

## FOR IMMEDIATE RELEASE

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### **South Florida Museum Is Now The Bishop Museum of Science and Nature** *New Name and Logo Represent Evolution of the Museum*

**Bradenton, Fla. (April 10, 2019)** – Marking a major milestone in its more than 70-year history, the South Florida Museum today announced it has changed its name and is now **The Bishop Museum of Science and Nature**. Museum and community leaders gathered this morning to unveil the new name and logo, which more cohesively define and distinguish the Museum’s unique experiences and personality.

The Museum began formally exploring whether to change its name in 2016. The new name and logo are based on substantial local and national research, which reinforced the value of a name change. Today’s announcement outlined the Museum’s renaming process while touting the vital partners who brought the effort to life. Additionally, event speakers explained how the new name and logo reflect The Bishop’s integral role in the community, as well as the engaging, interactive experiences it offers its visitors in natural history, astronomy and manatee rehabilitation.

“As an important part of the education, tourism and economic landscapes of the area, we must always strive to remain relevant to our contemporary audiences while staying true to our mission and institutional integrity,” said Brynne Anne Besio, The Bishop’s CEO. “We love this new identity because it captures who we already are and expresses where we’re headed,” said Besio.

Board Chair Brian Carter said, “This process was done very deliberately and thoughtfully. The Museum Board of Trustees identified the need for a name change in the 2007 strategic plan. When we began this in earnest in 2016, we followed a rigorous process to select the research firm to identify the right name, and the design studio to bring it to life and capture the authentic personality of the Museum.”

In addition to Besio and Carter, event speakers included former Trustee and Board Chair Bill Blalock and DJ Stout, partner in Pentagram, the studio that conceived and designed the Museum’s new logo.

“The Museum has been an anchor in the community throughout my life, both as a cultural and educational force and as an economic engine. Tourism is very important to the vitality of our community, and the Museum is a peerless destination in the area,”

said Blalock. “It’s fitting that the new name honors the legacy of the Bishop family, who have been so important to the Museum and to Bradenton. This Museum would not be here without their consistent support over time.”

As the world’s largest independently owned design studio, Pentagram’s Austin, Texas, office worked directly with the Museum on the logo and identity development. The design process was focused on capturing the Museum’s charm, the intimate experience of discovery it provides and its importance as a museum that focuses on Florida’s Gulf Coast region.

“Our goal was to retain the essence of the Museum while expressing its constant growth,” said Stout. “We were inspired by the artwork of M.C. Escher, as a method of visually unifying diverse topics and experiences.”

The Bishop is transitioning the Museum’s signage and its communications to incorporate the new name and logo in the coming months. The new visual identity includes a refreshed website, [www.BishopScience.org](http://www.BishopScience.org), and an awareness campaign in the Manatee and Sarasota communities.

### **About The Bishop Museum of Science and Nature**

Formerly known as the South Florida Museum, **The Bishop Museum of Science and Nature** tells the story of the remarkable interconnectedness of life, planet Earth and the cosmos in a thoughtful, engaging way that leads its diverse audience through an eye-opening journey of discovery. In addition to permanent exhibitions, the Museum features a constantly changing lineup of special exhibitions — offering something new to discover with each visit. The Museum includes the all-digital Planetarium theater — the only one of its kind on Florida’s Gulf Coast — and The Parker Manatee Rehabilitation Habitat. Visit us at [www.BishopScience.org](http://www.BishopScience.org).

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