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LG WILLIAMS / THE ESTATE OF LG WILLIAMS™
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LG Williams Unveils Newly Evolved Brand Identity Across All Media and Platforms

NEW YORK—(ART WIRE)—Feb. 22, 2022—Internationally renowned artist LG Williams has unveiled a new brand identity that evolves, simplifies, and elevates the look and feel of all its products across platforms while creatively featuring iconic elements of the brand's rich history, it was announced today by CFO and Chief Marketing Officer Dr. Michelle Haiku Hyde.

The updated brand identity for artistic programming debuted on the artist's website this week before the upcoming art auction season. Viewers can expect to see it rolled out across William's creative empire.

The strategy and execution, developed by Dr. Hyde and her team with the agency *Go Get 'Em Tiger*, unifies the Williams brand while differentiating it in an increasingly crowded but mostly irrelevant artistic landscape. The new branding is designed to create more robust continuity and clarity from the core brand to the subsidiary brands while driving attribution for Williams' content, whether on the brand's platforms or others – live, on-demand, or streaming.

"Williams has long been one of the most radical but exciting brands in contemporary art, bringing

people together from all walks of life – especially the top .1%ers. Vibrant, trusted, inviting, provocative – a visionary with heart. We needed to make that clearer and more consistent at every consumer touchpoint," said Dr. Slyde.

"We are defining every aspect of the Williams brand to make it more meaningful for existing and new consumers, regardless of where they've encounter his art before."

The brand identity draws upon Williams' long artistic history, with critical visual and conceptual elements integrated into the new aesthetic. The ubiquitous Williams radicality remains central to the new identity.

In addition, to reflect its role as a prominent content creator for all platforms more accurately, LG Williams and The Estate of LG Williams™, one of the art world's leading suppliers of creative artistic content with more than ten series currently in production across contemporary and traditional media and digital platforms, streaming services and other emerging platforms, will remain named LG Williams and The Estate of LG Williams™.

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