

NEW JERSEY SYMPHONY

XIAN ZHANG MUSIC DIRECTOR

FOR IMMEDIATE RELEASE

New Jersey Symphony rebrands to better reflect institution's innovation and vision

[Press Kit](#)

NEWARK, NJ—The New Jersey Symphony today launches a new brand to better reflect the institution's innovation, evolution, warmth and bold vision. To develop this new brand, the Symphony partnered with brand strategy firm Sametz Blackstone Associates and conducted focus-group studies with institutional stakeholders and community members to inform the project's direction.

New approaches to storytelling, a simplified brand architecture and a new system of visual expression better project who the New Jersey Symphony is and how it continues to evolve. The name change, from New Jersey Symphony Orchestra/NJSO to New Jersey Symphony, allows the Symphony to build its brand equity and elevate awareness and recognition of the institution's musicians and programs.

President & CEO Gabriel van Aalst says: "This new branding is vibrant and exciting, much like our incredible musicians, Music Director Xian Zhang and the dynamic musical experiences we create. We have made great strides as an organization to become more relevant and more accessible to our communities. We felt our branding should match and reflect that, and this reinvigorated visual identity better positions us to communicate who we are and how diverse audiences and communities can engage with us.

"I know this new brand will open people's minds to what it is like to have a world-class orchestra in their backyard in the great state of New Jersey, and I hope this will inspire audiences to hear this spectacular orchestra in action."

Roger Sametz, CEO of Sametz Blackstone Associates, adds: "New Jersey Symphony is one of the most innovative orchestras we've worked with—an organization that even through this pandemic has continued to increase its commitment to its community, to inclusion and to top-notch artistry. But its brand was under-presenting this gem. An evolved vision, new name and messaging—coupled with a bold, energetic system of visual expression—now better position New Jersey Symphony to continue its impressive trajectory."

Explore more at njsymphony.org.

New Jersey Symphony

The New Jersey Symphony will redefine what it means to be a nationally leading, relevant orchestra in the 21st century. Through adventurous performances, hands-on educational experiences, and robust community programming, we encourage everyone to enjoy the power and creativity of orchestral music in all its forms. Across genres and venues, for audiences of all walks of life, we strive to bring music that's meaningful to you, to you.

As we look toward celebrating our centennial, we are renewing our deeply rooted commitment to diversity, equity and inclusion by championing new, and often local, artists; engaging audiences for whom the inspiring depth and breadth of classical music will be new; and incorporating the broadest possible representation in all aspects of our organization—all to better reflect and serve our vibrant communities.

Our expansive educational offerings—including our youth orchestras, masterclasses, and virtual learning opportunities—will build the next generation of listeners and musicians and help students grow, both musically and personally. And we will continue to seek new ways to connect with all New Jerseyans, through programs that resonate with a variety of cultural and musical backgrounds, as well as digital innovations that make our orchestra accessible to anyone, anywhere, anytime.

We're *your* New Jersey Symphony, and we'll be here for you.

The safety of our patrons, musicians and staff is of the utmost importance to the New Jersey Symphony. Please visit njsymphony.org for constantly updated details focused on attendees' well-being at our performances.

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