

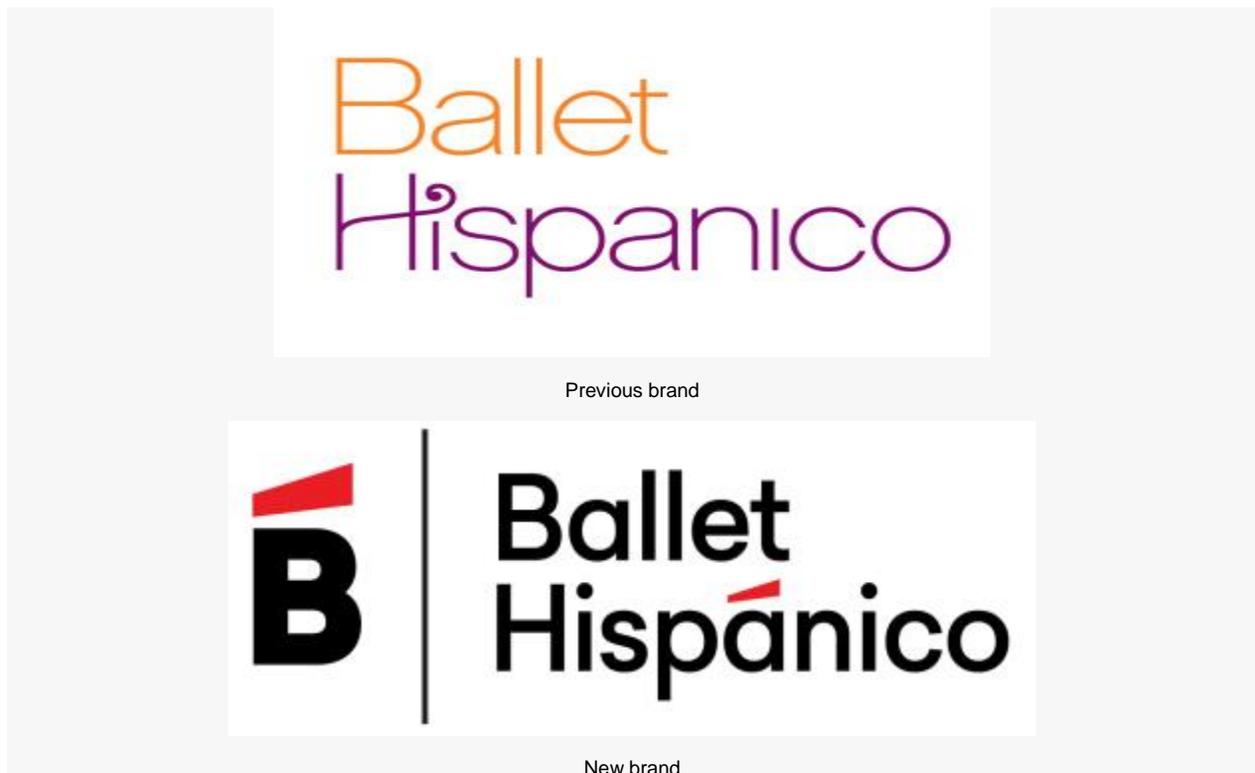


<https://ballethispanico.wordpress.com/2016/02/10/ballet-hispanico-unveils-a-new-look/>

## Ballet Hispanico Unveils a New Look

**Posted:** February 10, 2016 | **Author:** [Ballet Hispanico](#) | **Filed under:** [Behind-the-Scenes @ BH](#), [News](#) | **Tags:** [Ballet Hispanico](#), [Eduardo Vilaro](#), [Phil Colon](#), [Project 2050](#) | [Leave a comment](#)

Ballet Hispanico is proud to celebrate 45 years of sharing and reflecting the diversity of Latino cultures with the launch of a new brand that will propel the organization into its next 45 years.



Artistic Director & CEO Eduardo Vilaro, who brought a fiercely contemporary aesthetic to the organization six years ago, sought a design that embodies the bold, inspiring and uniquely Latino qualities that

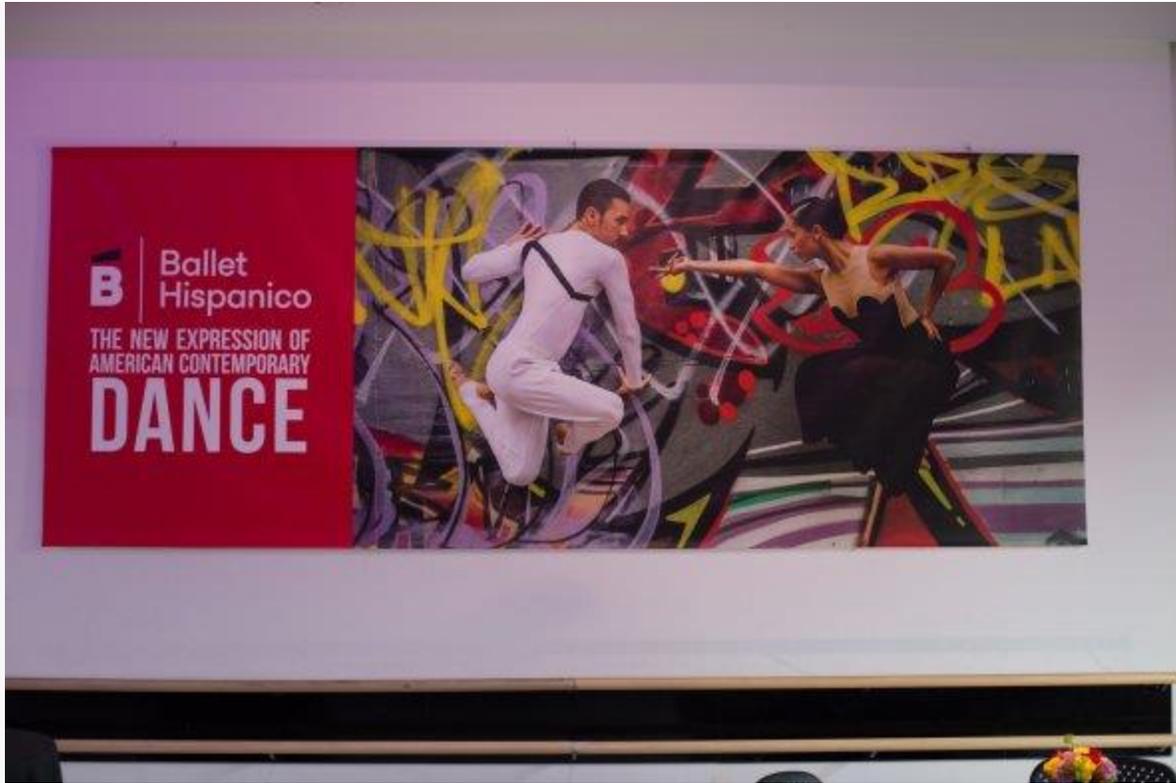
characterize Ballet Hispanico's professional dance company, School of Dance and community engagement programs.



“Given the ever-increasing influence of Latinos on the cultural landscape of this country, it felt like the right time to re-introduce Ballet Hispanico as the new expression of American contemporary dance,” said Eduardo Vilaro. “Founder Tina Ramirez’s mission of celebrating the beauty of Latino culture through dance remains unchanged—but we now push every day to challenge, through our work, people’s notions of what it means to be Latino in 2016 and beyond. The new brand strikes a beautiful balance between honoring the organization’s roots and embracing our forward-thinking spirit.”

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Ballet Hispanico’s thanks go to branding firm **Project 2050**, led by its founder and Ballet Hispanico Board member Phil Colón along with designer Daniel Arenas, for capturing the future of Ballet Hispanico with their design; to the Board of Ballet Hispanico for their unwavering support; and to Ballet Hispanico’s marketing team for their key input.



Studio banner reflecting new look (c) Stephanie Naru

Please share your thoughts on our new look with the hashtag **#45yearsnew!**