

FOR IMMEDIATE RELEASE

The Edmonton Symphony Orchestra unveils new brand ahead of 75th anniversary season

Edmonton, AB — As it approaches its 75th anniversary, the Edmonton Symphony Orchestra (ESO) is introducing a refreshed brand that reflects both its legacy and its future.

The ESO continues to bring people together through live performance at the Winspear Centre and across the community. At the heart of our brand story is a simple truth. The ESO exists to restore human connection. Our new logo, inspired by the North Saskatchewan River, positions the orchestra as a modern steward of humanity’s oldest functions: bringing people together through shared sound, shared place, and shared experience.

“This is about what a modern orchestra can be,” says Annemarie Leenhouts-Petrov, President and CEO of the ESO and Winspear Centre. “A space where people come together and where music creates a sense of connection and belonging.”

“Music has always been about connection,” says Jean-Marie Zeitouni, Music Director. “It’s not just about performance but about creating a shared experience. Every time we step on stage, we’re building a connection with the audience.”

For generations, the ESO has been part of Edmonton’s cultural fabric. Founded in 1952, the orchestra has continually evolved alongside its community, a legacy that continues as it approaches its 75th anniversary. Today, it continues to expand how audiences engage with orchestral music, from classical repertoire to film scores, contemporary works, and community-based programs like the Youth Orchestra of Northern Alberta (YONA).

The refreshed brand also coincides with the ongoing expansion of the Winspear Centre, which will introduce new spaces for performance, learning, and community engagement, strengthening the ESO’s role as a gathering place in the heart of Edmonton.

The new brand will be introduced across the 2026/27 season, leading into a milestone year for the organization.

More information can be found: edmontonsymphony.com

About the Winspear | Edmonton Symphony Orchestra | Tommy Banks Centre

In its 74th year, the Edmonton Symphony Orchestra has taken its place as one of Canada's foremost orchestral ensembles. Its current roster includes musicians from Canada and around the world performing a wide-ranging repertoire from great classical masterworks to Hollywood scores to new works. The orchestra is the resident artistic ensemble, the "home team," of the Winspear Centre, among the best acoustic concert halls in North America. Located in the heart of Edmonton, the Centre itself is undergoing a transformation into a state-of-the-art community hub for music, and home to the Tommy Banks Centre for Musical Creativity.

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