



Lyric Opera of Chicago

Visual and Verbal research
Wenqin Lu 2020

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Mission

To express and promote the life-changing, transformational, revelatory power of great opera.

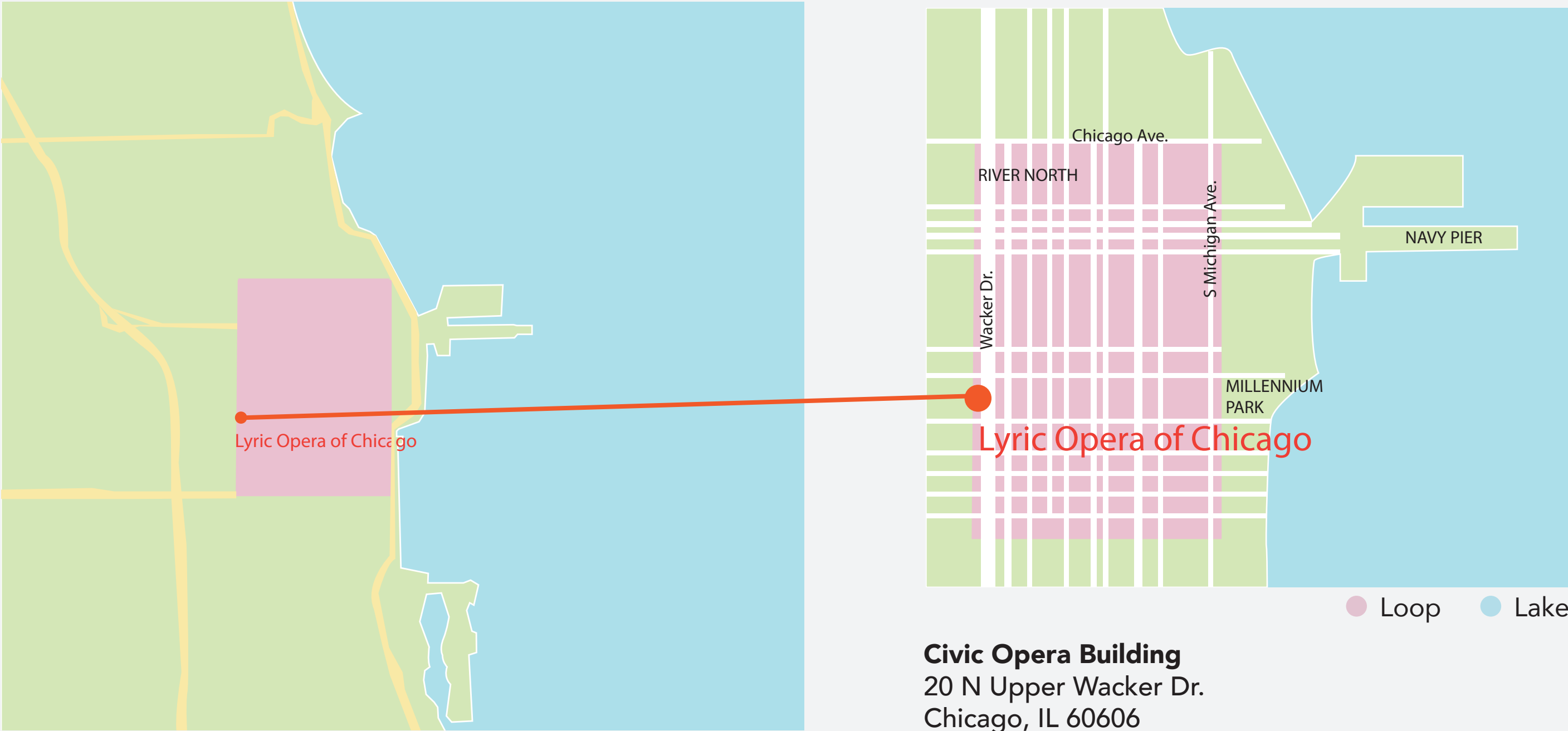
To provide a broad, deep, and relevant cultural service to Chicago and the nation, and to advance the development of the art form.

Vision

Lyric is redefining what it means to experience great opera today.

- Advancing artistic excellence
- Attracting new audiences
- Igniting creativity across Chicago
- Chicago
- Training the next generations of artists
- Modernizing and improving our Art Deco Opera House







**SAFETY
EXCELLENT SIGHT LINES
COMFORTABLE SEATING
GRACIOUS SURROUNDINGS
PREMIUM ACOUSTICS**



The Great North American Opera Company

Under the leadership of general director, president & CEO Anthony Freud, music director Sir Andrew Davis, and creative consultant Renée Fleming, Lyric strives to become The Great North American Opera Company for the 21st century: a globally significant arts organization embodying the core values of excellence, relevance, and fiscal responsibility.



Ryan Opera Center

Established in 1974 as the professional artist-development program for Lyric Opera of Chicago, the Ryan Opera Center has been recognized as one of the premier programs of its kind in the world for more than four decades. That standing is maintained by providing the finest up-and-coming singers and pianists with unparalleled training and experience.



Lyric Unlimited

Lyric Unlimited, a division of Lyric Opera of Chicago, offers an array of innovative education, community engagement and artistic programs, encompassing company activities beyond Lyric’s mainstage.



1954

The company, originally known as **The Lyric Theatre of Chicago**, was formed in 1954 by Carol Fox, Lawrence V. Kelly, and Nicola Rescigno. Lyric has always distinguished itself by presenting the finest international singers, conductors, directors, and designers in classic and less-familiar operatic repertoire and in world-premiere productions.



1973

The Patrick G. and Shirley W. Ryan Opera Center (originally the Apprentice Artist Program, subsequently The Lyric Opera School of Chicago and the Lyric Opera Center for American Artists) was established in 1973 as the professional artist-development program for Lyric Opera of Chicago. The Ryan Opera Center is recognized as one of the premier programs of its kind in the world. That standing is maintained by providing the finest up-and-coming singers with unparalleled training and experience.



1989

In 1989 Lyric Opera of Chicago launched its **Toward the 21st Century** artistic initiative – the most important artistic initiative the company had undertaken to date, and one with far-reaching impact on American opera in North America as well as in the international opera community.



1993

Lyric Opera purchased the Civic Opera House (now known as the Lyric Opera House) and adjacent backstage spaces from the building's owner in 1993, the first time in the history of the opera house (built in 1929) that the resident opera company has actually owned the space. Lyric simultaneously launched a \$100-million capital campaign: **Building on Greatness... An Opera House for the 21st Century**, to finance the purchase and renovation of the art-deco house.

2012

In addition to planning repertoire and productions for Lyric Opera of Chicago's recent and future seasons at the Lyric Opera House, in 2012 Anthony Freud launched **Lyric Unlimited**, a long-term, evolving initiative that encompasses company activities that are not part of Lyric's mainstage opera season.

2020

A new production of the **Ring** cycle commissioned by Anthony Freud will be presented in its entirety three times in April-May 2020, and is expected to sell out. Over the course of the company's 65-year history, Lyric Opera of Chicago has consistently offered its patrons a world-class roster of singers, conductors, directors, designers, choreographers, and dancers in a wide-ranging repertoire.

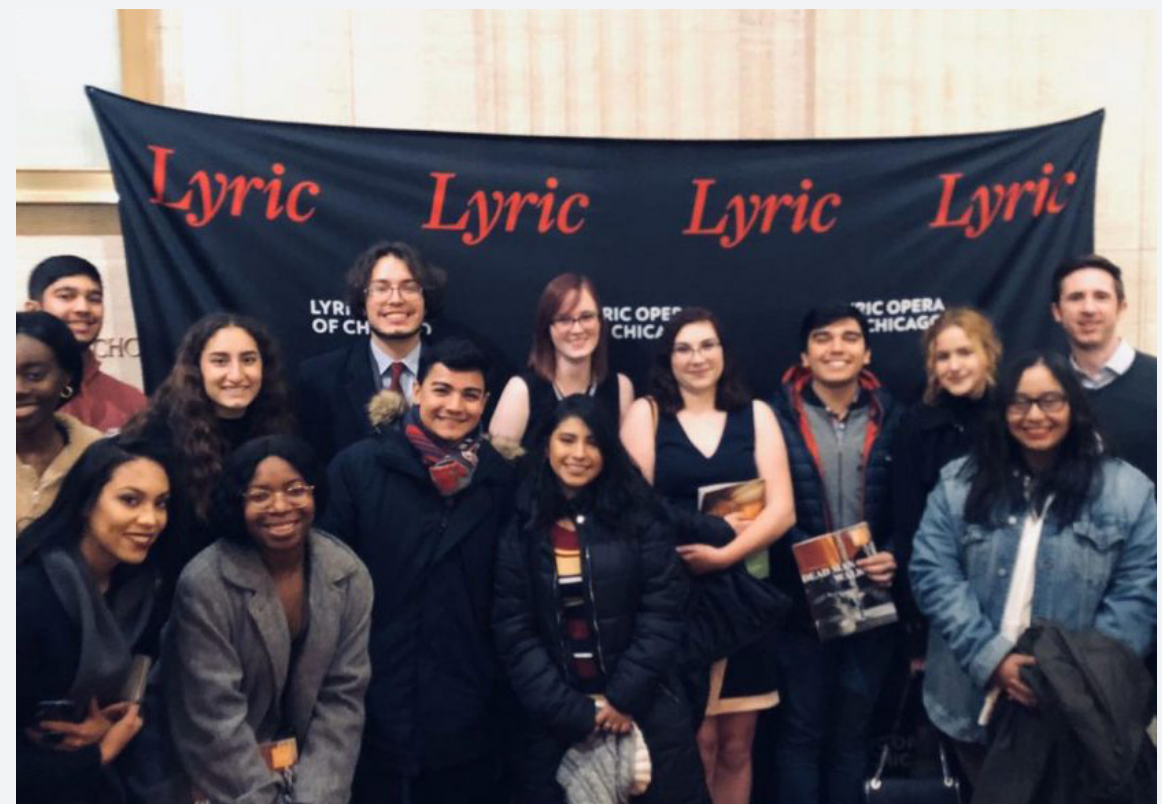
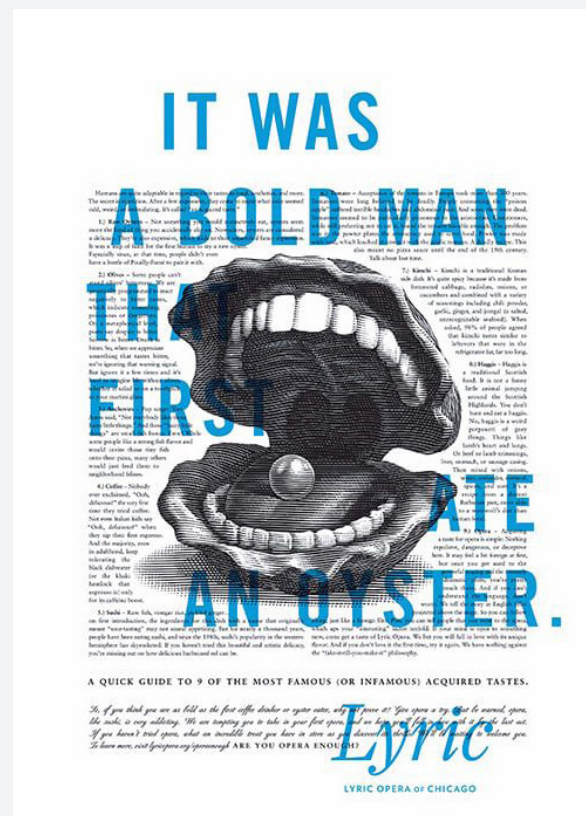
Identity

Lyric

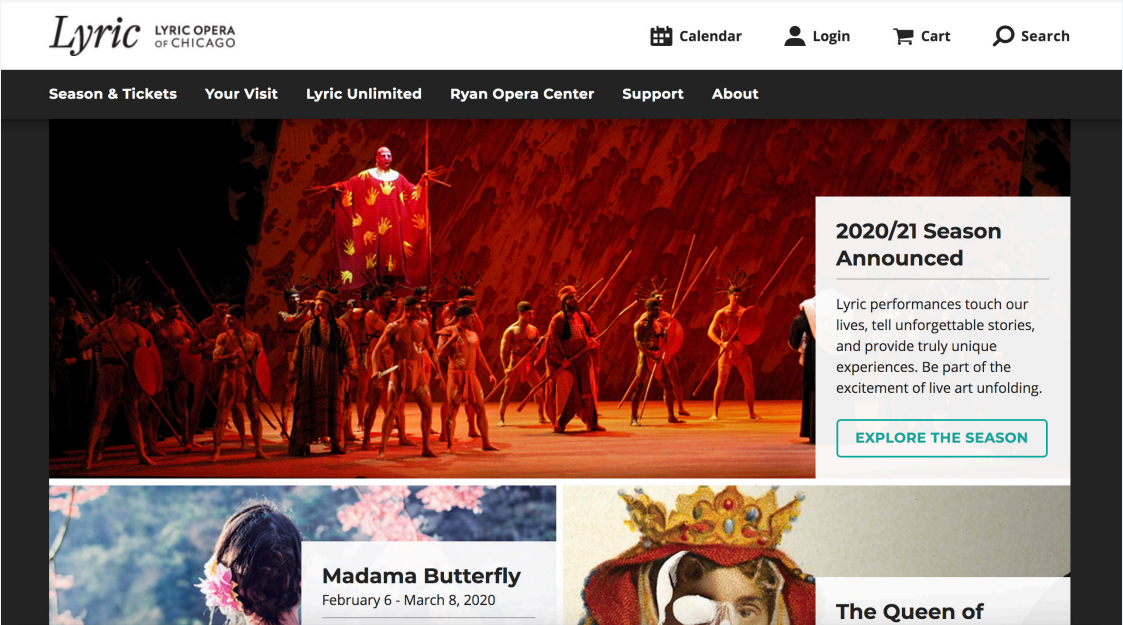
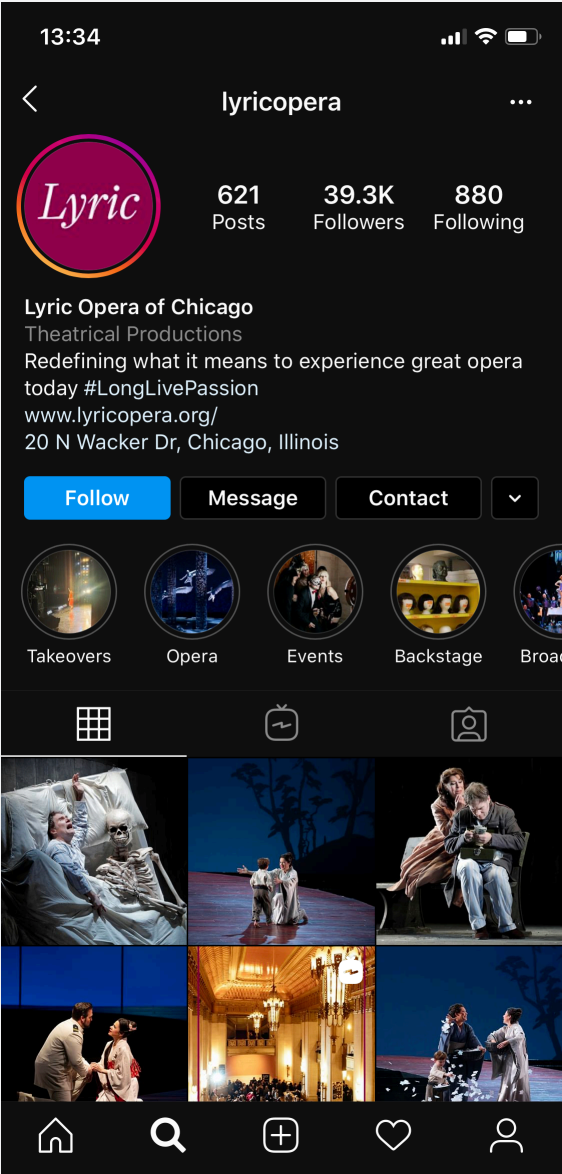
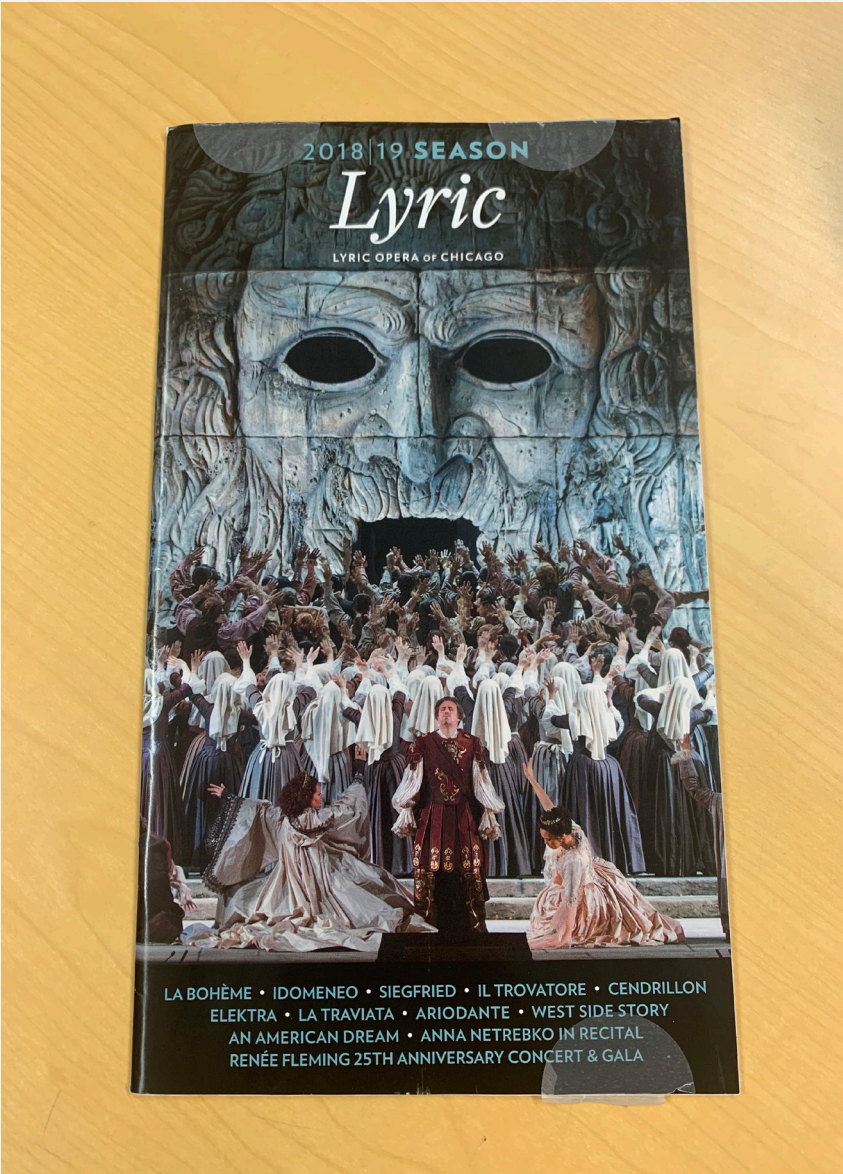
Applications

Lyric LYRIC OPERA
OF CHICAGO

The image displays two logos side-by-side, separated by a thin vertical line. On the left is the Lyric Opera of Chicago logo, featuring the word "Lyric" in a large, elegant script font, with "Unlimited" in a bold, red, sans-serif font inside a red rectangular box that overlaps the bottom of "Lyric". Below this, "LYRIC OPERA OF CHICAGO" is written in a smaller, black, all-caps sans-serif font. On the right is the Chicago Urban League logo, which consists of a red circle containing a white stylized "U" shape. To the right of the circle, the words "Chicago" and "Urban League" are stacked in a bold, black, sans-serif font. Below the organization name, the tagline "Opportunity. Community. Impact." is written in a smaller, italicized, black, sans-serif font.



Applications



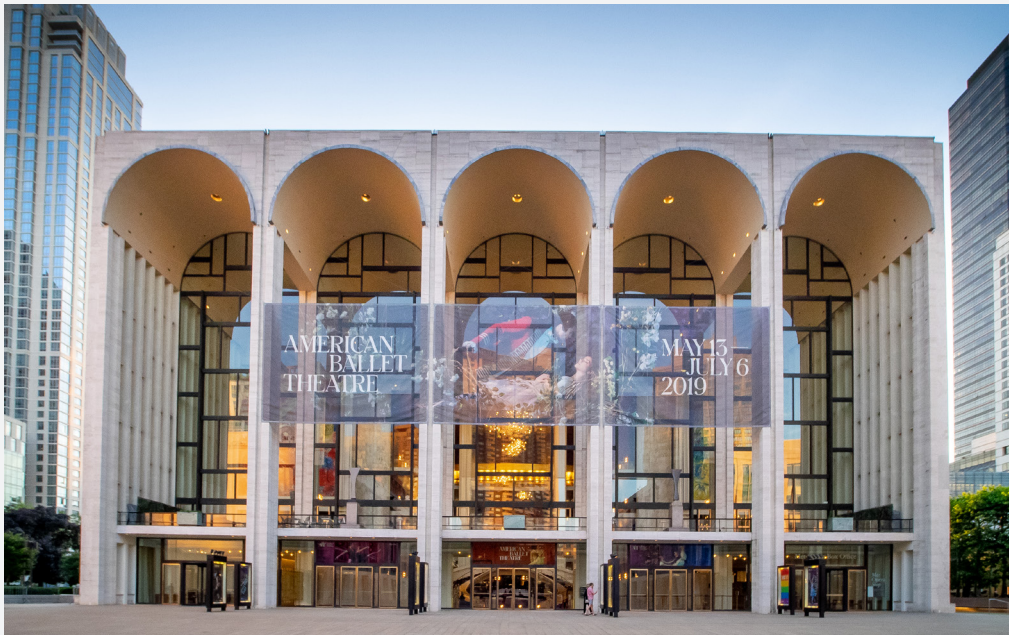
Wordmarks



With an emphasis in letter O



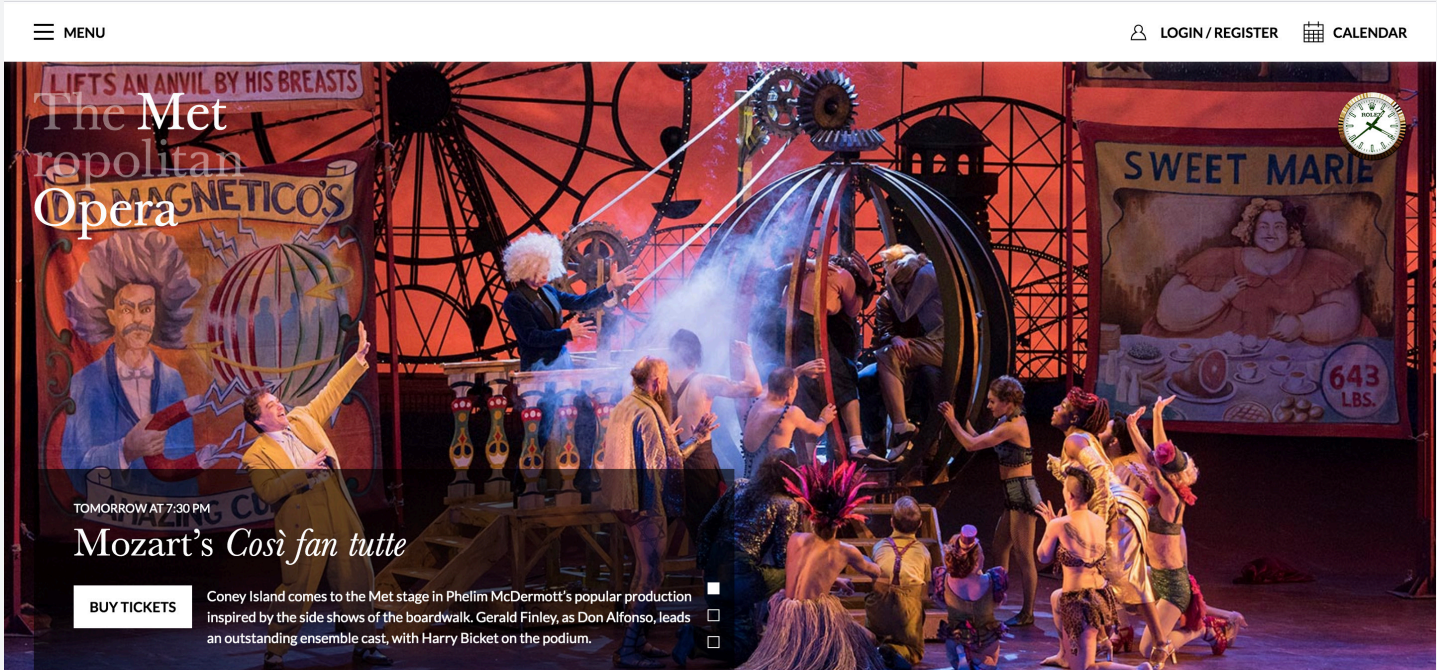
The Metropolitan Opera



- Strengths:**
- transparency works with any background
 - easily to remember as Met Opera

- Weaknesses:**
- no opera elements
 - the name was cut into two lines without the dash
 - not interesting

Applications



Opera Saint Etienne



Strengths:

- emphasis in the letter “O”
- letter “O” was cut off, and the curve can represent the opera building’s roof
- well designed applications and are consistent with the mark

Weaknesses:

- maybe too modern as the mark of a classical opera house

Applications

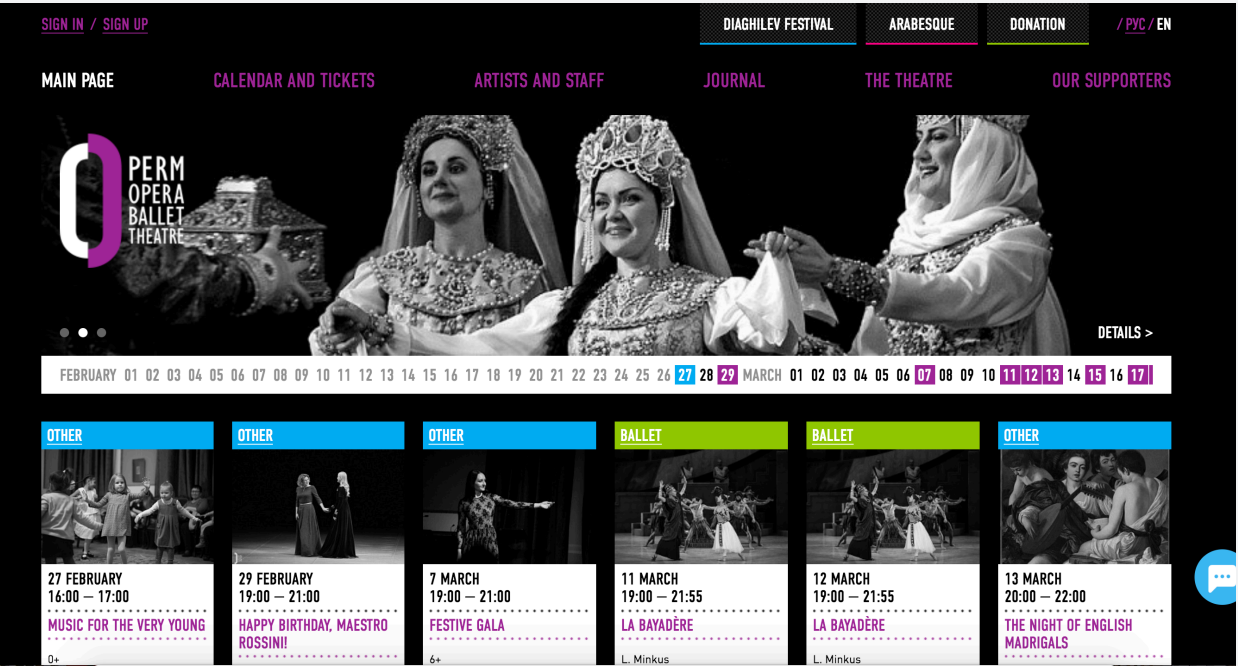


Perm Opera and Ballet Theatre



- Strengths:
- emphasis in the letter “O”
 - the shape of letter “O” can show two people are dancing together
 - well designed applications and are consistent with the mark
- Weaknesses:
- the connected part the letter “O” is not consistent

Applications

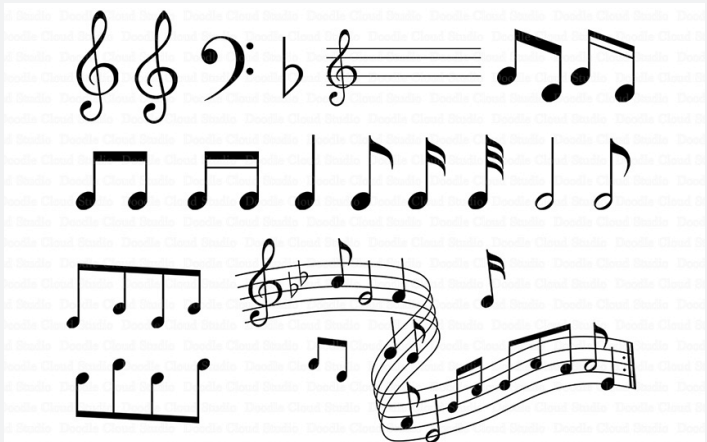


OPERA	THEATRE	GRACIOUS	ENJOY
BUILDING	INTERIOR	PROFESSIONAL	SPECTACULAR
CHICAGO	STAGE	ARTISTIC	ENTERTAINMENT
MUSIC	SEATS	ART DECO	MASTERWORK
ORCHESTRA	TICKETS	CREATIVE	PASSION
DANCE	LIGHT	DEEP	ENGAGE
INSTRUMENTS	ARCHITECTURE	CLASSICAL	POWER
SOUND	GOLDEN	CULTURE	POSTURE
PERFORMANCE	DARKNESS	SERVICE	TEAMWORKW
DRAMA	HISTORICAL	PUBLIC	LYRIC
LOUD	ELEGANT	EDUCATION	RHYTHEM

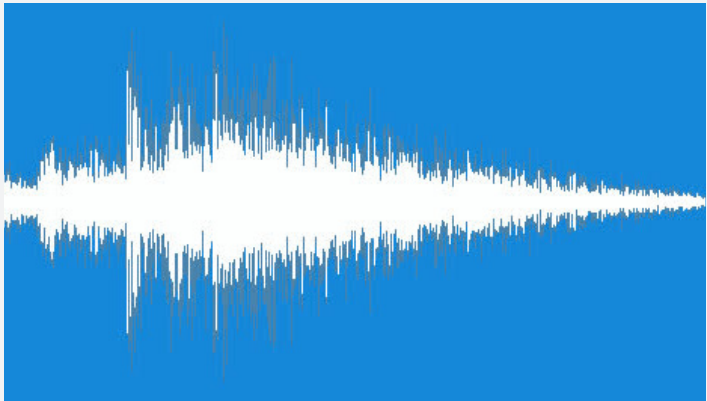
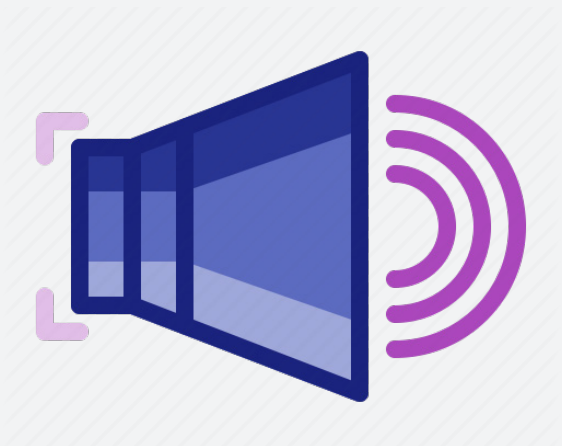
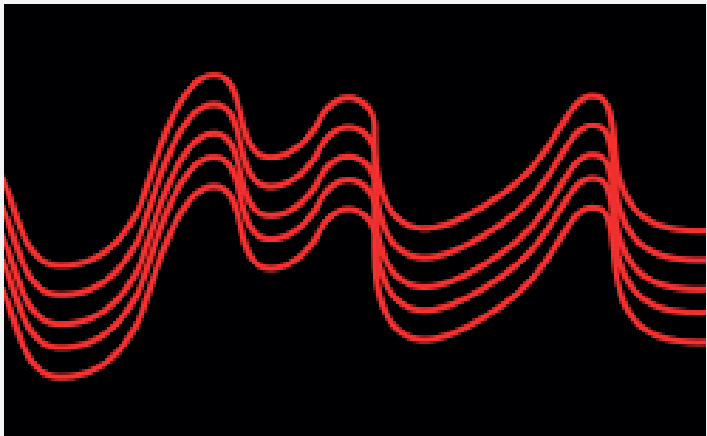
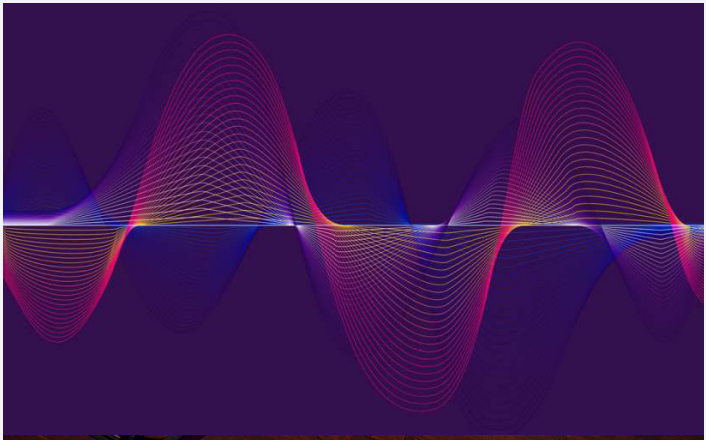
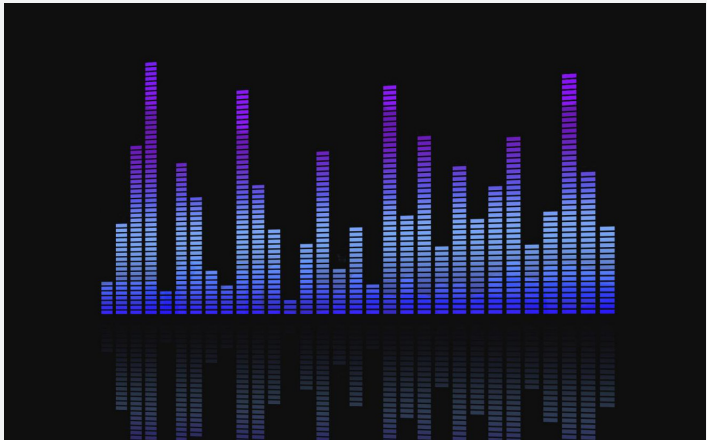
**Opera
Singing
Performance**



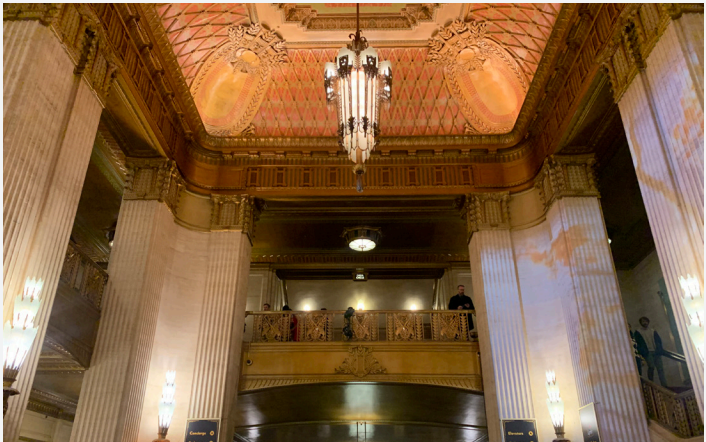
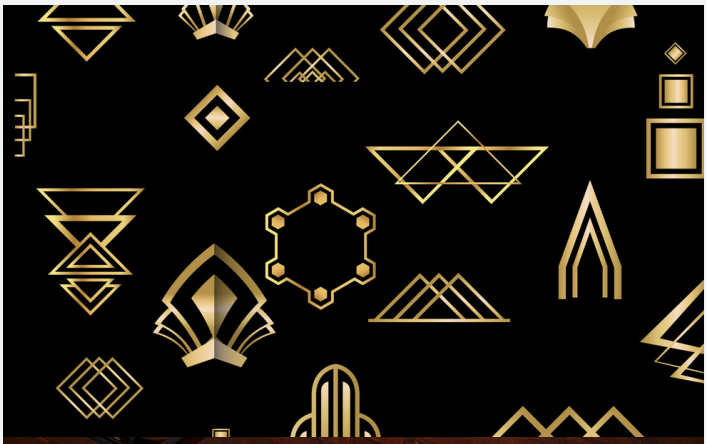
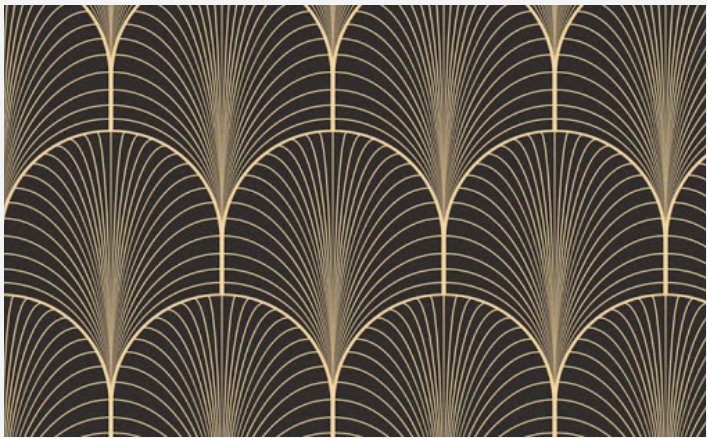
**Music
Notes
Instruments**



Sound
Loud
Dramatic



**Art Deco
Historical
Spectacular**



For the three directions, I will go with music and performance, loud sound and its exterior and interior architecture. After analyzing other similar organization's identities, I noticed that a lot of organizations had an emphasis on the letter O which is the initial letter for the word Opera. I will also include that in one or two of my directions.