

2-19-2016

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Recommended Citation

Georgia Southern University, "Center for Art & Theater News" (2016). *Center for Art & Theater News*. 12.
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Brooke Fremeau's MFA Thesis show opens in University Gallery

February 19, 2016

STATESBORO, Ga. – Georgia Southern University's Betty Foy Sanders Department of Art presents Zoetic: MFA Thesis Exhibition by Brooke Fremeau, from Feb. 23 to March 25 on-campus in the University Gallery of the Center for Art & Theatre. The exhibition includes a reception Feb. 23 at 6 p.m. at the Center for Art & Theatre. The events are free, and the public is welcome.

Fremeau, a current M.F.A. Graphic Design candidate, has created a 360-degree corporate identity as her thesis. Her potential startup is called Zoetic, and her exhibition includes video, books, large-scale signage, a mobile app, a website, and screen printed t-shirts. Each element, or touchpoint, facilitates a gateway between the consumer and the company, strengthening brand presence and recognition.

"Essentially, I've designed an entire library of digital and print media that could be used to launch a real fitness company," Fremeau said. "Zoetic, as I envision it, would focus on a holistic approach to health and wellness and those values are reflected in the design of each piece."