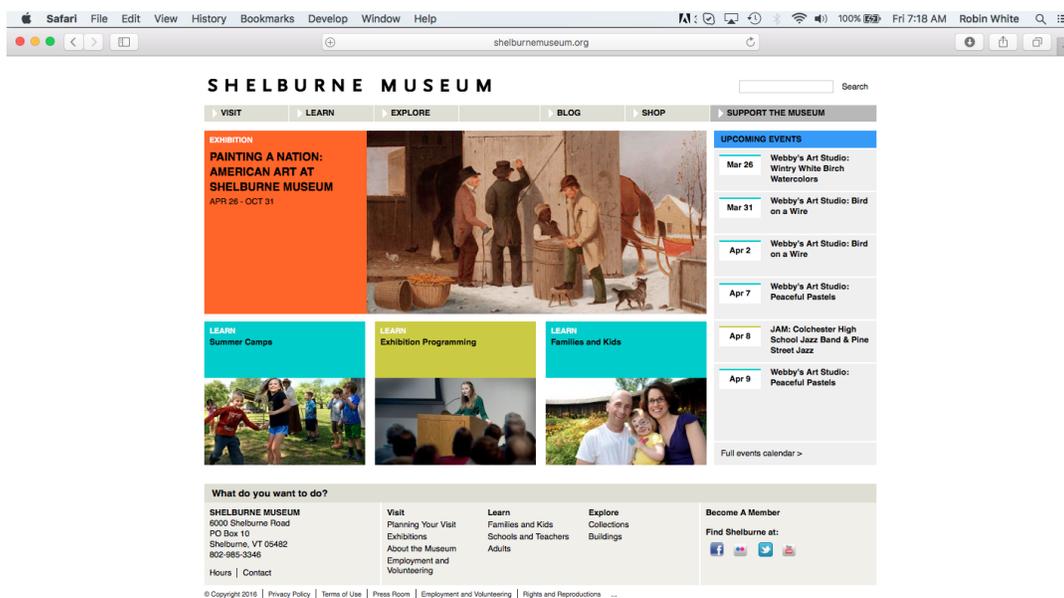Robin White Owen
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T: 646/472-5145

Shelburne Museum
WEBSITE

TEAM
Robin White Owen, Producer
Ellen Zhao, Graphic Designer
Eugene Grybenkom Developer
James Redick, Information Architect

AWARDS
W3 creative excellence, 2010

RELATED PROJECTS
Shelburne Museum

TEAM
Robin White Owen, Producer
Ellen Zhao, Graphic Designer
Eugene Grybenkom Developer
James Redick, Information Architect

SCOPE
• Front End Design
• User Interface Design
• WordOress platform CMS
• Updateable Calendar
• Secure Online Store
• Online Forms

TESTIMONIAL:
MediaCombo's team had an innate understanding of design.

Leslie Wright
Public Relations and Marketing Manager
Shelburne Museum

Robin is a huge fan of museums. She spends time in them, understands them and that passion is clearly reflected in her sense for what works in museum site design...Shelburne Museum gained a site that was true to the Museums unique brand, communicated important information to visitors in a logical way and gave the Museum control over content.

The Shelburne Museum is a diverse and unconventional museum of art and Americana, with over 150,000 works exhibited in 39 exhibition buildings, 25 of which are historic and were relocated to the Museum grounds near Burlington, Vermont.

Our redesign of Shelburne's website had to include several new features for visitors, including clear navigation paths, and a detailed calendar to promote the multitude of events, summer camps and 14 exhibitions that happen from May through October.

We also designed several new features to make things easier for museum staff, including a custom Content Management System for maintaining the website; a secure back end for the museum online store; and online registration forms.

We developed the content management system using WordPress to support over 20 page templates, as well as image galleries and animations, and over one hundred pages and growing.

We customized WordPress plug-ins to develop the calendar and store pages so the staff can edit any section of the site via one login and admin panel. Our redesign allowed calendar events to be highlighted on every page. Our design needed to extend the visual identity of the Museum from print to web. The new store also shares the site's new look and feel.

Since 2010 we have continued to develop new micro-sites for Shelburne: one for on-line collections, and one for design competitions.