



ARRIVING

Lee Twiggs and His Art



PROGRAM

Promotion Kit

Brand & Style Guide

Logo

There are two versions of the *Arriving: Leo Twiggs and His Art*, a white version and black reverse version to appear on lighter backgrounds.

Recreation

Do not recreate the logotype.

Reverse Logo

The white version of the logo used as the primary logo. Only use the black version of the logo when the white version will not allow for enough contrast.

Distortion

Do not stretch, distort or otherwise modify the logo. You may add a drop shadow.



Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

Minimum Sizing

Logo should never print less than 0.5" in width.

Color	Print		Digital	
	CMYK		RGB	HEX
 Canvas	C: 0 M: 3	Y: 6 K: 9	R: 232 G: 226 B: 219	#e8e2db
 Mustard Seed	C: 0 M: 32	Y: 97 K: 42	R: 148 G: 100 B: 5	#946405
 Burnt Sienna	C: 0 M: 55	Y: 97 K: 36	R: 148 G: 100 B: 5	#a34a05
 Carolina Blue	C: 97 M: 35	Y: 0 K: 55	R: 3 G: 74 B: 114	#034a72
 Pine Green	C: 61 M: 0	Y: 23 K: 56	R: 44 G: 112 B: 86	#2c7056
 Dark Mahogany	C: 0 M: 42	Y: 72 K: 65	R: 88 G: 51 B: 25	#583319

Colors

The primary color palette for *Arriving: Leo Twiggs and His Art* includes canvas, mustard seed, burnt sienna, carolina blue, pine green and dark mahogany. Canvas, mustard seed and burnt sienna are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Carolina blue, pine green and dark mahogany are the brand's secondary colors and should be used as an accent or in locations where canvas, mustard seed and burnt sienna are not appropriate.

Typography

Arriving: Leo Twiggs and His Art uses the font Gloucester MT Extra Condensed for headers and *Caramel Regular* for specialty text. Subheaders use Gill Sans and Georgia Regular is used for body copy.

- When using these fonts to promote *Arriving: Leo Twiggs and His Art*, you may add a drop shadow.

Header

Subheader 1

Subheader 2

Body copy

Imagery

These graphics serve as signature image and title treatment for *Arriving: Leo Twiggs and His Art* and should be used where appropriate.

Signature Image



Title Treatment



Program Imagery

Below are 10 production stills selected to reflect *Arriving: Leo Twiggs and His Art*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.

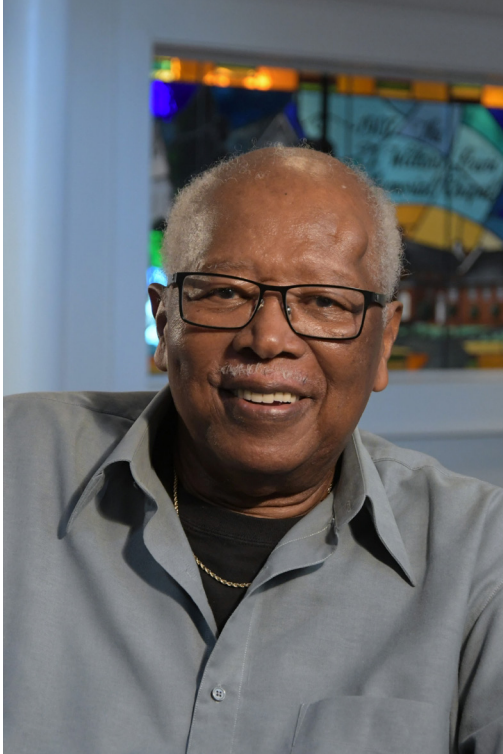


Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *Arriving: Leo Twiggs and His Art* include:

- South Carolina ETV





Leo Twiggs

Leo Twiggs received his BA degree from Claflin University, studied at the Art Institute of Chicago and received his MA degree from New York University where he studied with the famed painter and muralist Hale Woodruff. He received his Doctorate in Art from the University of Georgia.

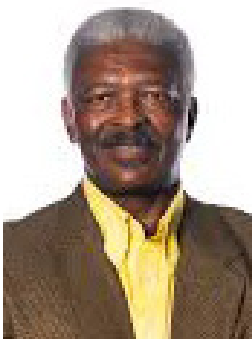
He has had over 75 one person shows and his work has received international recognition with exhibits at the Studio Museum in New York and US Embassies in Rome, Dakar and Bern Switzerland among other venues. He has been widely published in textbooks and featured in several TV documentaries. *Myths and Metaphors*, a retrospective of his work was organized by the Georgia Museum in 2004. His award-winning book, *Messages from Home: The Art of Leo Twiggs* was published in 2011.

In 2017, he completed a series of nine paintings titled *Requiem for Mother Emanuel* commemorating the nine victims that were killed at the Church in Charleston. The paintings were exhibited widely and featured on ESPN, CBS Evening News and reviewed in Art in America.

He became the first artist from South Carolina to receive the prestigious 1858 Society Prize for Contemporary Southern Art in 2018, sponsored by them Gibbes Museum. Twiggs has received two Verner Art Awards and the Order of the Palmetto, the South Carolina's highest civilian honor, as well as being inducted into the South Carolina Hall of Fame in 2020. In 2019 he won the "Larry D. and Brenda A. Thompson Award" from the Georgia Museum of Art at the University of Georgia, and in 2021 received the "Lifetime Achievement Alumni Practitioner Award" from their Department of Education. In 2023 was awarded "The Dean's Cross," the highest honor receivable from the Virginia Theological Seminary.

William Richardson

Executive Producer



William Ira Richardson has accrued an impressive body of broadcasting and production experience during his career at SCETV. He began his career at WRJA in Sumter, and moved to WRET in Spartanburg as a producer/director in 1985. Richardson has also held the distinction of being an adjunct professor of Advanced Video Production at USC Upstate. He has served on the South Carolina State Budget and Control Board's State Employee Grievance Committee. Active in the community, he has served on the board of directors for the Spartanburg YMCA; the Spartanburg Bethlehem Center, the Carolina Foothills Artisan Center and a Spartanburg Chamber of Commerce Workforce committee. He is also a graduate of the Spartanburg Chamber of Commerce's "Leadership Spartanburg Program." Richardson lives in Spartanburg, SC.



Xiao Yu

Producer, Director and Editor

Xiao Yu is a producer and director at SCETV. She received her MFA in film production from Ohio University School of Film. Prior to joining SCETV, she produced and directed numerous award-winning documentary films, dramatic series and television programs for over two decades. At SCETV, Yu has produced workforce development PSAs and contributed to various SCETV series, including *Palmetto Scene* and *Our Town*.



Thelisha Eaddy

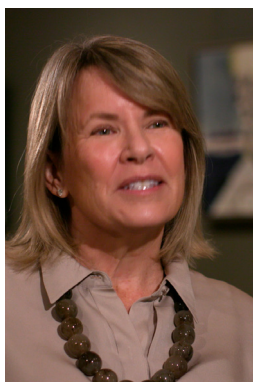
Narrator

Thelisha Eaddy is the local Morning Edition host for SC Public Radio. Eaddy joined SC Public Radio's team of reporters in 2015 to cover the long-term recovery of the historic flood in Columbia. Since that time, she has continued covering top

news stories for the network. In addition to her on-air reporting, Eaddy can be seen on other South Carolina ETV programming, reporting live coverage of elections and providing analysis during Governor Inaugurations, moderating debates, and hosting the program *Palmetto Perspectives*. In 2019, Eaddy also produced *The Road We Trod*, a one-hour special on South Carolina's Historically Black Colleges and Universities and their impact on history and the economy.

A native of the South Carolina Lowcountry, Eaddy's first broadcast job was in her hometown of Saint Stephen. She studied at the University of South Carolina in Columbia and learned valuable behind-the-scenes radio and TV broadcasting skills at Trident Technical College in Charleston.

Eaddy is an award-winning, multimedia journalist, receiving the 2009 South Carolina Broadcasters Association Radio Reporter of the Year award and several Radio Television Digital News Association of the Carolinas awards for her reporting.



Lynne Blackman

Advisor to The Johnson Collection

The Johnson Collection (TJC), based in Spartanburg, South Carolina, seeks to illuminate the rich history and diverse cultures of the American South through visual art. Among the 1200 objects currently in its holdings are six paintings by Dr. Leo Twiggs,

including three of the nine *Requiem to Mother Emanuel* batiks. As part of TJC's commitment to sharing its art with broad audiences across the United States, TJC sponsored the *Requiem* exhibition's travel to four important regional museums from 2016 through 2018. The former

Director of Communications at TJC, Blackman also worked closely with Dr. Twiggs to develop *Elevation from Within: The Study of Art at Historically Black Colleges and Universities*, a touring exhibition paying homage to HBCU alumni and professors' educational backgrounds and artistic achievements. Like Dr. Twiggs, The Johnson Collection is a recipient of the South Carolina Governor's Award for the Arts, the state's highest honor in the field.



Frank C. Martin, Ph.D.

*Art Critic & Visiting Professor of
Art History & Art Theory
South Carolina State University*

Dr. Martin was hired by Leo Twiggs as Curator of Exhibitions & Collections for The I. P. Stanback Museum & Planetarium when Dr. Twiggs served as both the Director of the Stanback Museum and Chair of the Art Department at South Carolina State University.

Dr. Martin is a graduate of Yale University and the City University of New York, Hunter College, with additional study in contemporary art at the Institute of Fine Arts of New York University, and the Ph.D. in Philosophy specializing in the history of aesthetics from the University of South Carolina, Columbia, S.C. After working for more than 12 years as an Associate Manager of Education Services for the Department of Education Services in the Uris Center of the Metropolitan Museum of Art, Martin transitioned to a position as Curator of Exhibitions and Collections, at South Carolina State University's I. P. Stanback Museum & Planetarium, where he later served as Director from October of 2015 through June of 2022.

Trained as an art historian, art theorist, philosopher, and critic of cultural interpretation,

Dr. Martin has served as an academic advisor for the PBS documentary, *Shared History* and as contributing critic in the fine arts for *The Charleston Post and Courier*, one of the South's oldest newspapers from 1994 through 2000. Appointed as a Carolina Diversity Professors' Doctoral Scholar in 2009 (now The Grace Jordan McFadden Doctoral Scholars' Program) in the Department of Philosophy at the University of South Carolina, Martin's area of specialization is the study of axiology, concentrating in the field of aesthetics.

Dr. Martin is a member of AICA, the International Association of Art Critics (*l'Association Internationale des Critiques d'Art*) based in Paris. His published projects include articles for the encyclopedic *African American Biography*, organized by Harvard University and the Oxford University Press, writing on artists of the African diaspora. In 2014, Martin was designated Professor of the Year, for the School of Education, Humanities, and Social Sciences at South Carolina State University and received the distinguished Community Service Award from the international service organization, The Links Inc. in 2019.





Sandra Rupp

*Owner & President
Hampton III Gallery*

Since 1970, the mission of the Hampton III Gallery has been (and continues to be) supporting professional artists who are in or from South Carolina, ranging from post-World War II to the present.

Hampton III Gallery was started by Richard Rupp, a teacher who, with summers off, started an art gallery for three artist friends: Carl Blair, Emery Bopp, and Darell Koons. Those artists invited their friends to the gallery, with Leo Twiggs, Jeanet Dreskin, and William Halsey soon joining the fold.

With changing exhibitions, artists' talks, and special events there are plenty of educational opportunities for anyone wishing to discover the

rich heritage of South Carolinian art. Over 500 paintings, sculptures and original prints are kept in inventory. Hampton III Gallery is also the recipient of the Governor's Award for the Arts, South Carolina's highest honor in the field.

Sandra Rupp acts as Leo Twigg's representative, with Hampton III Gallery having carried Leo Twigg paintings for over five decades.



Marilyn Laufer, Ph.D.

*Director Emerita
Jule Collins Smith Museum of Fine Art
Auburn University*

Marilyn Laufer served as the director of the Jule Collins Smith Museum of Fine Art at Auburn University, retiring in May, 2018.

At that time, she had completed 22 years of service to Auburn University, 12 of which were with the museum.

A lifelong arts educator and advocate, Laufer received her Bachelor of Arts degree from Douglass College of Rutgers University in New Jersey. She did graduate studies at the University of New Mexico and received her doctorate in the history of art from Washington University in St. Louis, Missouri.

She began her career as a museum educator but after a decade returned to academic studies,

eventually joining the Department of Art faculty at Auburn in 1996. For 10 years Laufer divided her time between teaching and working as a guest curator and guest program coordinator for such institutions as the High Museum of Art in Atlanta, the Georgia Museum of Art at the University of Georgia and the Morris Museum of Art in Augusta, GA among many others.

Dr. Laufer was the curator and essayist for the catalogue and exhibition of the Georgia Museum of Art's retrospective entitled *Myths and Metaphors: The Art of Leo Twiggs*, which traveled to multiple venues.



William U. Eiland, Ph.D.

*Director Emeritus
Georgia Museum of Art
University of Georgia*

Dr. Eiland served as the director of the Georgia Museum of Art at the University of Georgia from 1992 to 2023. Under his leadership, the museum received over 250 awards for its publications, programming, staff, and exhibitions, establishing itself as one of the leading university art museums in the country. During this period, the museum's collection expanded significantly, growing to more than 17,000 objects."

A native of Sprott, Alabama, Eiland holds a doctoral degree from the University of Virginia and has authored, edited, and contributed to more than 60 publications. He has elevated the museum's national and international reputation through his service on the board of the American Alliance of Museums, as a trustee of the Association of Art Museum Directors, a trustee of the International Council of Museums, and as chair of the Arts and Artifacts Indemnity Advisory Panel for the National Endowment for the Arts. Additionally, he served as vice chair of the board of the American Association of Museums and vice chair of its Accreditation Commission.

His honors include the American Alliance of Museums Distinguished Service Award, which is rarely given; induction into Sigma Pi Kappa, an international fraternity of historic preservationists; the James Short Award for distinguished service in the museum profession from the Southeastern Museums Conference; a Lifetime Achievement Award from the Georgia Association of Museums and Galleries; and a Governor's Award for the Arts and Humanities.

Dr. Eiland recognized the significance of Leo Twiggs's art, and in March 2004, the Georgia Museum of Art became the first museum to host a solo exhibition of the artist's work, titled *Myths and Metaphors: The Art of Leo Twiggs*. In February 2019, during its annual Black History Month Dinner and Awards Celebration, the museum presented Twiggs with the Larry D. and Brenda A. Thompson Award, which honors living African American artists with a connection to Georgia.



Luke Delello

*Director & Curator
Hampton III Gallery*

A director and curator at Hampton III Gallery, Luke Delello works with Sandra Rupp in representing Leo Twiggs and other well-known South Carolina artists. He works closely

with Leo Twiggs, having a deep understanding of his works.



The Very Rev. Ian S. Markham, Ph.D.

*Dean & President
Virginia Theological Seminary*

A respected authority within The Episcopal Church and the Anglican Communion in systematic theology, social ethics, and religious diversity,

Markham is committed to nurturing critical thinking Christian leaders, both lay and ordained, who will serve as God's witness to the world.

In 2007, Markham was appointed Dean and President of Virginia Theological Seminary. Before being called to VTS, he served as Dean and Professor of Theology and Ethics at Hartford Seminary in Connecticut and as visiting professor of globalization, ethics, and Islam at Leeds Metropolitan University in the United Kingdom. He also served on the faculty of Liverpool Hope University and the University of Exeter.

As the Seminary approached its 200th anniversary, Dean Markham led the Board to create a Reparations Fund of \$1.7 million in recognition of the work of enslaved persons on the campus.

Under the Dean's tenure, revised scholarship packages have led to increased enrollment increased selectivity, and growth in the diversity of the student body.

A trained Christian Ethicist and a Theologian, Markham is a prolific author and editor of numerous books. In addition to his role as Dean and President, Markham has been serving as Priest Associate at St. Paul's Church in Alexandria since 2007.

In July, 2023, Dean Markham presented the Dean's Cross for Servant Leadership Award to Leo Twiggs, in recognition of his accomplishments as an artist exploring themes of American history and contemporary society. The Dean's Cross is the highest award that the Seminary can bestow. Other recipients include Barbara Bush, Madeline Albright, Wendel Berry, and Jon Meacham.

Program Descriptions



Long Description

Discover the life and work of Leo Twiggs, a legendary South Carolina artist and educator, through interviews with Twiggs, his agent, former museum directors and gallery curators. This story intertwines these interviews with footage of Twiggs' creative process and hometown, key artworks, and archival materials, delving into his personal history, deep South Carolina roots, impactful artistry, and reflections on societal evolution.



Medium Description

Discover the life and work of Leo Twiggs, a legendary South Carolina artist and educator, through interviews and footage of his creative process. This story reveals his history, impactful artistry and reflections on societal change.



Short Description

Leo Twiggs' life, artistry and profound reflections on societal change come to light.

Program Imagery

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IMAGE 1



Caption

Leo Twiggs being interviewed

Credit

SCETV

IMAGE 2



Caption

Art critic and art professor Frank Martin being interviewed

Credit

SCETV

IMAGE 3



Caption

Dean and President of Virginia Theological Seminary, The Very Rev. Ian Markham, being interviewed

Credit

SCETV

IMAGE 4



Caption

Leo Twiggs at his family home, built by his father in 1936

Credit

SCETV

IMAGE 5



Caption

Leo Twiggs at St. Stephen's Episcopal Church

Credit

SCETV

IMAGE 6



Caption

Leo Twiggs in front of the First Baptist Church of St. Stephen

Credit

SCETV

IMAGE 7



Caption

Leo Twiggs walking on the road he walked every night as a child

Credit

SCETV

IMAGE 8



Caption

Leo Twiggs being interviewed in front of his family home, built by his father in 1936

Credit

SCETV

IMAGE 9



Caption

Leo Twigg being interviewed in front of his family home, built by his father in 1936

Credit

SCETV

IMAGE 10



Caption

Leo Twigg being interviewed in his studio

Credit

SCETV

IMAGE 11



Caption

Leo Twigg with his wife Rosa

Credit

SCETV

IMAGE 12



Caption

Leo Twigg and his wife Rosa in front of St. Stephen's Episcopal Church

Credit

SCETV

IMAGE 13



Caption

Leo Twiggs and his wife Rosa in front of Leo's family home, built by his father in 1936

Credit

SCETV

IMAGE 14



Caption

Leo Twiggs and his wife Rosa in front of the old St. Stephen movie theater

Credit

SCETV

IMAGE 15



Caption

Leo Twiggs and his wife Rosa in front of the old St. Stephen movie theater

Credit

SCETV

IMAGE 16



Caption

Hampton III Gallery director and curator Luke Delello being interviewed

Credit

SCETV

IMAGE 17



Caption

Advisor to The Johnson Collection Lynne Blackman being interviewed

Credit

SCETV

IMAGE 18



Caption

Director Emerita Marilyn Laufer of the Jule Collins Smith Museum of Fine Art at Auburn University being interviewed

Credit

SCETV

IMAGE 19



Caption

Hampton III Gallery Owner and President Sandra Rupp being interviewed

Credit

SCETV

IMAGE 20



Caption

Director Emeritus William Eiland of the Georgia Museum of Art at University of Georgia being interviewed

Credit

SCETV



IMAGE 1



Caption

Leo Twiggs on set in front of his family home, built by his father in 1936

Credit

SCETV

IMAGE 2



Caption

Leo Twiggs on set in front of his family home, built by his father in 1936

Credit

SCETV

IMAGE 3



Caption

Leo Twiggs and crew members on set in front of his family home, built by his father in 1936

Credit

SCETV

IMAGE 4



Caption

Videographer Shae Winston working on set

Credit

SCETV

IMAGE 5



Caption

Executive Producer and Videographer William Richardson working on set

Credit

SCETV

IMAGE 6



Caption

Executive Producer and Videographer William Richardson working on set

Credit

SCETV

IMAGE 7



Caption

Leo Twiggs with Producer and Director Xiao Yu on set at Claflin University campus

Credit

SCETV

IMAGE 8



Caption

Producer and Director Xiao Yu conducting an interview with Leo Twiggs at Leo's studio

Credit

SCETV

IMAGE 9



Caption

Leo Twiggs with Producer and Director Xiao Yu and Videographer Lamar Owen

Credit

SCETV

IMAGE 10



Caption

Leo Twiggs and his wife Rosa with Producer and Director Xiao Yu

Credit

SCETV

IMAGE 11



Caption

Leo Twiggs with Producer and Director Xiao Yu

Credit

SCETV

ARRIVING

Leo Twiggs and His Art

