



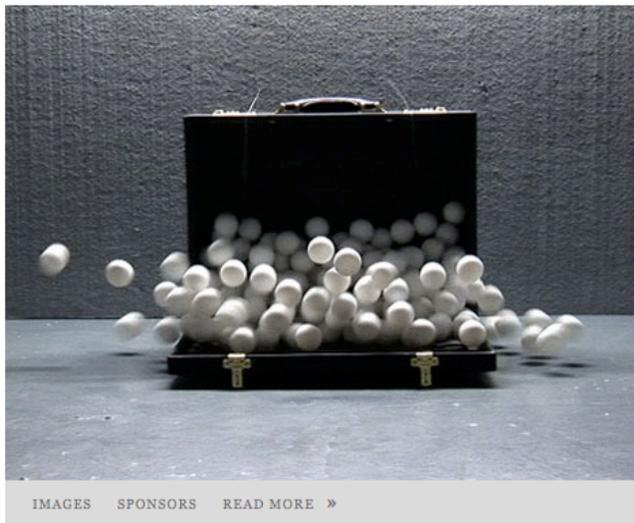
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**ALWAYS FRESH
ALWAYS FREE**

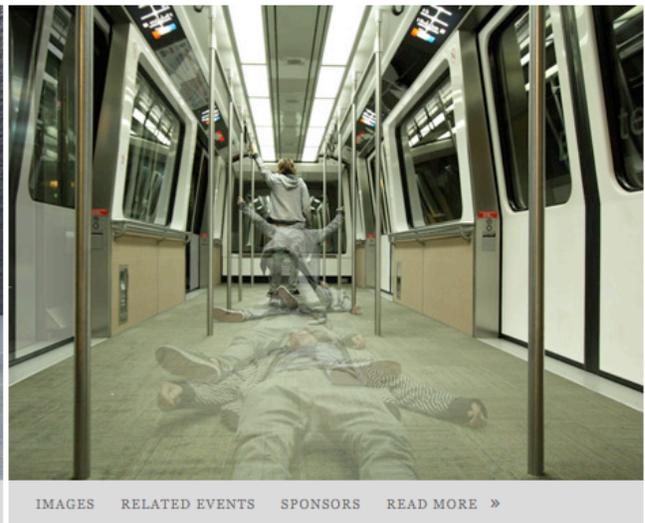
The Contemporary Arts Museum Houston is pleased to announce its newly launched, completely redesigned and redeveloped website.

CAMH announces launch of redeveloped website:

www.camh.org



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HOUSTON, TX (April 6, 2011)—The Contemporary Arts Museum Houston is pleased to announce the newly launched, completely redesigned and redeveloped website. Filled with engaging content, clean design, and made to be user friendly—camh.org makes it easier than ever to find information on Museum exhibitions, events, and membership.

We know our old website had issues—antiquity issues. As one of the first contemporary art museums to have an online presence, camh.org dates back to the early '90s and had not seen a significant upgrade since then. It worked, but it was a static web 1.0 dinosaur in a sophisticated and dynamic web 2.0 world.

Driven by the belief that all of our audiences—whether the visit is in person or experienced online—are vital parts of the Museum's community, CAMH undertook a yearlong redevelopment of its website. Buoyed by underwriting support from Houston Endowment for this ambitious and extensive project, camh.org is new, improved, and useful!



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For the new website, which is set to launch in two phases, CAMH worked with 501creative, a web company with over 15 years experience working exclusively with nonprofit organizations. Phase 1, which is what you see now, includes a completely redesigned layout showcasing exhibitions, programs, and information about the Museum, a new-to-the-site search engine, and an online giving system developed with the user experience in mind.

The first area of focus was freshening up CAMH's "look." The Museum had already been working with the design studio AHL&CO who created a new logo, brochure, and other marketing and development materials. The new logo, four geometric shapes layered on top of each other, is inspired by the Museum's architecture. AHL&CO worked with 501creative to convert the design into the larger framework of the website.

We heard from many of you that one of the more successful functions of our old site was the "Exhibition History" section. While it allowed us to list past exhibitions, the dates, and artists included, it didn't allow for any additional information. With an over sixty-year history of presenting the best and most provocative art of today, CAMH is working to expand this section, now calling it "Archive." Although we have listed some of CAMH's recent past in the Archive, Phase 2 will include the complete list of CAMH exhibitions dating back to 1948. The new site will also allow current exhibitions to be automatically archived with expanded information, including general information about the exhibition, installation images, and publication information, as well as any other material or videos produced in conjunction with the show. And over time, this information can also be added to our past exhibitions. Our hope is that this section will become a valuable tool for scholarly research by students and educators as well as arts professionals. In addition, Phase 2 of the website will include an online Museum Shop presence—good news for all you online shoppers!—and a complete listing of CAMH-produced publications.

"Our audience's needs were forefront in our thinking when redesigning the site. It's easier to use and provides visitors with the information that they're looking for—whether it's checking to see when the Museum is open, getting directions, or engaging with CAMH's exhibitions in some stimulating way," said Bill Arning, Director at CAMH.

Another area of focus for the redesign team was the calendar, which is traditionally the highest trafficked area on a museum site. The old site only allowed listing of events two months at a time and had very limited space for information. The new calendar allows users to browse by month or event type, and allows us to add more information about an event to help you make a more informed decision about whether or not to attend. We know your time is valuable, and we've made it easier than ever for you to find an event tailored to the experience you're looking for—whether it's a program geared to the whole family, or a more scholarly lecture on an exhibition on view, or you're just looking for something fun to do.

The new website also makes it easier for you to access the Museum's other media efforts, like Facebook and Twitter, which we use to help keep you informed about CAMH exhibitions and programs. Signing up for one of these offerings—whether you prefer to be a Facebook friend or follow us on Twitter or both—is the best way to make sure you're invited to all the Museum's events, which are free and open to the public.

We welcome you to camh.org 2.0! We hope you find the experience rewarding, and that you visit often as we continue to refine and expand its features.

WEBSITE SUPPORT

The Contemporary Arts Museum Houston's website redesign project has been generously underwritten by a grant from Houston Endowment. Additional support is provided by Anchorage Foundation of Texas and 20K Group, LLC.

GENERAL SUPPORT

Funding for the Contemporary Arts Museum Houston's operations through the Fund for the Future is made possible by generous grants from Chinhui Juhn and Eddie Allen, and Anonymous.

The Museum's operations and programs are made possible through the generosity of the Museum's trustees, patrons, members and donors. CAMH receives partial operating support from the Houston Endowment, the City of Houston through the Houston Museum District Association, the National Endowment for the Arts, the Texas Commission on the Arts, and The Wortham Foundation, Inc.

United is the official airline of the Contemporary Arts Museum Houston.

CAMH MISSION

The Contemporary Arts Museum Houston is an idea and a place shaped by the present moment. The Museum exemplifies the dynamic relationship between contemporary art and contemporary society through its exhibitions, public and educational programs, and publications. The CAMH provides the physical and intellectual framework essential to the presentation, interpretation, and advancement of contemporary art; it is a vibrant forum for artists and all audiences, and for critical, scholarly, and public discourse.

ALWAYS FRESH, ALWAYS FREE

GENERAL INFORMATION

The Contemporary Arts Museum Houston is located at 5216 Montrose Boulevard, at the corner of Montrose and Bissonnet, in the heart of Houston's Museum District. Hours are Wednesday 11AM-7PM, Thursday 11AM-9PM, Friday 11AM-7PM, Saturday and Sunday 11AM-6PM. Admission is always free. For more information, visit www.camh.org or call 713 284 8250.