THE MUSEUM OF MODERN ART LAUNCHES REDESIGNED WEBSITE ON MARCH 6

MoMA.org Now Integrates Social Media Tools and Enables Users to Personalize and Share Their Museum Experiences

NEW YORK, March 5, 2009—Reinforcing its commitment to engaging the public and providing global access to the Museum and its collections, The Museum of Modern Art launches a completely redesigned website at www.moma.org on March 6, 2009. The new site integrates dynamic features that offer visitors a more personal online experience, enhanced navigation, and access to MoMA's collection, exhibitions, and resources through a highly visual and fluid new interface that brings the voices and perspectives of MoMA's audience to the forefront.

Organization

- *Streamlined Navigation* **-** The content of MoMA.org is now organized into five paths: Visit, Learn, Explore, Support, and Shop, via an intuitively designed navigational bar.

Social Networking

- *User Accounts* **-** Web visitors can set up personal online accounts that provide tools to customize, share, and save groupings of favorite works from MoMA's collection or any content throughout the site, including events, films, and exhibitions. The site is also able to keep track of users' content preferences and make suggestions based on those preferences, regardless of whether users have registered for an account.

- *Online Communities* **-** The "Explore" section of the new MoMA.org utilizes social networking platforms to engage with visitors and extend communication through the integration of external links to MoMA's online communities on Facebook, Twitter, YouTube, iTunes U, and Flickr. A live Twitter feed also runs on the site and a new multimedia section showcases MoMA's audio and videos.

Personalized Experience

- *Visitor Resources* - For those who physically visit the Museum, "Visit" offers a new set of planning and interpretive tools in a clear and visually engaging format that enhances the experience before, during, and after a trip to MoMA's galleries. A dynamic new Calendar section and calendar widgets are integrated throughout the site, featuring specific programs and events.

- *Online Collection* **-** For online users who want to learn more about MoMA's unparalleled collection of modern and contemporary art, the Museum's online collection area has been completely revised, providing innovative ways to browse, group, save, and share images and information. The new format offers image-based browsing, as well as lists and resource links for those who want a more direct interface. While in the Museum, visitors also will be able to use mobile messaging to text a work's ID to their personal online accounts for future exploration and scholarship.

- *Personal Reminders* - Registered users will be able to receive personal text messages and e-mail reminders about current and upcoming Museum events and exhibitions of their choice.

New Perspectives

- *MoMA Voices*
  MoMA Voices is a new section that will offer audio commentaries, film trailers, and short videos on exhibitions, artists, and special projects that can be viewed on the site, shared, and discussed. MoMA Voices is launching with a commissioned series of 30-second video portraits of MoMA members and staff by the Swiss artist Thilo Hoffmann. The videos depict a range of humorous, poignant, and personal responses to MoMA— from the whimsical narration of a child acting as a tour guide, to members talking about their favorite secret spaces in the Museum on a rainy day, to a staff member turning cartwheels in the empty galleries.

- *Integrated Flickr Images*
  The design of the new site brings visitors' experiences directly into the Museum by featuring photos taken by the public. MoMA.org will continuously draw from images that are uploaded to the photography portfolio in the Museum's Flickr group. All photos are credited and link back to the original image in Flickr.

The website redesign project is led by Allegra Burnette, MoMA's Creative Director for Digital Media, and Steven Peltzman, MoMA's Chief Information Officer. MoMA supervised an in-house team and outside consultants, including For Office Use Only, New York, which collaborated on the design; ShiftSpace, New York, which developed the social features on the site; and Cogapp, Brighton, England, which programmed the collection and e-cards sections.

For interviews with Ms. Burnette or access to the site prior to March 6, 2009, please contact:

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