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## Emmaus Creative Arts and Innovation Center Announces Rebranding, Changes Name to JuxtaHub

*Emmaus nonprofit unveils new name to better reflect its mission*



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EMMAUS (PA, USA)

A new Emmaus-based nonprofit has announced a name change that coincides with big goals to renovate a 35,000 warehouse into a state-of-the-art facility with resources for artists, performers, makers and culinary entrepreneurs, as well as people interested in AR/VR technologies.

Since its founding in September of 2019, the organization has secured a long-term lease with the owner of its building, Phoebe Ministries, conducted a thorough feasibility study with a consultant recommended to them by the National Endowment for the Arts, launched online programming for artists and creative entrepreneurs, and begun raising funds for necessary renovations.

According to Jim Baker, President of the Emmaus Creative Arts and Innovation Center, “we’ve gotten off to a great start, but in talking to the community we soon realized the benefit of a shorter, more original name. We needed something that would reflect the dynamic potential our mix of programs will offer.”

Baker asked board members Anne Alexander and Shea Zukowski to build a volunteer committee and lead a rebranding effort, and they quickly recruited local experts Kelly Planer, Anne Egan and Carol Angstadt to assist. The team spent months brainstorming hundreds of

concepts and numerous design iterations before the final name and logo was formally adopted at the organization's September board meeting.

"When we set out to find the name that fits us best, we couldn't find the right word to accurately describe our ambitious dream. So we invented a new word instead," explains Alexander.

"We created the name JuxtaHub because to juxtapose unlike things is to place them close together for contrasting effect—to highlight diversity, stimulate creativity, and generate new ideas. And a hub is the central point of a wheel that makes things move, which is what we aim to do," adds Alexander.

As for the decision to incorporate bees into the logo, "bees represent our main content areas – engineering, art, and food. They create complex hives and use dance to communicate; they are also associated with community, productivity, and collaboration," explains Angstadt, a graphic designer based in Kutztown.

"The final logo features a pair of symmetrical bees, coming from opposite directions, yet sharing a common wing; they are purposefully working together and transformed through collaboration, which is the exact result we hope people will experience in our facility when we eventually have in-person programming available," adds Zukowski.

### **About JuxtaHub**

Founded in 2019, JuxtaHub is a community space in the making that will help people of all ages engage in creative experiences through art, food and technology. Based in Emmaus and serving the greater Lehigh Valley, JuxtaHub will bring together a dynamic mix of tenants, including educators and entrepreneurs, as well as artists and inventors, in a unique 35,000 square foot space designed to maximize collaboration and discovery. For more information, visit [juxtahub.com](http://juxtahub.com).