

media alert

wexner center for the arts

For immediate release: November 14, 2005

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WEXNER CENTER UNVEILS NEWLY DESIGNED, USER-FRIENDLY WEB SITE

As part of its Wex Wide Open celebration, the Wexner Center for the Arts has launched a newly designed web site that is both easier to navigate and more visually appealing. The site, which remains at www.wexarts.org, has been completely reconceived and redesigned in collaboration with Resource Interactive (www.resource.com), a highly ranked, nationally known interactive agency headquartered in Columbus. The dramatic redesign reflects and supports the Wexner Center's overall efforts to be more accessible and user-friendly in a variety of ways, including for its virtual visitors. Among the new features:

- Larger, more enticing images
- An interactive homepage that lets users explore upcoming or current exhibitions, performing arts events, films, or public programs
- A smarter navigation system with drop-down menus
- An improved calendar tool that can sort programs by day, week, or month, or by category
- A news ticker on the home page, with an RSS (Really Simple Syndication) feed that allows visitors to receive news automatically, on their own devices
- A "Get Involved" section with pages targeting members, volunteers, and the OSU community, including information on how to become a member and how to volunteer
- Also in "Get Involved," a page where users can sign up for e-mail newsletters and Wexner Center listservs
- A new "Learn" section with pages for families, teens, adults, teachers, and school groups
- A "Press" room linked to from the home page, with current and archived press releases and media contact information

Notes Director Sherri Geldin, "Thanks to the fabulous team at Resource Interactive, our website has become a truly vital and attractive portal for the center. Like the institution it represents, www.wexarts.org is now a much more dynamic place to visit—for the local community, as well as for diverse audiences who follow the Wexner Center from afar."

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