Salem, Oregon – A new license plate design that celebrates Oregon and the diversity of its culture will debut Oct. 1 in recognition of the Oregon Cultural Trust’s 20th Anniversary. The artwork is called Celebrate Oregon!

The artwork for the license plate, created by Liza Burns of Eugene, will also be installed as full-scale murals at the Eugene, Medford, Portland and Redmond airports through a partnership with GreenCars.com, a learning and marketplace destination for sustainable transportation. In addition, a 38-foot outdoor banner will be installed at the Northwest Film Center at the Portland Art Museum.

“The new design, built on a panorama of Oregon geography, reflects and respects the diversity of our culture at a time we need it most,” said Cultural Trust Board Chair Niki Price. “Cultural expression is how our communities define themselves - how they live their everyday lives, their traditions, their heritage, their creativity, their celebrations, their values and how they connect with one another. Our culture is the glue that can bind us together as Oregonians.”
“Oregonians value sustainability and embrace green energy,” said Tina Miller, Chief Financial Officer of Lithia Motors and GreenCars spokesperson. “Our partnership with the Oregon Cultural Trust, and sponsorship of these magnificent murals, is our way of bringing this important part of Oregon culture into the picture.”

Celebrate Oregon! is a vibrant tapestry of Oregon geography into which are woven 127 symbols representing different aspects of our collective arts, heritage, history and cultural practices. It is the result of a year-long, inclusive process that began with a group of statewide nominators sharing the creative brief with artists and designers.

A total of 36 artists submitted statements of interest and work samples. A diverse jury evaluated the submissions and recommended 20 artists be invited to submit preliminary concepts in exchange for a $250 honorarium. An expanded jury evaluated the concepts based on criteria derived from the creative brief and unanimously recommended Burns’ design to the Cultural Trust Board of Directors, which unanimously approved it in October. Burns met with several content experts, identified through the Governor’s Office of Diversity, Equity and Inclusion, to finalize symbols included in the design.

“We knew that reflecting the breadth of Oregon culture, and how it brings us together, in one design was an extremely ambitious goal,” said Cultural Trust Executive Director Brian Rogers. “Liza’s creation does that and so much more. It captures the spirit of Oregon and also serves as an educational tool for exploring our diversity. We are incredibly proud and excited to share it with Oregonians.”

The license plate artwork will be accompanied by an interactive visual key that explains each of the symbols and how they connect to Oregon culture, accessed via a QR code. The key will aid the design discovery while informing Oregonians about the breadth of cultures we as a people represent.

Events celebrating the unveiling of the murals are scheduled for Sept. 21 at Rogue Valley International-Medford Airport in partnership with the Medford Arts Commission; Oct. 15 at FlyRedmond; Oct. 28 at Eugene Airport; and tentatively for mid-November TBD at Portland International Airport. The artwork will also be available as a poster and a limited-edition print. Details will be posted on the Cultural Trust website.

The new license plate will be available beginning Oct. 1 on the Oregon DMV website, at DMV field offices and at car dealerships across the state, including Lithia’s 32 franchise dealerships.

NOTE: Photos of the license plate design, the artist at work and a time lapse video of her mural creation are available here or by pasting this URL into your browser:
https://www.dropbox.com/sh/t41fr325g0by8hi/AAB0SSwY_29QT4YcS508G411a?dl=0

Created in 2001 by the Oregon Legislature, the Oregon Cultural Trust is a testimony to how much Oregonians value culture. No other state provides a 100 percent tax credit to inspire cultural giving. As uniquely Oregonian as public beaches and the bottle bill, the Oregon Cultural Trust was established 18 years ago by the Oregon Legislature as an ongoing funding engine for arts and culture across the state. Oregonians fund the Cultural Trust. We, in turn, fund the artists, potters, rappers, acrobats and dreamers who make Oregon, Oregon. In 2020 Oregonians gave $5.2 million to the Cultural Trust, our all-time record. Sixty percent of that will go straight back to the field. The remaining 40 percent will help grow our permanent fund. Our three grant programs fund our five Statewide Partners, 45 County and Tribal Coalitions and qualified cultural nonprofits through competitive Cultural Development Grants.
Liza Burns is an illustrator, muralist and designer based in Eugene, Oregon. She holds a Bachelor of Fine Arts from Boston University and an Associate Degree in Graphic Design from Lane Community College. After graduating from BU, Burns lived and worked in Los Angeles where she painted her first large-scale mural at Blue Cow Kitchen in downtown Los Angeles. Her mural art now appears in restaurants, shops, businesses and office buildings across Oregon, California, Texas and Connecticut. She has exhibited her work at the First Friday Artwalk, Lane Community College, and has illustrated for publications like Eugene Weekly, Ruralite, and others. Her illustrative work can be found with a variety of clients: Lane Transit District, Downtown Eugene, Mendocino Farms, Falling Sky Brewing, Eugene Concert Choir, the Kiva Grocery and more.

Burns’ work rewards discovery; she uses details and minutiae within larger and more colorful pieces to create layers of meaning and story. As a child she was deeply inspired by the work of Graeme Base (illustrator and author of books like “Animalia” and “The Eleventh Hour”), where she found a love and respect for art that tells a secret story that can only be unraveled by taking your time.

**Artist statement: Cultural Trust license plate design**

Capturing “Oregon Culture” in a single piece is an extraordinary challenge as Oregon is a diverse and beautiful arrangement of many cultures, each with their own subcultures and nuances. This abundance became the foundation of the piece. I focused on selecting imagery from sources big and small, obvious and obscure, to create a patchwork of symbols in which every Oregonian can see themselves.

I began with the Oregon landscape. To me, Oregon culture starts with the land, the sea, the mountains, the forests, the plains, the river valleys and the high deserts. The diversity and richness of the Oregon geography mirrors its people, which worked well as the foundation of the piece.

Once the landscape was in place, I built a concept of a “symbol overlay” to accommodate two things: First, the concept of an ever-evolving cultural group identity needed multiples, not singulants; Second, this project had a lot of stakeholders, and the design needed to serve both my vision and withstand/be improved by more cooks in the kitchen. I did initial research to find symbols and imagery that covered a wide swath of Oregon culture, and was careful to seek out pieces that were new to me. But with the help of a diverse group of content experts, the list of symbols and images swelled to include facets of the Oregon experience that I could have never found on my own.

I am excited to share this with other Oregonians, and to take them on the same journey of discovery I experienced.
Decision to pursue new plate design for 20th anniversary

In February of 2020, the Oregon Cultural Trust Board of Directors voted to pursue the creation of a new Cultural Trust license plate to mark the Cultural Trust’s 20th anniversary. Board members George Kramer, Theo Downes Le-Guin and Chris Van Dyke volunteered to serve on a Board Ad Hoc Committee to oversee the process. Cultural Trust Executive Director Brian Rogers, Trust Manager Aili Schreiner and Communications Manager Carrie Kikel also served on the Ad Hoc Committee.

Goal: To reflect and respect all Oregon culture

Their first action was to develop a creative brief to guide the design creation. The “big idea” for the creative brief was that “Our culture can be the glue that binds us together as Oregonians. Arts and culture cross all boundaries and inspire us to celebrate our diversity and resilience as a people.” Thus the goal of the license plate design became to reflect, respect and celebrate all of Oregon culture and the diverse cultures within it.

Phase One: Invitation to artists and designers

In July, artists and designers were nominated by a diverse group of 33 individuals representing Oregon's artistic and design community. Each nominator was invited to forward the creative brief to artists or designers they felt might be interested. Thirty-six artists responded by completing an interest statement and submitting work samples. Their materials were reviewed in early August by a statewide jury charged with agreeing the 20 artists to be invited to submit preliminary concepts in exchange for a $250 honorarium.

Phase Two: Call for preliminary concepts

In September, an expanded jury reviewed the 20 preliminary concepts and ranked them based on criteria derived from the creative brief. The jury met on Monday, Sept. 28, to review average scores and agree how many finalists to recommend to the Board Ad Hoc. After robust discussion that included group review of the top-scoring concepts and conversation around ethnic representation and inclusion, the jury recommended that five artist concepts move forward for consideration by the Board Ad Hoc Committee.

Unanimous decision on successful concept

The Ad Hoc agreed to advance the three top concepts to the full Board of Directors at its October meeting with a strong recommendation for the top-scoring design concept created by Liza Burns of Eugene. The board agreed Burns’ design, a vibrant tapestry of Oregon geography into which are woven 127 symbols depicting different components of Oregon culture, was the most successful in achieving the goals of the creative brief. They voted unanimously to offer Burns a $5,000 contract to complete the final design by January 2021.
Final design process: Working with content experts

Cultural Trust staff then reached out to the Governor’s Office for guidance on how to identify content experts who could help ensure that the final design accurately reflected Oregon's diverse cultures. They were directed to work with the Governor's Office of Diversity, Equity and Inclusion to pursue that goal.

The Governor has advocacy commissions to advise her on the many diverse populations Oregon serves. Advocacy commission members who volunteered to serve as content experts for the final design process are: Mohamed Alyajouri and Toc Soneoulay-Gillespie, Oregon Commission on Asian Pacific Islander Affairs; Linda Castillo, Oregon Commission on Hispanic Affairs; Mariotta Gary-Smith, Oregon Commission on Black Affairs; and Natasha Haunsperger, Oregon Commission for Women. Chuck Sams, a recognized Native American leader in Oregon and Immediate Past Chair of the Cultural Trust board, agreed to serve as the content expert for Native American culture.

Kikel and Burns met individually with all content experts in mid-December to share the preliminary concept and ask for candid feedback and suggestions. They asked “Do you see your culture represented in the design? If not, what symbols could be added to better reflect you culture?” Burns revised the design to reflect content expert feedback and suggestions, then reconvened with all content experts in mid-January to share the updated design. All of the content experts were extremely satisfied with the results and thanked her for including them.

The Ad Hoc Committee approved the final design in late January and it was submitted to the DMV. The plate is expected to go on sale to the public on Oct. 1, 2021, to coincide with the Cultural Trust’s 20th Anniversary.

Creation of license plate key and key narrative

Burns created a visual key to illuminate all 127 cultural symbols in the license plate design and worked with Kikel to draft a key narrative identifying the symbols and sharing their connection to Oregon culture. Numerous subject matter experts contributed to the key narrative. A QR code will guide design viewers to the key and narrative, which will be posted on the Cultural Trust website.
LICENCE PLATE DESIGN
PROCESS PARTICIPANTS

License Plate Board Ad Hoc Committee

Theo Downes-Le Guin
Portland

George Kramer
Ashland

License Plate Artist/Designer Nominators*

Intisar Abioto
Artist, Portland

Jen Bell
Principal, bell+funk, Eugene

Steven Broocks
Executive Director, Coos Art Museum, Coos Bay

Jonathan Bucci
Curator of Collections and Exhibitions,
Hallie Ford Museum of Art, Salem

Carissa Burkett
Director of Art Programs,
Chehalem Cultural Center, Newberg

Wanda Chin
Consultant, Ashland

Brad Cloepfil
Allied Works, Portland

Cheryl Coughlan
Executive Director,
Joseph Center for Arts and Culture, Joseph

Karl Davis
Crow’s Shadow Institute of the Arts, Pendleton

Jenny Green
Vice Chair, Oregon Arts Commission;
Vice Chair, Scalehouse Collaborative for the Arts, Bend

John Hoke
Chief Design Officer, Nike, Portland

Lisa Jarrett
Associate Professor, Community and Context Arts,
Portland State University, Portland

Grace Kook-Anderson
The Arlene and Harold Schnitzer Curator of Northwest Art,
Portland Art Museum, Portland

Jessica Lagunas
Intercambio de Artistas Latinos/Latino Network, Portland

Chris Van Dyke
Bend

Hyla Lipson
Executive Director,
Grants Pass Museum of Art, Grants Pass

Scott Malbaurn
Director, Schneider Museum of Art, Ashland

Brenda Mallory
Visual Artist, Portland

Sandee McGee
Interim Executive Director/Gallery Director,
Umqua Valley Arts Center, Roseburg

Elizabeth Quinn
Consultant, Summer Lake

Stacey Ray
Executive Director, Lane Arts Council, Eugene

Rebecca (aka Agnes) Rubens (aka Field)
Artist, Board Vice President, Astoria Visual Arts, Astoria

Lori Sams
Gallery Director, Betty Feves Memorial Gallery,
Blue Mountain Community College, Pendleton

Ginger Savage
Executive Director,
Crossroads Carnegie Art Center, Baker City

Cynthia Spencer-Hadlock
Executive Director, The Arts Center, Corvallis

J. Scott Stephenson
Director, The Dalles Art Center, The Dalles

Matthew Stringer
Executive Director, Four Rivers Cultural Center and Museum;
Arts Commissioner, Ontario

Beth Tobey
Arts Program Manager, City of Beaverton, Beaverton

Libby Unthank Tower
Arts Advocate and Oregon Arts Commissioner (2010 - 2017), Eugene
Tom Webb
Director, Newport Visual Arts Center, Oregon Coast Council for the Arts, Newport

Tammy Jo Wilson
Co-founder, Art in Oregon, Oregon City

Elisabeth Charman
School of Art and Design Director, PSU, Portland

Mark DeBoer
Vice President of Corporate Development, Lithia Motors, Medford

Lucinda DiNovo
Director of Sales & Marketing, The Mill Casino Hotel & RV Park, Oregon Tourism Commissioner, Coos Bay

Kuri Gill
Grant and Outreach Coordinator, Oregon Heritage, Salem

Carrie Kikel
Communications Manager, Oregon Arts Commission/Cultural Trust, Canby

Rozzell Medina
Program Coordinator, Oregon Humanities, Portland

Mike Arseneault
Tillamook County Cultural Coalition, Brand Architect, Rockaway Beach

Stephanie Mulligan
Donor/plate holder, Portland

Tracy Olander
Senior Policy Analyst, Oregon DMV, Salem

Brian Rogers
Executive Director, Oregon Arts Commission/Cultural Trust, Artist, Portland

Aili Schreiner
Cultural Trust Manager, Portland

Mark Senffner
Brand Manager, Travel Oregon, Portland

MOsely WOtta
Creative Laureate, Bend

*All nominators were invited to share the creative brief; they were not required to disclose with whom they shared it.

Round One Jury: Artist/Designer Interest Statements and Work Samples

Round Two Jury: Artist/Designer Preliminary Concepts

Mike Arseneault
Tillamook County Cultural Coalition, brand architect, Rockaway Beach

Katy Bell
Grants and Office Coordinator, Oregon Arts Commission

Mark DeBoer
Vice President of Corporate Development, Lithia Motors, Medford

Lucinda DiNovo
Director of Sales & Marketing, The Mill Casino Hotel & RV Park, Oregon Tourism Commissioner, Coos Bay

Stephanie Ingraham
Captain, Oregon State Police, Salem

Carrie Kikel
Communications Manager, Oregon Arts Commission/Cultural Trust, Canby

Robert (Bob) Komoto
Four Rivers Cultural Center (board member), Ontario

Janet Komoto
Four Rivers Cultural Center (volunteer), Ontario

Rozzell Medina
Program Coordinator, Oregon Humanities, Portland

Elizabeth Woody
Executive Director, Museum at Warm Springs; Former Oregon Poet Laureate, Warm Springs

Gayle Yamasaki
Educator and Cultural Trust Board Member, Klamath Falls

Tom Webb
Director, Newport Visual Arts Center, Oregon Coast Council for the Arts, Newport

Tammy Jo Wilson
Co-founder, Art in Oregon, Oregon City

Elizabeth Woody
Executive Director, Museum at Warm Springs; Former Oregon Poet Laureate, Warm Springs

Gayle Yamasaki
Educator and Cultural Trust Board Member, Klamath Falls

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Final Design Content Experts

**Mohamed Alyajouri and Toc Soneoulay-Gillespie**
Oregon Commission on Asian Pacific Islander Affairs

**Linda Castillo**
Oregon Commission on Hispanic Affairs

**Mariotta Gary-Smith**
Oregon Commission on Black Affairs

Natasha Haunsperger
Oregon Commission for Women

Chuck Sams, Deputy Director
Confederated Tribes of Umatilla Indian Reservation

Key Narrative Contributors/Credits

Grace Kook-Anderson
Katrine Barber
Edwin Battistella
Marc Benthimer
Stephanie Brown
Liza Burns
Peggy Burris
Kelly Cannon-Miller
Cool Nutz
Terry Currier
Duane Duvall
Richard Etulain
Mariotta Gary-Smith
Benjamin A. Gifford

Tom Hager
David Harrelson
Roger Hull
Carrie Kikel
George Kramer
William L. Lang
John Laursen
Darrell Millner
Sarah Munro
OffbeatOregon.com
Oregon Agriculture in the Classroom Foundation
Oregon Department of Fish and Wildlife

Oregon Encyclopedia
Oregon Historical Society
Conner Reed/Portland Monthly
Eleanor Sandys
Liora Sponko
Travel Oregon
Vursatyl
Namita Gupta Wiggers
Wikipedia
Willamette Valley Vineyards
Tim Williams
William F. Willingham
Gayle Yamasaki
GreenCars is part of Lithia & Driveway (NYSE: LAD) a leading provider of personal transportation solutions for over 75 years and headquartered in Southern Oregon. GreenCars is proud to be the primary sponsor of the Oregon Culture Trust’s new license plate design, celebrating Oregon’s diverse cultures and amazing geography. Created by Liza Burns of Eugene, the license plate incorporates the GreenCars “leaf” logo that captures our mission of advocating for zero-emission vehicles to help keep Oregon green.

Who We Are
We believe that a brighter future begins with cleaner transportation. So, we created GreenCars to give the world a dedicated resource that provides free, easy access to information about zero-emission vehicles. Blazing a trail to a better world, we also believe in setting an example and making a positive difference.

What We Do
GreenCars provides tools and resources to help you learn about and shop for electric and zero-emission vehicles. Whether it’s comparing cars side-by-side or taking a deep-dive into how zero-emission vehicles work, we want you to feel confident, supported and empowered. GreenCars will also help you find the best deal on the right EV for you at any price point.

Why We Do It
The zero-emission vehicle landscape is changing fast. New battery technology is offering better range, quicker charging, and is lowering the prices of EVs of all kinds. Automakers are stepping up with over 30 new electric and hybrid models hitting the streets in 2022. By 2030, many manufacturers will stop producing gasoline-powered cars altogether. The personal transportation world is clearly going green.

Why We’re Different
We provide learning tools, support, service and sales of zero-emission vehicles right to your door through Driveway. You can search for, find and buy a new or used electric car on your smartphone while wearing your slippers. Just think of that!

Driving The Future
By 2030, over 3.5 million zero-emission vehicles will be sold each year in America and over 26 million EVs will be sold annually in the world. Driving an electric vehicle can reduce your carbon footprint by 50%. Plus, EVs are quiet, fast and come with the latest safety and driver assistance technology.

On average, charging an EV costs half as much per month as fueling a gasoline-powered car. Charging your zero-emission vehicle with renewable energy (solar, wind, hydro-electric) reduces global gases even more.

Join Us
GreenCars.com is designed and dedicated to help us all lower carbon emissions and still have an amazing driving experience. Yes, we can do both!

Together, we can drive change!