

## News Release

Press Office

T 212.423.3271  
F 212.423.3232

## The Jewish Museum Launches New Website Designed by Sagmeister & Walsh

New York, NY – Today, the Jewish Museum launched a completely new website designed by Sagmeister & Walsh, the New York City design firm led by Stefan Sagmeister and Jessica Walsh, which also designed the Museum's new graphic identity. Available at [www.thejewishmuseum.org](http://www.thejewishmuseum.org), the website features a responsive design that gives users access to all site content across any device or screen size. It also offers richer content on the Museum and its collection, significantly increasing opportunities for online engagement.

"This stunning new website substantially expands the Jewish Museum's digital presence, making us more accessible than ever," said Claudia Gould, Helen Goldsmith Menschel Director. "Website visitors can engage on multiple levels with our collection, exhibitions, and other related content," she added.

The Jewish Museum's first completely new website since 1997, the site was built from scratch—incorporating best practices for design, functionality, and user experience. Personal accounts allow visitors to interact with the online collection in new ways and connect via social media. It also features a user-friendly, sortable calendar listing all Museum events and programs. In addition, the website provides a platform to present high-quality multimedia including live streaming, embedded video, archival video access, and original content such as online-only exhibitions.

In the "Collection" section, over 3,000 objects are featured—more than 10% of the Museum's collection of art, artifacts, and broadcast media reflecting global Jewish identity—with plans to increase to at least 20,000 works in the next five years. This rich database includes a sophisticated search function, enabling visitors to easily explore the collection. In addition, all public domain images are labeled and made available to visitors in high-resolution.

A new website for the Jewish Museum Shop is also launching today, with complementary design and functionality. The Jewish Museum Shop is the go-to destination for weddings, bar mitzvahs, and holidays, offering gift items related to art and culture, an extensive selection of merchandise reflecting the Museum's current exhibitions and permanent collection, and the world's finest selection of Jewish ceremonial objects. The new Shop website elevates online Judaica shopping with improved search functions, more product information, a user-friendly layout, and larger images featuring multiple views. It will also offer better integration with the Museum's main site.

Stefan Sagmeister and Jessica Walsh are the principals of Sagmeister & Walsh, a New York-based design firm. In 2013, the Jewish Museum presented *Six Things: Sagmeister & Walsh*, an exhibition featuring the work of the newly-minted firm. Stefan Sagmeister, born in Bregenz, Austria, in 1962, established the design firm Sagmeister Inc. in New York in 1993. Before his partnership with Jessica Walsh, Stefan Sagmeister was already taking an unusual approach to design. He has created signature album covers for Lou Reed, Talking Heads, the Rolling Stones, and OK Go, and

Jewish Museum

The Jewish Museum  
1109 Fifth Avenue  
New York, NY 10128  
[TheJewishMuseum.org](http://TheJewishMuseum.org)

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others, and executed indelible ad campaigns for major companies such as HBO and Levi's. He is the recipient of many awards, including two Grammy awards for his packaging designs, the Lucky Strike Designer Award, and an award from the Cooper-Hewitt National Design Museum. In 2012, the Institute of Contemporary Art at the University of Pennsylvania presented Sagmeister's *The Happy Show*, an exhibition by Stefan Sagmeister that has since toured internationally. Born in 1986 in New York, Jessica Walsh, a multidisciplinary designer, has worked at Pentagram Design and *Print* magazine and counts *The New York Times*, AIGA, EDP, *Computer Arts*, and *I.D.* magazine among her clients. She was named *Computer Arts'* Top Rising Star in Design in 2009 and an Art Director's Club Young Gun in 2010, as well as *Print's* New Visual Artist for 2011.

The Jewish Museum website is designed by Sagmeister & Walsh and developed by Shift, with additional design and development for the Shop website by four32c.

### **About the Jewish Museum**

Located on Museum Mile at Fifth Avenue and 92nd Street, the Jewish Museum is one of the world's preeminent institutions devoted to exploring art and Jewish culture from ancient to contemporary, offering intellectually engaging, educational, and provocative exhibitions and programs for people of all ages and backgrounds. The Museum was established in 1904, when Judge Mayer Sulzberger donated 26 ceremonial objects to The Jewish Theological Seminary as the core of a museum collection. Today, the Museum maintains a collection of over 30,000 works of art, artifacts, and broadcast media reflecting global Jewish identity, and presents a diverse schedule of internationally acclaimed temporary exhibitions.

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Press contacts:

Anne Scher, Molly Kurzius, or Alex Wittenberg

The Jewish Museum

212.423.3271 or [pressoffice@thejm.org](mailto:pressoffice@thejm.org)

