



JANE BROWN HEFT APPOINTED TO ALLENTOWN ARTS COMMISSION

City Center Lehigh Valley's VP, Director of Project Design and Corporate Branding to Help Make Allentown an Arts Destination

Allentown, PA, April 9, 2015 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, announced today that Jane Brown Heft, its vice president, director of project design and corporate branding, has been appointed to the Allentown Arts Commission.

The Allentown Arts Commission serves the community as an advocate and resource to nurture, promote and sustain the arts in Allentown. The commission's signature annual event, The Arts Ovation Awards, honors arts organizations or individuals whose achievements have had a significant and positive impact on the citizens of Allentown and the quality of life in the Allentown cultural community. Going forward, the Allentown Arts Commission aims to be a force in the creation of Allentown as an arts destination that requires the visitor to set aside a number of days for the visit, just to cover the arts venues.

"The appointment of Jane Brown Heft to the commission is a step in the direction of creating a new and more significant Allentown Arts Commission," said Sharon Lee Glassman, chair of the commission. "Her creative energy and artistic vision, along with that of her fellow commissioners, will provide the direction in their desire to make Allentown an arts destination. Her commitment to the infusion of art into the downtown area exemplifies the kind of thinking that distinguishes great arts commissions from average ones. Jane is a visionary; she sees what the arts landscape could be here in Allentown."

Since 2011, Heft has led City Center's branding, building design and integration of art into its many properties, including most recently the Renaissance Allentown Hotel and The Dime restaurant. She is also principal of her own brand design firm, enze, providing integrated solutions for organizations from nonprofits to Fortune 100s. With more than 100 design awards, Heft has designed the identities for Allentown's PPL Center and Miller Symphony Hall, the Lehigh Valley Phantoms AHL team, Bethlehem's Steel Stacks complex, the ArtsQuest brand and the United Way.



Recently, the Allentown Arts Commission has begun an evolution that promises to place it in a more dynamic position in the community. Led by Glassman, it has sought to increase its numbers and attract those individuals who are “movers and shakers” in the artistic community. The commission has already ramped up its visibility by supporting the “Rise Up Allentown” event and intends to launch additional events and pursue opportunities for grants that will allow it the financial means to support the arts. Individual commissioners have also worked with artists and communities to set up exhibitions of their work.

About City Center Lehigh Valley:

City Center Lehigh Valley is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America’s most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown’s new arena, PPL Center, at its core, City Center includes two Class A office towers, the Renaissance Allentown Hotel, upscale restaurant and retail space, loft-style office space and a coworking space called Velocity. City Center is constructing a third Class A office building, Strata Luxury Flats and additional restaurant and retail space by late 2015 – a total investment of \$400 million. Visit www.citycenterlehighvalley.com to learn more.

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