



101 Queen Street North
Kitchener, ON
N2H 6P7
www.kwag.ca

Kitchener-Waterloo Art Gallery Launches New Website

Kitchener, ON, Canada – The Kitchener-Waterloo Art Gallery (KW|AG) is pleased to announce the launch of its new web site at www.kwag.ca. The new web site offers a fresh and intuitive design, advanced functionality, member services, and easier business management for the Gallery.

The new website will serve as the communications and administrative hub of the Gallery, create personal connections with the Gallery's varied audiences, and is a primary tool for launching the Gallery's online gift giving campaign. The two-phased project allows the Gallery to introduce robust services for both the public visiting the site and Gallery staff.

Phase one of the launch includes an online Gallery calendar which can be searched by events or topics of interest. Visitors can add Gallery events directly to their personal Outlook calendars, share KW|AG information with friends through Facebook or their favourite social media tool, subscribe to news feeds, or email site pages directly from the web site. Two flash photo galleries showcase images from the Gallery's current and recent exhibitions, as well as art work for loan or sale through the Gallery's Art Angels Art Loans and Sales program. The site offers translated content in French, German, Spanish and Japanese using Google Translate. An improved search tool and an exhibitions archive area make information more accessible, especially content relating to past exhibitions at the Gallery. Visitors can also donate to the Gallery, sign up for a membership, or register for programs on the site and give feedback and share ideas through surveys.

Additional enhancements and e-commerce tools to be added by early fall 2009 will include:

- secure online registrations for programs and events
- advanced membership services including discussion forums and information exchanges
- automatic invoicing for events and retrieval of tax receipts
- contact database for members and donors with built-in reporting
- events and program management, and a
- newly designed newsletter for the Gallery's 1600 subscribers.

The central idea for the new site was built on the Gallery's mission of *connecting people and ideas through art* and its vision: *Where art is the catalyst for shared experienced dialogue and imagination. Roots in the community, eyes on the world.* The use of Cascading Style Sheets (CSS) throughout the site maintains a consistent look and feel, and allows KW|AG to easily post images of artist's work without compromising strict image reproduction guidelines. Large buttons in the Exhibitions area give visitors easy access to more interactive areas of the site. An *Ideas Exchange*, located throughout the site, encourages visitors to make connections among the Gallery's past and current exhibitions. The site's flexible platform will also accommodate the Gallery's growth as ideas and offerings continue to build momentum.

Over its 50 plus years of history, the Gallery has served the local

Gallery Hours:

Mon & Wed 10 a.m. - 5 p.m.
Tues & Thurs 10 a.m. - 9 p.m.
Fri & Sat 10 a.m. - 5 p.m.
Sun 1 -5 p.m.



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community by presenting, preserving and interpreting works of visual art. The Gallery's continued progress depends on its ability to build connections with a rapidly changing, technology-focused local community, and an internationally-focused community of artists, curators and benefactors. All communications activities encourage the cross disciplinary sharing of ideas in a synergistic dialogue that promotes personal engagement with the Gallery, and that builds the Gallery's brand through story-telling.

[eSolutionsGroup](#), the Gallery's official provider of online marketing and business solutions, analyzed the Gallery's business practices and positioned the web site at the centre of the Gallery's mission, helping Gallery staff re-think how web technologies can be optimized to open up a whole new range of opportunities. The Gallery would like to thank Karen Mayfield, Colleen Morrow, Tony Niederer, Andrew Laycock, Rose Ann Jackson and the eSolutionsGroup team for their outstanding vision, project management, and support throughout the site's planning and implementation.

The Gallery would also like to acknowledge the assistance of the Department of Canadian Heritage for its financial support of this project through the Canadian Arts and Heritage Sustainability Program – Capacity Building Component and the Ontario Trillium Foundation, and to thank KW|AG members, donors and supporters for their continued support.

The Gallery looks forward to bringing enhanced online services and timely e-communications to its visitors and patrons at www.kwag.ca.

About the Kitchener-Waterloo Art Gallery

Through thoughtful and engaging programs, the Kitchener-Waterloo Art Gallery (KW|AG) connects people and ideas through art. The Gallery's exhibits and programs are built on the mission that art is the catalyst for shared experience, dialogue and imagination. The Gallery emphasizes contemporary art, often premiering works by Canadian and international artists. Exhibitions frequently draw upon selections from the 4 000 work permanent collection to provide a forum for dialogue. KW|AG plays a vital educational role in the community, offering a full spectrum of artistic experience for adults, children and families alike. Established in 1956 and operating within Centre In The Square, KW|AG is the oldest and largest public gallery in Waterloo region: roots in the community, eyes on the world. For more information, contact mail@kwag.on.ca or visit www.kwag.ca.

About eSolutionsGroup Ltd.

A member of the CRA Family of Companies, eSolutionsGroup unites innovative, web-based technologies with creative and consulting services to help businesses grow. Together, we build marketing and communication strategies for municipal, association, business and not-for-profit customers across North America. Then eSolutionsGroup turns

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those strategies into concrete results through custom applications, technology and data services and award-winning website, interactive multimedia and print design. For more information, contact Tony Niederer, Managing Director, Marketing and Creative Services at tniederer@eSolutionsGroup.ca or visit www.esolutionsgroup.ca.

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