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Hammer Museum Launches Redesigned Website

Fully responsive site provides comprehensive access to exhibitions, collections, and programs



Los Angeles—The Hammer Museum has launched a newly redesigned website, www.hammer.ucla.edu. Key features of the expanded site include visually engaging and comprehensive access to museum exhibitions, collections, and programs; responsive design that allows for a seamless user experience from phone to tablet to desktop; a curated presentation of the Hammer’s rich multimedia archive; and wide integration of social media throughout the website, encouraging visitors to engage with and share content.

The Hammer Museum worked closely with One Long House (<http://onelonghouse.com/>), the design cooperative behind the *Made in L.A.2012* mini-site and award-winning mobile app *Soundmap* created for the exhibition. The new website similarly aims to engage both on-site and virtual audiences.

New features include:

- Fully responsive design for seamless experience across all devices and platforms.
- Visually engaging landing pages for exhibitions, collections, and programs with aggregated related multimedia and program information.
- Comprehensive access to redesigned exhibitions archive from the last 15 years.
- Streamlined presentation of multimedia archive of over 350 videos and 200 audio files to highlight and curate content more readily.
- Wide integration of social media throughout the website to encourage users to share content.
- Today’s museum hours, map, and search bar in conveniently located in website header.
- Easy-to-navigate calendar of more than 250 free public programs each year, including highlights of past programs.
- Debut of new museum membership program, HAMMER PLUS, including Participate level membership, which can be earned through regular visits to the Hammer.

The Hammer Museum website will be a living archive and continue to develop as an even richer digital platform with in-depth, scholarly digital content that will allow visitors and researchers to deepen their engagement with the museum's collections, exhibitions, and programs. Thanks to the recently awarded \$500,000 grant from the Andrew W. Mellon Foundation, in the coming months the Hammer Museum will expand its digital offerings and provide multiple points of access for its online audience from first-time museum visitors to researching scholars.

ABOUT THE HAMMER MUSEUM

The Hammer Museum—a public arts unit of the University of California, Los Angeles—is dedicated to exploring the diversity of artistic expression through the ages. Its collections, exhibitions, and programs span the classic to the cutting-edge in art, architecture, and design, recognizing that artists play a crucial role in all aspects of culture and society.

The museum houses the Armand Hammer Collection of old master, impressionist, and postimpressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. The museum also houses the Grunwald Center for the Graphic Arts—comprising more than 45,000 prints, drawings, photographs, and artists' books from the Renaissance to the present—and oversees the management of the Franklin D. Murphy Sculpture Garden on the UCLA campus. The Hammer's newest collection, the Hammer Contemporary Collection, is highlighted by works by artists such as Lari Pittman, Kara Walker, Ed Ruscha, Barbara Kruger, Mark Bradford, Richard Hawkins, and Llyn Foulkes, among many others.

The Hammer presents major single-artist and thematic exhibitions of historical and contemporary art. It also presents approximately ten Hammer Projects exhibitions each year, providing international and local artists with a laboratory-like environment to create new work or to present existing work in a new context.

As a cultural center, the Hammer offers a diverse array of free public programs throughout the year, including lectures, readings, symposia, film screenings, and music performances. These widely acclaimed public programs are presented in the Hammer's Billy Wilder Theater, which is also the home of the UCLA Film & Television Archive's renowned cinemathèque.

HAMMER MUSEUM INFORMATION

For current program and exhibition information, visit www.hammer.ucla.edu or call 310-443-7000.

ADMISSION TO ALL EXHIBITIONS AND PUBLIC PROGRAMS IS FREE AND OPEN TO THE PUBLIC.

Hours: Tuesday–Friday 11am–8pm; Saturday & Sunday 11am–5pm. Closed Mondays, July 4, Thanksgiving, December 24, 25, 31, and January 1.

Location/Parking: The Hammer is located at 10899 Wilshire Boulevard in Westwood Village, three blocks east of the 405 Freeway's Wilshire exit. Parking is available under the Museum. Rate is \$3 for three hours with Museum validation. Bicycles park free and the Hammer is easily accessible via [public transportation](#).

Tours: For group tour reservations and information, call 310-443-7041.