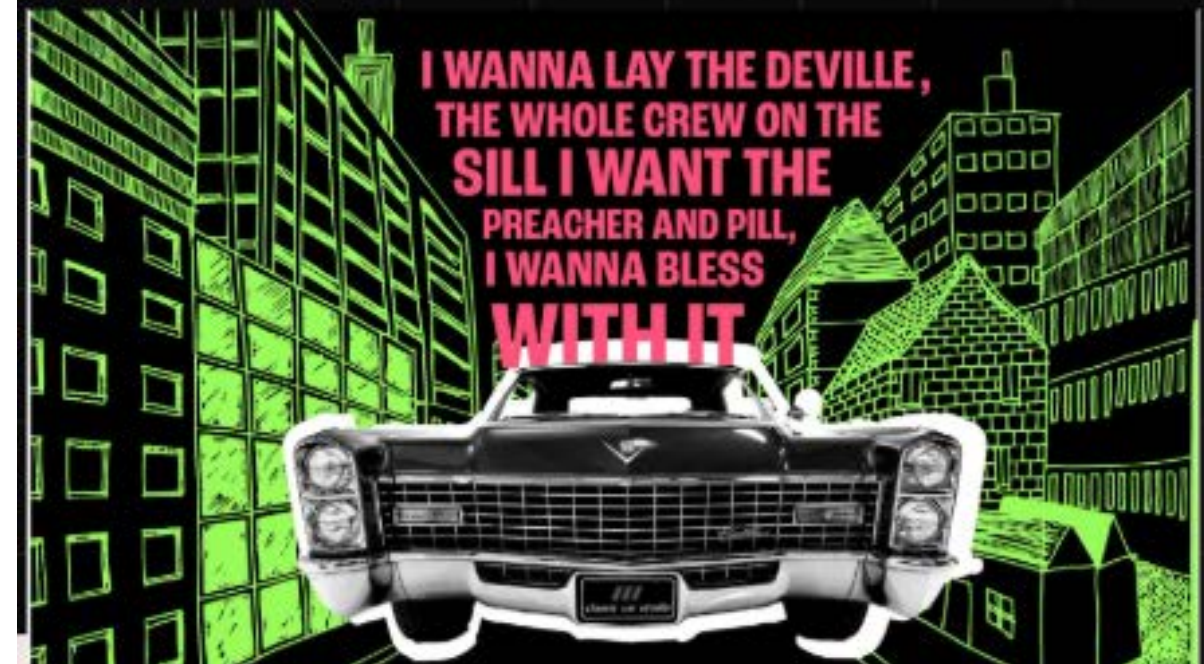
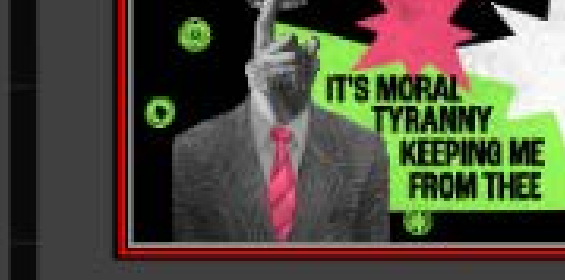
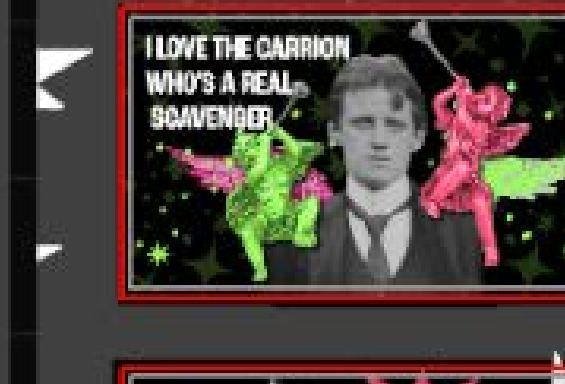
I WANNA TAKE THE TRUTH WITHOUT A LENS ON IT



HOW I FEEL? HOW I FEEL? HOW I FEEL? I WANNA KEEEL



I GOT A SHADOW LIKE A .58 CALIBER



Video 30 sec.



Sordoni Art Gallery Fellowship

project eleven

getBOARD is an apparel and skate accessory shop catering to

Membership Cards

Membership Rack Cards

Sordoni Art Gallery Fellowship

I was honored to hold a fellowship position with the Sordoni Art Gallery for the 2024/25 academic year, where I contributed to projects such as *Memories and Inspiration: The Kerry and C. Betty Davis Collection of African American Art*, *I'm So Bored with the U.S.A: Gregg Deal*, and the upcoming *Family Tree* exhibition. Additionally, I played a role in this year's Membership Drive and in developing the conceptual campaign *Forever Forward*, reinforcing the gallery's vision for growth and engagement.



MEMBERSHIP DRIVE 24/25

The Sordoni Art Gallery Membership Drive is an annual initiative aimed at fostering community engagement and support for the arts. Through exclusive events, exhibitions, and member benefits, the drive encourages patrons to connect with the arts and help sustain the gallery's mission of education and cultural enrichment.

FOREVER FORWARD CAMPAIGN

A concept that came from the question, "We had the fiftieth—what comes next?" This vision focuses on growth, creativity, and the gallery's lasting impact by investing in the future of the arts and fostering student engagement. Initiatives like *Sordoni Sessions*, exclusive events for student members, have helped membership grow from just 8 to over 120 in a year. Additionally, the Maker Space, a newly designed lobby area, offers a welcoming environment for students to connect, create, and engage with the gallery in a more interactive way.

SORDONI ART GALLERY
INVITES YOU TO
BECOME A
MEMBER



I SUPPORT THE SORDONI ART GALLERY

INDIVIDUAL FAMILIAL ART LOVER DIRECTOR'S CIRCLE LIFETIME

I would like to receive the _____ or the _____ Fellowship. For all _____

NAME _____
ADDRESS _____ CITY _____ STATE _____ ZIP _____
PHONE NUMBER _____ CLASS YEAR _____ GRADE _____
 I am a _____
 I am a _____
PAYMENT INFORMATION _____
 Cash Check Check (to be deposited into the account of _____)
FUND DONOR'S NAME _____ FUND DONOR'S ADDRESS _____
CITY _____ STATE _____ ZIP _____
CITY _____ STATE _____ ZIP _____

Membership Pledge Card

Memories & Inspiration

SORDONI ART GALLERY
WILKES UNIVERSITY

THE KERRY AND C. BETTY DAVIS
COLLECTION OF AFRICAN AMERICAN ART

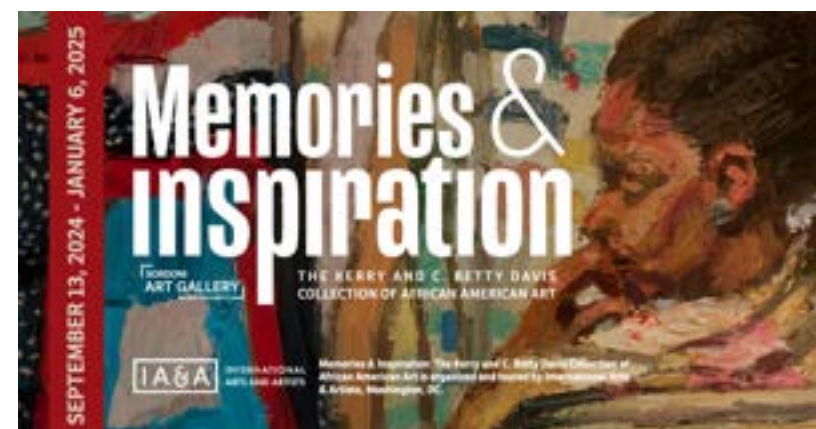
This exhibition showcases a diverse range of works from prominent and underrepresented African American artists. Collected over decades by Kerry and C. Betty Davis, the exhibition reflects themes of heritage, resilience, and cultural identity, offering a profound exploration of the African American experience through painting, sculpture, and mixed media. This was the first exhibition I created the branding for and I designed all print collateral and digital materials from the social media banners to the title wall, an amazing opportunity.

Gateway Banners

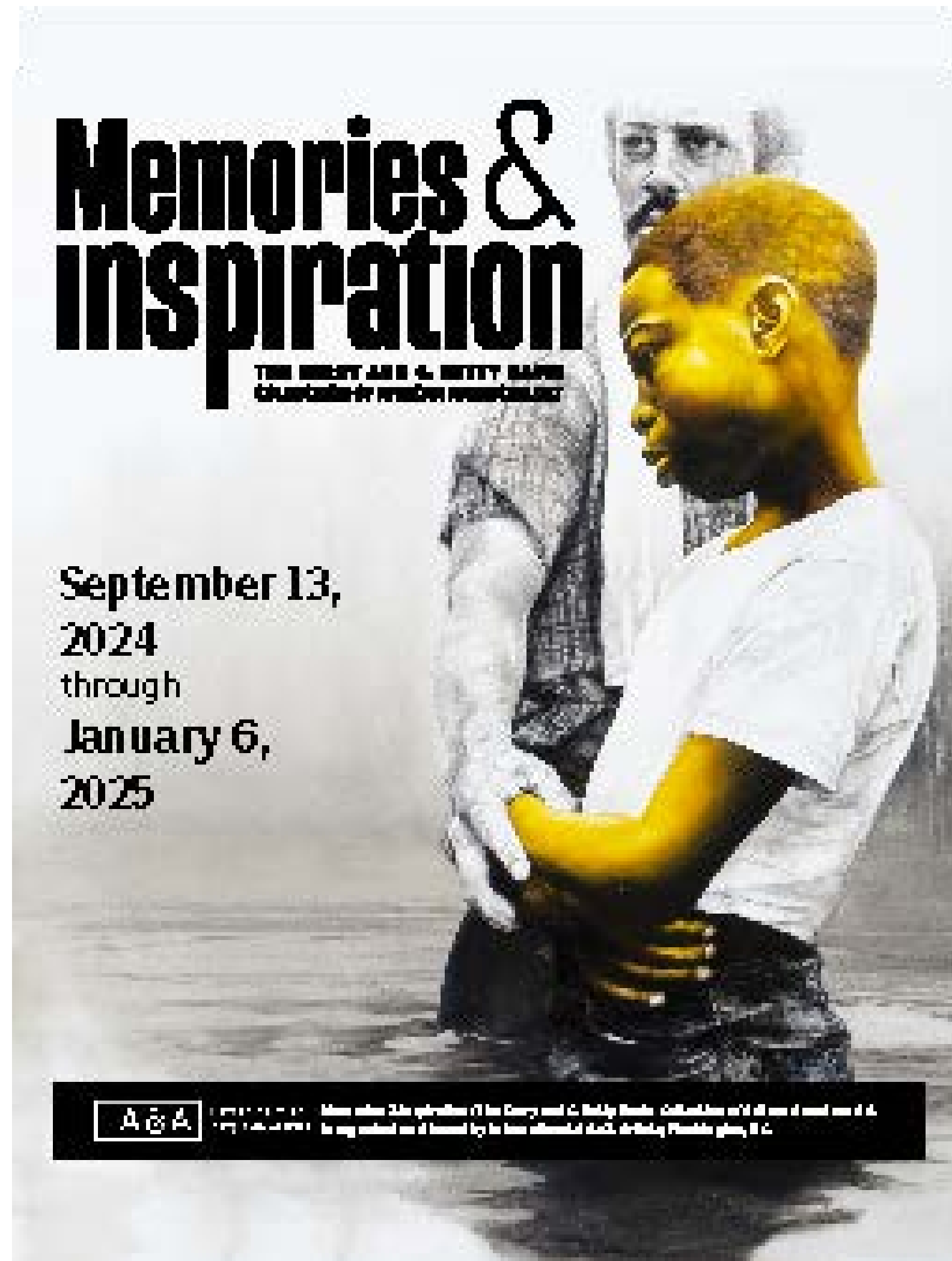


Installation, Title Wall and Wall details

PRELIM



Social Media Assets



Sandwich Board

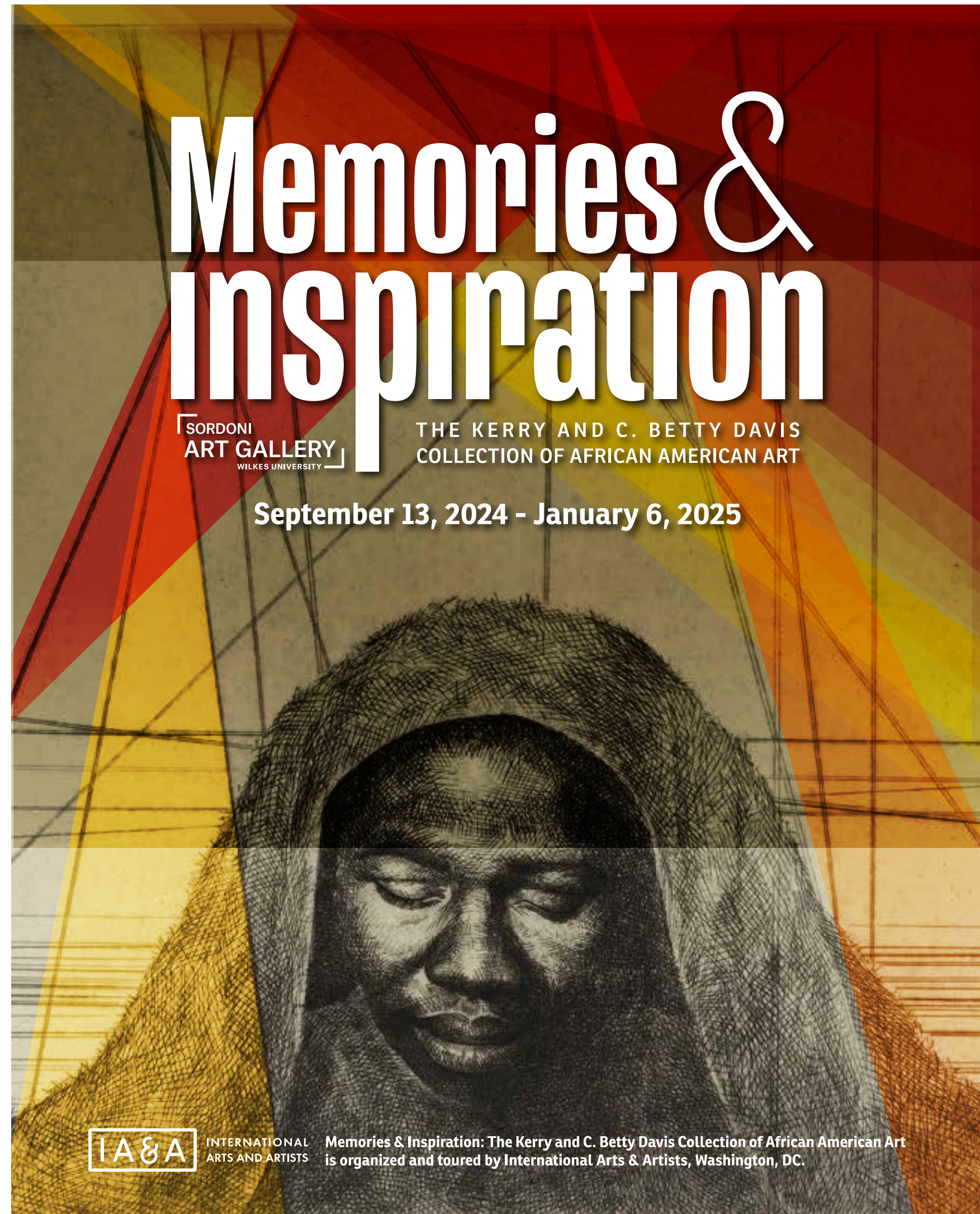
William Ellsworth Artis
(American, 1914-1977)

Michael, (2002, mold of 1962 head)
Bronze cast

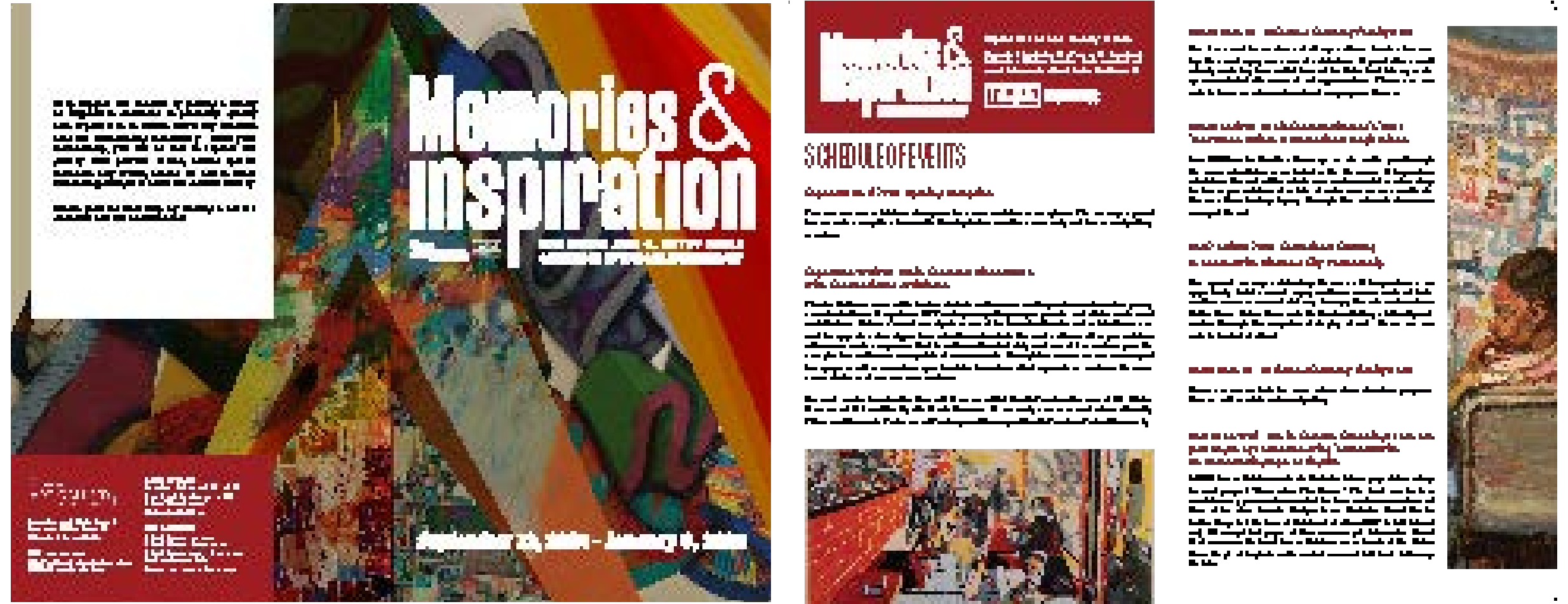
"Michael" was a piece that I purchased from photographer William Anderson."

Widely known for his sculptures and busts from the New Negro era, William Artis moved from Washington, North Carolina, to Harlem at the age of 12. After high school, he took pottery and ceramics classes at Augusta Savage Studios—where Jacob Lawrence, Gwendolyn Knight, and Romare Bearden were also students—and studied at the Art Students League, before earning his BFA and MFA from Syracuse University. His ceramic and terracotta heads of African American youth from the 1930s and 1940s earned him more than 100 awards, commissions, and honors, including a Harmon Foundation Fellowship, two Harmon Foundation John Hope Purchase Prizes, six Atlanta University Annual purchase prizes, and awards from the International Print Society and National Sculpture Society. He was a featured artist at the 1936 Texas Centennial, worked under the WPA as a muralist, and showed work at the Museum of Modern Art and the Whitney Museum of American Art in the 1940s. A smooth surface, almond eyes, full lips, and a broad forehead (reminiscent of ancient Nok and Benin bronzes of obas, or tribal rulers) are all stylistic characteristics of his sculptures, which often depict stoic young males—a possible influence of his teacher Augusta Savage. Artis taught at Tuskegee Institute (now University); Nebraska State Teachers College (now University of Nebraska at Kearney); California State University, Long Beach; and Mankato State College, in Minnesota. In 1970, he was named Outstanding Educator of America.

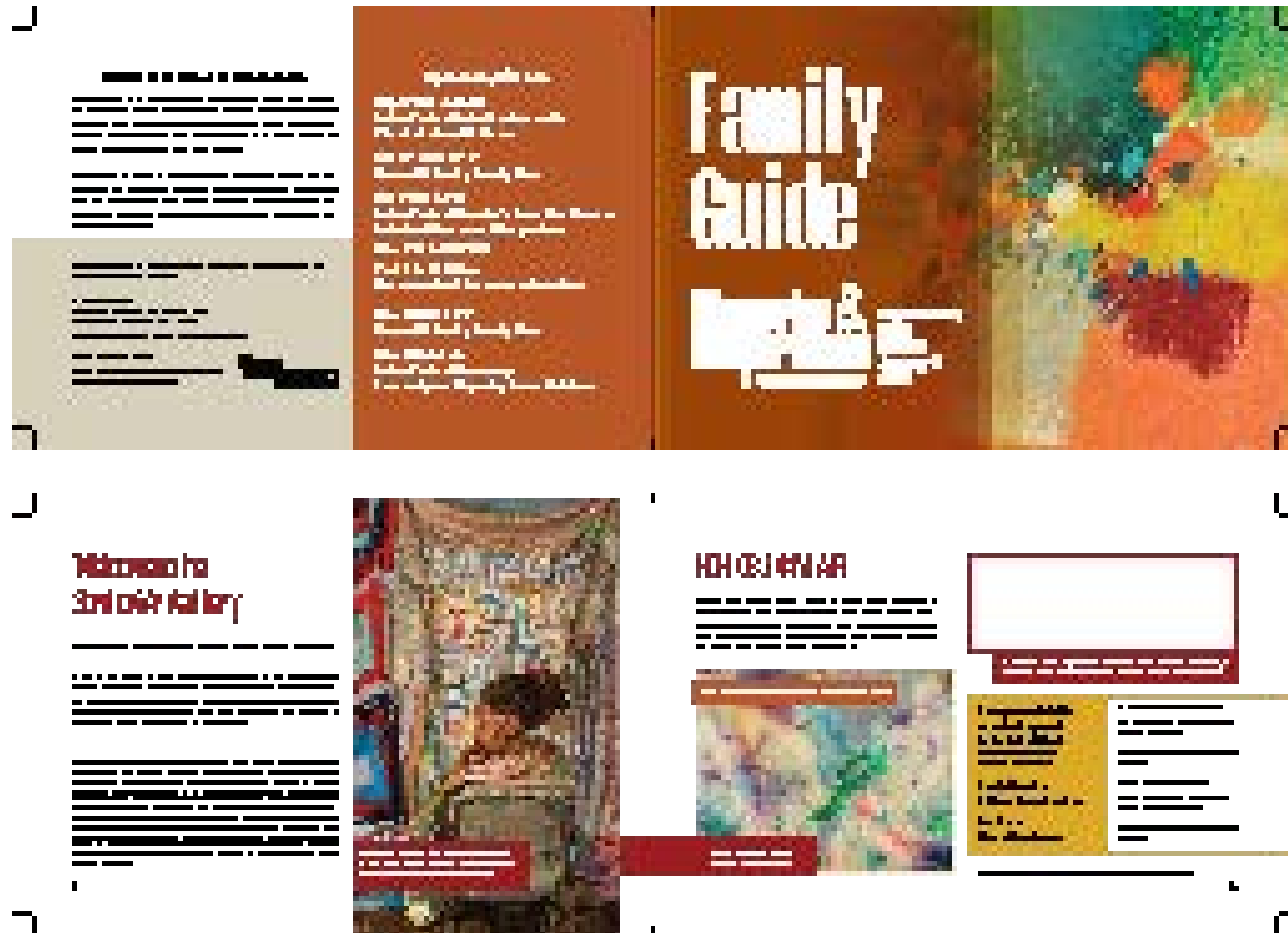
Object Label



Title Wall, Curently with Kerry Davis, who requested it from the exhibiton



Program and Events Schedule



Selected spreads from the Family Guide



I'M SO BORED
with the
U.S.A. GREGG
DEAL

Gregg Deal: I'm So Bored with the USA is a bold, thought-provoking exhibition that challenges American historical narratives and Indigenous representation. Drawing from punk's anti-establishment ethos, Deal challenges American historical narratives and Indigenous representation through raw, confrontational visuals and social commentary. Deal critiques colonialism, identity, and cultural erasure, urging viewers to confront uncomfortable truths and rethink the American experience from an Indigenous perspective. A majority of my time surrounding this exhibition was spent on creating the 82 page catalog, as well as various vinyls and object labels in the gallery space.

BEAD PIONEERS

Gregg Deal's band, *bead pioneers*, emerged as a dynamic extension of his performance art, seamlessly blending music with critical cultural commentary. Rooted in the same themes of identity and resistance that define his visual work, the band's sound acts as a powerful platform for addressing the complexities of Indigenous experience. Deal harnesses the raw energy of punk and alternative influences to challenge prevailing narratives, using lyrics that provoke thought and evoke emotion. Just as his performance art confronts the legacies of colonization and systemic marginalization, *bead pioneers* - completed by co-writers and bandmates Josh Rivera and Abe Brennan on guitars, bassist Lee Roche (Algiers) and drummer Shane Swygardt - engages audiences in a visceral dialogue about survival, resilience, and reclamation of voice. This musical endeavor not only amplifies his artistic vision but also creates a space for collective expression and solidarity, inviting listeners to reflect on the intersections of culture, history, and identity in a contemporary context. Through *bead pioneers*, Deal continues to assert that art, in all its forms, can be a powerful vehicle for activism and change.

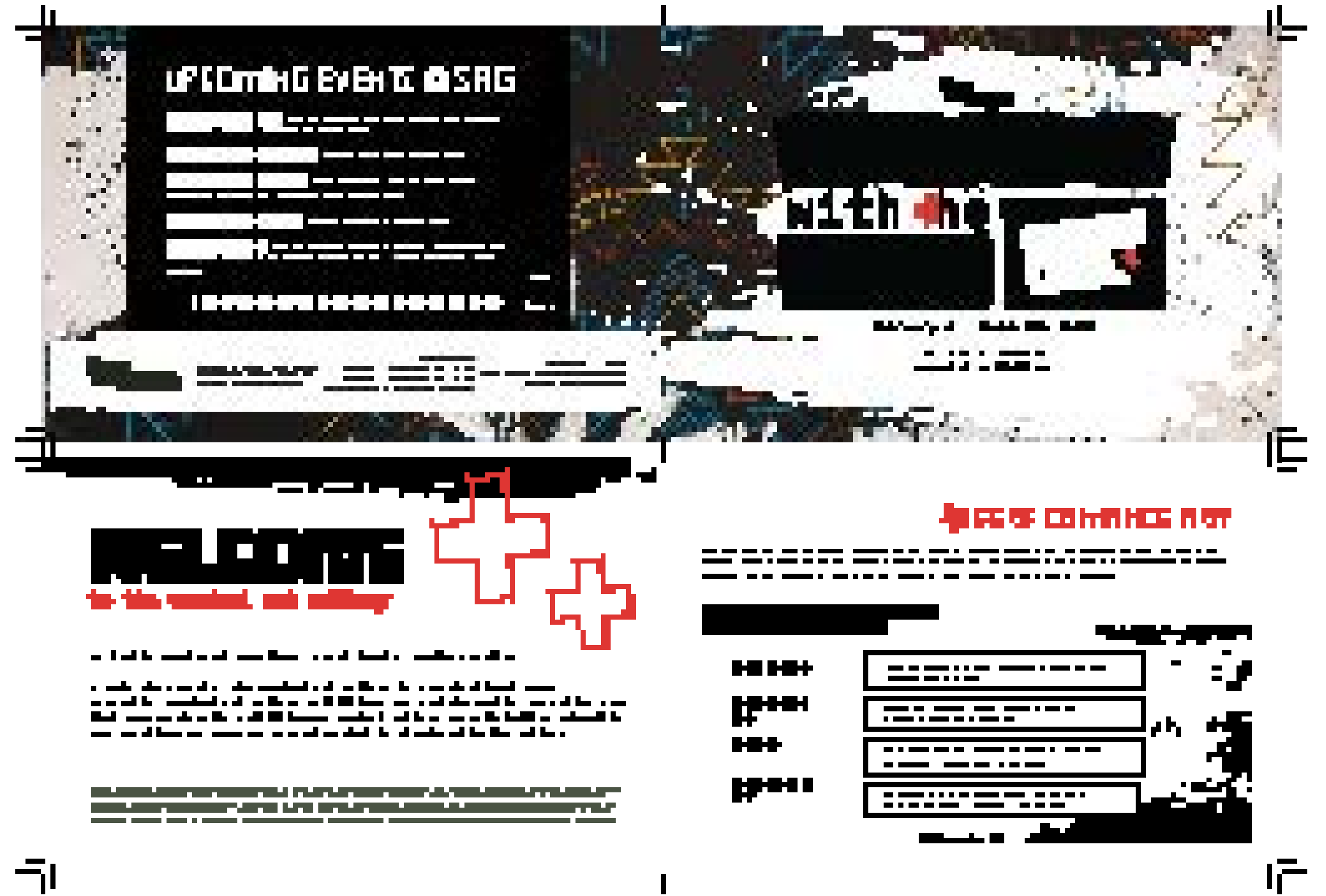
PRELIM

Object Label

Installation Images



Gateway Banners



Selected spreads from the Family Guide



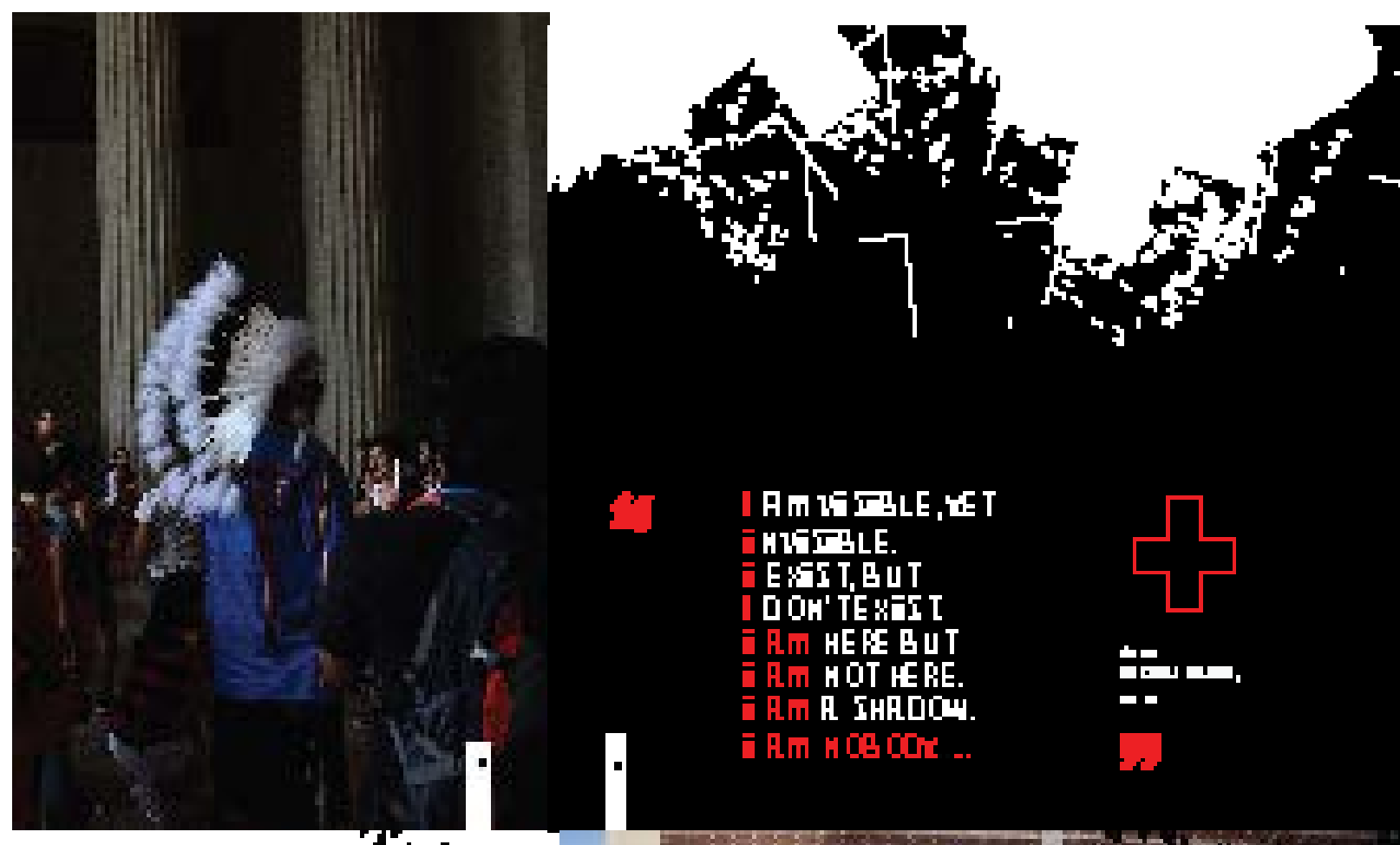
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ACKNOWLEDGMENTS

My deepest thanks go to...

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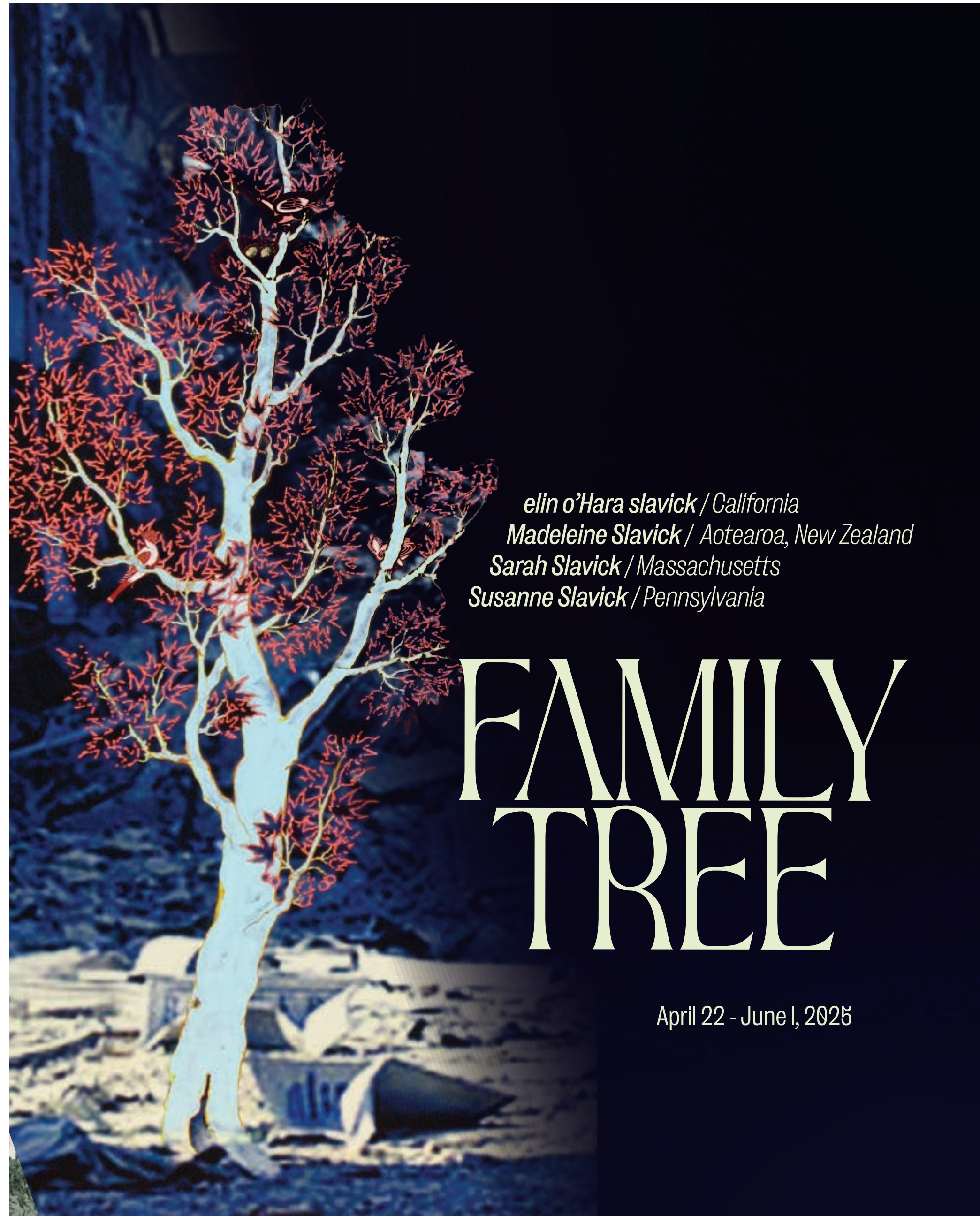


THE WHIT DILOGETIC STORYTELLER: GREG DEAR

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SELECTED PAGES AND SPREADS FROM ISBWTUSA CATALOG



*elin o'Hara slavick / California
 Madeleine Slavick / Aotearoa, New Zealand
 Sarah Slavick / Massachusetts
 Susanne Slavick / Pennsylvania*

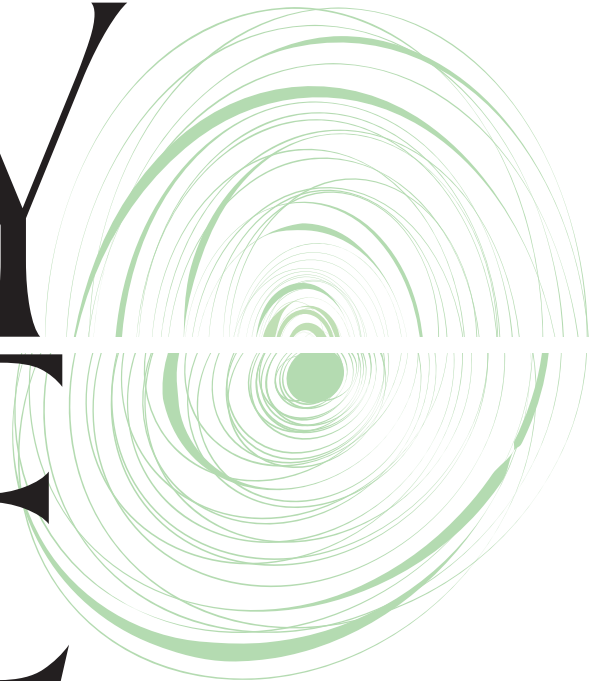
FAMILY TREE

April 22 - June 1, 2025

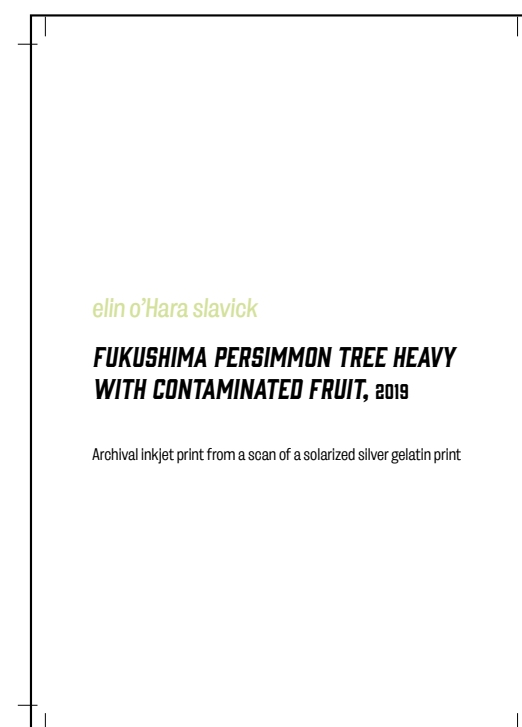
SORDONI
 ART GALLERY
 WILKES UNIVERSITY

FAMILY TREE

elin o'Hara slavick
 Madeleine Slavick
 Sarah Slavick
 Susanne Slavick



Gregg Deal: I'm So Bored with the USA is a bold, thought-provoking exhibition that challenges American historical narratives and Indigenous representation. Drawing from punk's anti-establishment ethos, Deal challenges American historical narratives and Indigenous representation through raw, confrontational visuals and social commentary. Deal critiques colonialism, identity, and cultural erasure, urging viewers to confront uncomfortable truths and rethink the American experience from an Indigenous perspective. A majority of my time surrounding this exhibition was spent on creating the 82 page catalog, as well as various vinyls and object labels in the gallery space.



elin o'Hara slavick

**FUKUSHIMA PERSIMMON TREE HEAVY
 WITH CONTAMINATED FRUIT, 2019**

Archival inkjet print from a scan of a solarized silver gelatin print

PRELIM

UPCOMING EVENTS @ SAG

April 25 from 6 to 11 PM: SOMA Night Lights in Downtown Wilkes Barre
May 10 from noon to 2 PM: Second Saturday Family Hour
May 15 -18: Find us at Fine Art Fiesta!
June 1 from noon to 2 PM: Last Look Brunch with gallery tour. Please register at melissa.carestia@wilkes.edu

Please note the gallery will be closed to complete some maintenance projects. We will however be hosting several events throughout the Summer and out in the community. Stay tuned!

ABOUT THE GALLERY A Different Kind of Classroom

Our Mission is to encourage an appreciation of the arts and an understanding of its role in society through direct engagement with art. The main focus is to present high-quality exhibitions, related programming, and publications in a wide range of media, topics, cultures, and time periods.

Our Vision is to be a recognized and respected center for the creation of innovative learning environments and programs for the appreciation and study of visual art that benefit the academic and cultural community of Wilkes University and the surrounding region.

SORDONI ART GALLERY
 Located at 141 S. Main Street in downtown Wilkes Barre, PA. Visitor Parking Available.
 Gallery Hours: Tuesday - Friday: 10 AM - 5 PM, Saturday - Sunday: 12 PM - 5 PM. Look wilkes.edu/sordoniartgallery. Closed Mondays & University Holidays. Follow @sordoniartgallery.
 Call: 570-408-4323. Look wilkes.edu/sordoniartgallery. Follow @sordoniartgallery.



WELCOME TO THE SORDONI ART GALLERY

We invite you to ask questions, speak loudly, and be creative.

A Note for Parents: The Sordoni Art Gallery is an educational space. Generally, Sordoni Art Gallery exhibitions may contain nudity. We advise you that you preview the exhibition or contact melissa.carestia@wilkes.edu with any questions or concerns regarding what is displayed in the gallery.

Wilkes University does not discriminate on the basis of race, color, national or ethnic origin, age, religion, disability, pregnancy, gender, gender identity, and/or expression, sexual orientation, marital or family status, military or veteran status, or genetic information in its programs and activities. The following personnel have been designated to handle inquiries regarding the University's non-discrimination policies: Elizabeth Lee, Esq., Title IX Coordinator, 10 East South St., Wilkes Barre, 57701-408-3842. Persons requesting accommodations or services at Wilkes University or Wilkes University sponsored events in accordance with The Americans with Disabilities Act (ADA) Title III, Public Accommodations are asked to contact the University at 1-800-Wilkes-1. In request such services/ accommodations, it is recommended that requests be made at least 48 hours prior to any event.

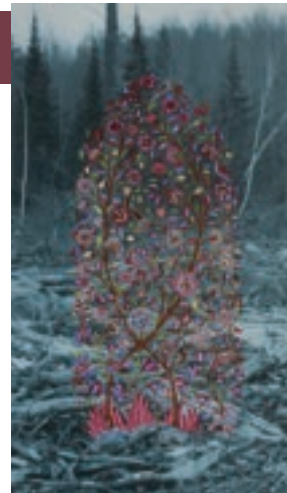
TREE OF LIFE

The **Tree of Life** is a symbol that is found in many different cultures. It represents life, connections, and cycles. Susanne Slavick depicts different trees of life in her artwork. She uses carpet patterns from different cultures to create the trees.

How many trees can you count in the gallery?

Find this artwork!

Title: Tree of Life: Minnesota, 2020
 Artist: Susanne Slavick



FAMILY TREE

What is a **Family Tree**? A family tree is a type of chart that shows how family members are related to each other.

The four artists that are in the gallery are sisters. This means that they share a family tree.



Can you add the names to your family tree?

HOPE

Find this artwork!
 Title: A-Bombed Weeping Willow Tree in Hiroshima, 2019
 Artist: elin o'Hara slavick

Trees can be a sign of life and hope. elin o'Hara slavick's art explores trees that have survived atomic bombs in Japan. Madeleine Slavick's art shows that trees survive no matter where they grow. Sarah Slavick's work shows how trees can represent hope and sadness for us. And Susanne Slavick shares how the language of trees is universal.

Can you match the vocabulary word to its definition?

Lineage	found in many cultures and represents
Family Tree	people who come after you
Ancestors	your family history
Tree of Life	people who came before you
Descendants	a type of chart that shows how family members are related to each other

ARTIST SELF PORTRAIT

Draw a picture of yourself!

What do you expect to see in the art gallery today?

BRANCHES & ROOTS

Lineage is your family history. It includes your ancestors (people who came before you) and your descendants (people who come after you). Just like branches on a tree or the roots underground are all connected to make one tree, there are many branches of your family that make one family tree.

Who makes those branches? Think about your aunts, uncles, cousins, grandparents, and great-grandparents.

Can you list additional family members who go on your family tree?

Find this artwork!
 Title: Elegy to the Underground 4, 2021
 Artist: Sarah Slavick

FAMILY TREE

April 22 - June 1, 2025

APRIL 22 FROM 5 - 7 PM:
 Art in Context Gallery Talk with Susanne Slavick; Opening Reception to follow

APRIL 25 FROM 6 TO 11PM:
 SOMA Night Lights in Downtown Wilkes Barre

MAY 10 FROM NOON TO 2 PM:
 Second Saturday Family Hour

MAY 15 -18:
 Find us at Fine Art Fiesta!

JUNE 1 FROM NOON TO 2 PM:
 Last Look Brunch with gallery tour. Please register at melissa.carestia@wilkes.edu

Located at 141 S. Main Street in downtown Wilkes Barre, PA. Visitor Parking Available.
 Gallery Hours: Tuesday - Friday: 10 AM - 5 PM, Saturday & Sunday: 12 - 5 PM. Look wilkes.edu/sordoniartgallery. Follow @sordoniartgallery.
 Closed Mondays and University Holidays.
 Closed for Spring Break from March 7 - 9, 2025.
 Call: 570-408-4323. Look wilkes.edu/sordoniartgallery. Follow @sordoniartgallery.

Please note the gallery will be closed to complete some maintenance projects. We will however be hosting several events throughout the Summer and out in the community. Stay tuned!

SOMA NIGHT LIGHTS

SORDONI ART GALLERY
WILKES UNIVERSITY

SPONSORSHIP

The Sordoni Art Gallery and Diamond City Partnership are pleased to announce a new event in downtown Wilkes-Barre that celebrates the newly branded SOMA Arts District & the arts in NEPA.

SOMA Night Lights will feature video-mapped projections on buildings throughout the district created by Jeff Dobrow. One of the projection sites will feature artwork from community submissions. The event takes place on Friday, April 25 with a rain date of Friday, May 1.

DIAMOND CITY PARTNERSHIP

SPONSORSHIP LEVELS:

PRESENTING SPONSOR

- Sites include:**
- Weckesser Hall/Weckesser Annex- 170 S. Franklin St

\$10,000

- Benefits**
- Logo on projection during event
 - Logos on print media including banners, posters, and program*
 - Logo on event website
 - Free half page ad
 - Preview of Rusty Iris for a group 10
 - Inclusion in marketing such as e-blast to over 2,000 people, press release, and social media post

NIGHT LIGHTS SPONSOR

- Sites include:**
- Good Shepherd Lutheran Church Steeple - corner of S. Main St. & W. South St.
 - DownPour facade - 119 S. Main St.
 - Burnt Norton side facade- 45 E. Northampton St
 - Rusty Iris - Parking lot next to Livingston Lane (\$3,000-\$5,000)

\$5,000

- Benefits**
- Logo on projection during event (on signage for Rusty Iris)
 - Logo on event website
 - Free quarter page ad
 - Preview of Rusty Iris for a group 10
 - Inclusion in marketing such as e-blast to over 2,000 people, press release, and social media post

ACTIVITY SPONSORS

Outside of the projects, SOMA Night Lights will offer the public with artist demonstrations and a vendor market.

As an activity sponsor, your organization will assist in broadening the horizons of the community and expanding exposure for artists and small artisan businesses.

\$1,000

- Benefits include:**
- Logo on designated signage at event
 - Shout out on social media
 - Logo included in program with sponsored activity

Program Ads:

- Back Page - \$750
- Full Page - \$600
- Half Page - \$300
- Quarter Page (vertical) (2.25 x 3.75) - \$175

*Please note that all materials have a print deadline of 03/15

Contact **Shelby Gushka** for more information.
Diamond City Partnership
Marketing and Event Coordinator
Email: Shelby@wbdcpc.org

SORDONI ART GALLERY

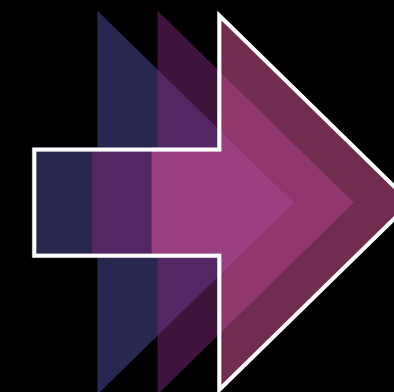
EXCLUSIVE MEMBER EVENT

SOMA NIGHT LIGHTS

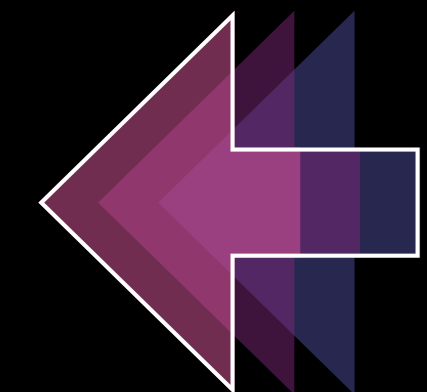
Friday, Apr 25, 2025
5 - 6 pm



SOMA NIGHT LIGHTS



SOMA NIGHT LIGHTS



WELCOME TO
SOMA
 NIGHT LIGHTS



ESSEX ART GALLERY DIAMOND CITY PARTNERSHIP WILKES UNIVERSITY armature Pennsylvania Council on the Arts

KEYSTONE
 MOBILE
 GLASS
 BLOWING

Weckesser Hall

SOMA NIGHT LIGHTS

DOWNPOUR
 FACADE

119 S. Main St.

SOMA NIGHT LIGHTS

WILKES
 UNIVERSITY
 PARKADE

148 S. Franklin St.

SOMA NIGHT LIGHTS

Join us for:
 Immersive Light Displays
 Live Art Demonstrations
 Local Vendor Market
 Music & More!

SOMA
MA
 NIGHT
 LIGHTS



wilkes.edu/snrl
 April 25, 2025
 SOMA Arts District
 (100 Block South Main St.)
 Downtown Wilkes-Barre

ESSEX ART GALLERY DIAMOND CITY PARTNERSHIP WILKES UNIVERSITY armature Pennsylvania Council on the Arts

SOMA
 NIGHT LIGHTS

April 25, 2025 SOMA Arts District
 (100 Block South Main St.)
 Downtown Wilkes-Barre



wilkes.edu/snrl

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 NIGHT LIGHTS

April 25, 2025

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 (100 Block South Main St.)
 Downtown Wilkes-Barre



wilkes.edu/snrl

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 Immersive Light Displays
 Live Art Demonstrations
 Local Vendor Market
 Music & More!

about the AIDS memorial QUILT



The AIDS Quilt was conceived in November of 1985 by long-time human rights activist, author, and lecturer Cleve Jones. Since the 1978 assassinations of openly gay San Francisco Supervisor Harvey Milk and Mayor George Moscone, Jones had helped organize the annual candlelight march honoring these men. While planning the 1985 march, he learned that over 1,000 San Franciscans had been lost to AIDS. He asked each of his fellow marchers to write on placards the names of friends and loved ones who had died of AIDS. At the end of the march, Jones and others stood on ladders taping these placards to the walls of the San Francisco Federal Building. The wall of names looked like a patchwork quilt.

Inspired by this sight, Jones and friends made plans for a larger memorial and actual quilt panels materialized. Cleve created the first panel for the AIDS Memorial Quilt in memory of his friend, Marvin Feldman. In June of 1987, Jones teamed up with Mike Smith, Gert McMullin and several others to formally organize the NAMES Project Foundation.

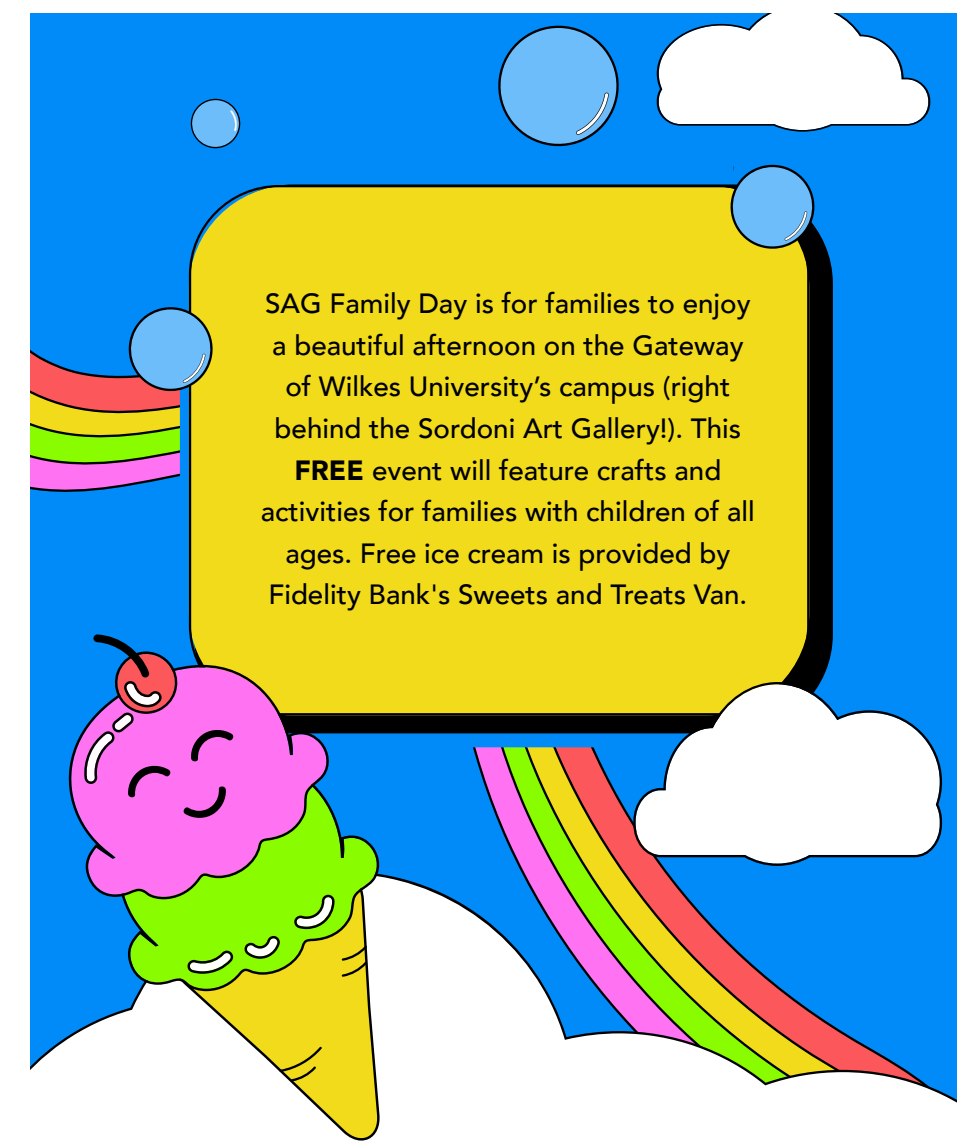
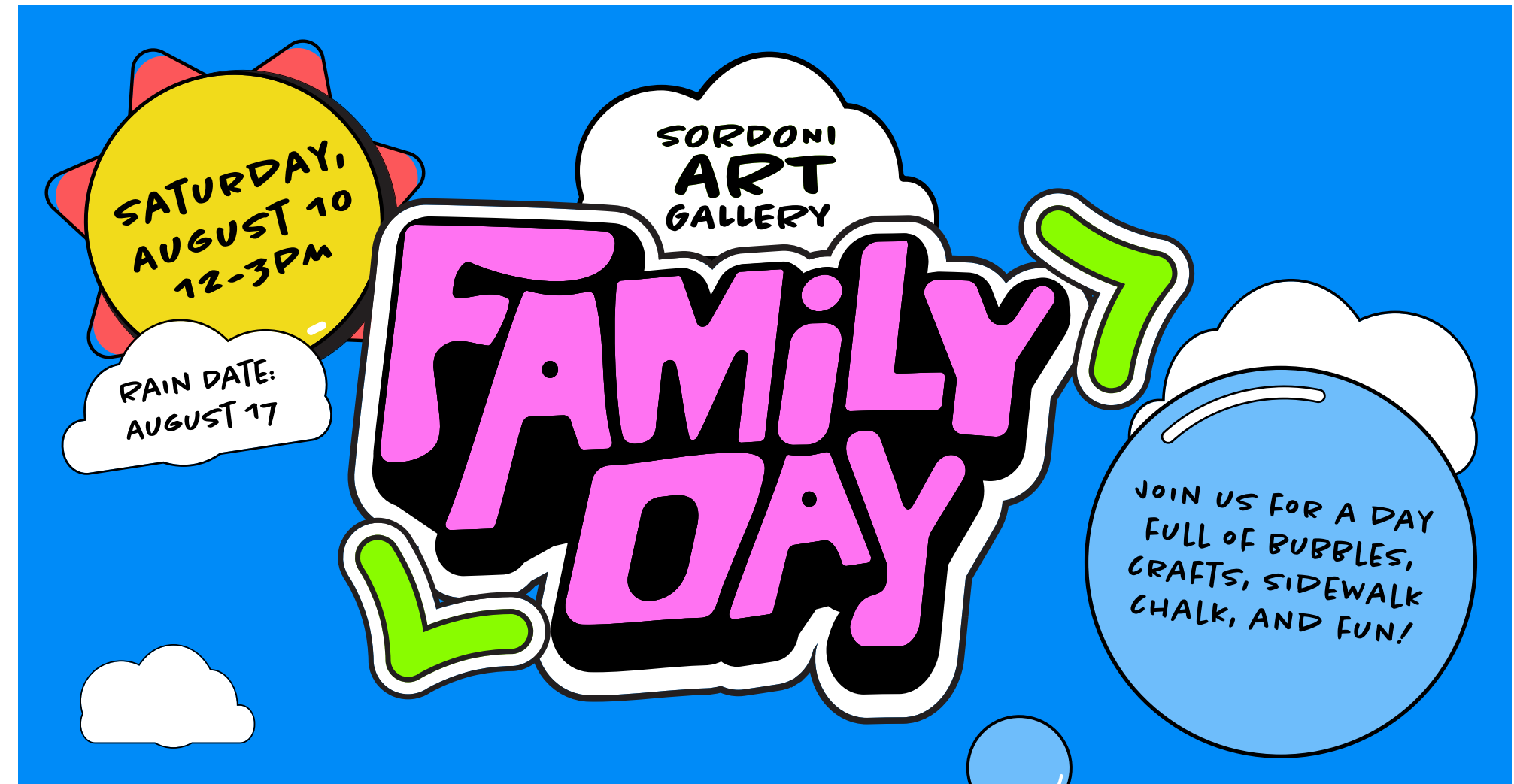
Public response to the Quilt was immediate. People in the U.S. cities most affected by AIDS — Atlanta, New York, Los Angeles, and San Francisco — sent panels to the San Francisco workshop. Generous donors rapidly supplied sewing machines, equipment, and other materials; many volunteered tirelessly.

On October 11, 1987, the Quilt was displayed for the first time on the National Mall in Washington, D.C., during the National March on Washington for Lesbian and Gay Rights. It covered a space larger than a football field. By 1992, the AIDS Memorial Quilt included panels from every state and 28 countries. In October 1992, the entire Quilt returned to the National Mall in Washington, D.C. In January 1993, the NAMES Project was invited to march in President Clinton's inaugural parade where over 200 volunteers carried Quilt panels down Pennsylvania Avenue.

The Quilt being displayed today was created in 2009 by members of the Northeast Regional Coalition, chaired by Melissa Davis of the United Way. Volunteers from multiple agencies who provide HIV/AIDS testing, treatment, and case management as well as family members of those memorialized gathered weekly at the American Red Cross building for this undertaking. In less than two months the project was completed and displayed for World AIDS Day at Luzerne County Community College along with ten other 12 ft x 12 ft panels on loan from the AIDS Memorial Quilt NAMES Project Foundation.

Northeast Pennsylvania Regional HIV Services





SORDONI
ART GALLERY
WILKES UNIVERSITY

Fidelity BANK

GALLERY HOURS:
Tuesday – Friday:
10 AM – 5 PM
Saturday & Sunday:
12 – 5 PM

Closed Mondays and
University Holidays

Located at 141 S. Main Street in
downtown Wilkes-Barre, PA
Visitor Parking available

Call: 570-408-4325
Look: wilkes.edu/sordoniartgallery
Follow: @sordoniartgallery



THANK YOU!

for reviewing my portfolio