

# ZANESVILLE MUSEUM of ART

Laine Snyder, Executive Director  
(740) 452-0741  
laine@zanesvilleart.org

January 19, 2015

## FOR IMMEDIATE RELEASE

### Zanesville Museum of Art Launches a Newly Redesigned Website.

Zanesville, Ohio—The ZMA's newly redesigned website is now live. "www.zanesvilleart.org has been a labor of love," says museum Executive Director Laine Snyder. "The new format and bold and vibrant design allows us to extend the reach of all ZMA programs, serve a broader audience, and provide expanded visitor and member services."

Now visitors can explore the museum's programs, exhibitions, collections, and even past issues of our Member Bulletin from the comfort and privacy of their desktop, laptop, iPad, or mobile devices. This website redesign creates a new home for us on the Web, which makes it simple for everyone to access quality arts content.

#### **The Zanesville Museum of Art is Even More Accessible**

The site is organized to provide quick and direct access to our resources and if users are not sure exactly where to look for specific information on www.zanesvilleart.org, the newly developed site-wide search engine will help.

Among the new features on www.zanesvilleart.org, are intuitive tabs that reflect how visitors experience the museum. To plan a trip to the museum, for example, ZMA guests select the **Visit** tab to learn about our hours of operation, to access directions, and determine the cost of admission. We've also included helpful tips to consider when planning a visit. Many online visitors are interested in learning more about our exhibitions and collections. Now, when they select the **Explore** tab, these visitors can easily access current and upcoming exhibitions and they can explore the rich array of work from the permanent collections that may be on display. Information on adult and children's programming, as well as a new calendar feature, can be accessed by clicking the **Engage** tab. "The new website makes it even easier for the entire community to engage with the ZMA and view our upcoming schedule of arts-related programming, says Snyder. "The museum has been working very hard to provide the community with an interesting array of classes, workshops, and gallery talks."

"We are thrilled to provide museum visitors safe and secure online services. Now online ZMA guests can purchase and renew museum memberships and gift memberships, register for adult and children's programs, including workshops, classes, gallery talks, and events, and even access older issues of the Member Bulletin," says Laine Snyder.

This website is a vital component in the museum's strategic transformation. "This new website design was created specifically to reach out to new audiences," says Snyder. We hope it captures their imagination and inspires them to visit the museum online and in person to experience the amazing transformation taking place at the ZMA."

The redesign was developed over the past several months by Larry Snyder using the Squarespace platform. "Working closely with ZMA staff, Snyder, who donated his time and expertise to this project, has created a wonderful website that captures the exciting changes underway at the museum," says Executive Director, Laine Snyder.

**We welcome visitors:** Wed, Fri, Sat 10 am–5 pm and Thurs 10 am–7:30 pm. **Our office hours:** Mon-Fri 10–5 pm.

**Admission** is \$6 for adults; \$4 for adults 60 and older and students with valid ID; Free for children 10 and under.

**Free Admission Thursday Evenings 5–7:30 pm**

**Half Price Admission for Muskingum County Library Card Holders**

Visit us at [www.zanesvilleart.org](http://www.zanesvilleart.org)

**Ohio Arts Council**

A STATE AGENCY  
THAT SUPPORTS PUBLIC  
PROGRAMS IN THE ARTS

Zanesville Museum of Art programs and events are funded in part by a grant from The Ohio Arts Council. The Ohio Arts Council is a state agency that funds and supports quality arts experiences to strengthen Ohio communities culturally, educationally, and economically.