

# PEGGY GUGGENHEIM COLLECTION

## Press release

### The new website of the Peggy Guggenheim Collection is now online.

This present historical moment calls for a larger role of digital communications in the transmission of content and information. In this context the Peggy Guggenheim Collection launches its new website: [guggenheim-venice.it](http://guggenheim-venice.it). Developed together with the Brescia-based firm Basilico, the website features updated content and a new design.

The website is the result of the collaborative efforts of Basilico and the museum staff, whose experience and skills contributed to the conception and development of the project. The website has been devised to better respond to the needs of its users, and its architecture and its 'user journey' are specifically designed for visitors, who range from art lovers to families, from school groups to teachers, from students to scholars, from journalists to collectors, and to all those who are simply curious. The new platform is a gateway to the museum, and its numerous initiatives and activities, and a communication tool. It features a recognizable design that allows for immediate access to information on current exhibitions, artists and works of art, scheduled events, planning a visit, and purchasing tickets online. The website will be continually updated and serve as a digital archive, with insights into the masterpieces of the museum, Peggy Guggenheim, her life between the United States and Europe, and the history of Palazzo Venier dei Leoni.

The homepage features five main sections, allowing visitors to access all information related to the museum. The VISIT section contains pertinent information for planning a visit to the museum, with opening hours, directions, accessibility, visitor services, exhibitions, activities, public programs, and useful information on the Museum shops and the Museum Café. The ART section is devoted to the core of the museum: visitors may consult all the works of art and their respective entries, the artists and their biographies, present and future exhibitions, in-depth information on Peggy Guggenheim, and detailed information on the museum's conservation projects. The LEARN section includes comprehensive information on all of the programs designed for individuals, schools, families, children, visually impaired visitors, and senior citizens. The WHAT'S ON section includes a daily calendar which is regularly updated as well as an archive where visitors can consult past exhibitions. The SUPPORT US section is dedicated to those who believe in art and wish to lend support by joining the museum, and thus enjoying privileged access to the museum and its initiatives.

The clean and minimal design is based on a 'mobile first' approach for an audience increasingly connected by smartphones, allowing the works of art to be readily consulted and the overall website to be easily navigated. The 'look and feel' interface is in step with the museum,

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characterized by a distinctive yet essential and recognizable style. Typography is optimized to highlight the singular features of the Peggy Guggenheim Collection.

The website is designed to be operated and managed by the museum staff. It will be implemented and enriched with archival materials and new, original content in order to fulfill its role as an accessible resource for everyone, and it will keep reflecting the museum's mission and the needs of its public. Today more than ever, the website must be an active tool of knowledge, education and communication for the Peggy Guggenheim Collection, which opened to the public on April 6, 1980, and will soon celebrate its fortieth anniversary.

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