

cincinnati art museum

we bring people and art together

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***Images Available Upon Request**

Cincinnati Art Museum launches new website with access to online artworks and teacher resources

CINCINNATI – The Cincinnati Art Museum’s newly redesigned website, cincinnatiartmuseum.org, makes nearly 60,000 objects from its collection, accompanied by more than 4,000 high-quality images, accessible online for the first time.

The new mobile- and tablet-friendly site, a collaboration with Cincinnati-based design partner Sanger & Eby, reflects an effort to vastly improve visitor experience online. The museum integrated new tools to the site and added more than 300 cross-curricular classroom resources for educators, which are available through a new searchable database.

The new website highlights the museum’s focus on scholarship through the expanded access to the collection. The museum’s upcoming contribution to the Artstor Digital Library will increase access to the collection for universities and educational partners.

The website features improved navigation, intuitive design and a more flexible events calendar, allowing the museum to connect more people with the art. The new site was reviewed for accessibility purposes by community partners and was designed based on current best practices and with both cross-departmental and public input.

“The Cincinnati Art Museum is committed to bringing people and art together in every way possible. Through our digital strategy, we now bring art and scholarship into everyone’s mobile device, home and workplace. The museum’s new website provides a user-oriented experience and new research capabilities so we can better share the story of art – past, present and future,” said Cameron Kitchin, the museum’s Louis and Louise Dieterle Nippert Director.

“With the majority of website traffic coming from mobile devices, responsive design is absolutely critical. The Cincinnati Art Museum site was an intriguing challenge, because museum sites are inherently very visual, and creating an engaging, accessible experience that communicates the brand through mobile opens up a new audience base for the museum. We were delighted to partner with the Art Museum – it’s the crown jewel of Queen City culture, and with our long history in and connection to Cincinnati, it was a wonderful fit,” said Lisa Sanger, partner & creative director, Sanger & Eby.

About Sanger & Eby

Sanger & Eby is a strategic design and technology firm creating effective strategies that bring our clients’ vision to life and inspire engagement regardless of platform: digital, print, web applications, mobile, and social. Focus areas include talent communications, education marketing, and corporate communications.

About the Cincinnati Art Museum

The Cincinnati Art Museum is supported by the generosity of individuals and businesses that give annually to ArtsWave. The Ohio Arts Council helps fund the Cincinnati Art Museum with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The Cincinnati Art Museum gratefully acknowledges operating support from the City of Cincinnati, as well as our members.

General admission to the Cincinnati Art Museum is always free. The museum is open Tuesday – Sunday, 11 a.m. – 5 p.m. and is closed Monday.

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