



the new children's museum

news release

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THE NEW CHILDREN'S MUSEUM LAUNCHES NEW WEBSITE

San Diego-based Raygun partners with Museum

November 16, 2016 — Downtown San Diego – The New Children's Museum recently launched its newly designed, mobile-optimized website created by Raygun, a local design agency that helps organizations and businesses connect with their audiences through user-focused design, purposeful content and sustainable technology.

After meeting with several design agencies earlier this year, the Museum chose to work with Raygun based on their work with several non-profits and for-good companies. The site launched November 1 after close to a year of research, positioning, design and development, and has already seen an uptick in visitors of over 30%.

"We are thrilled with the new website and our experience with Raygun," said Kerri Fox, Director of Marketing for The New Children's Museum. "The new site better reflects our brand personality, and its user-friendly design makes it easy for visitors to learn about our art installations, programs, workshops and classes."

Optimizing the site for mobile browsing was a high priority for the Museum, who estimates that 60% of their site traffic comes from mobile devices. Beyond mobile responsiveness, the site now features videos, including the trailer for the movie inspired by the new immersive installation *The Wonder Sound*, by artist Wes Sam Bruce. The Museum plans to use photos, visuals, videos and allow visitors to utilize the site as a preview, as well as an extension of a trip to the Museum. In addition, there is a full education section with downloadable lesson plans for teachers and parents. Most of the site's information will soon be bilingual, and is currently being translated into Spanish.

"Working with the Museum was an incredible experience," said Stacey Edelstein of Raygun. "We really immersed ourselves in the Museum - the art installations, the galleries and studios – both as designers and new parents, so that we could translate that into an engaging, informative and easy to navigate site for families."

The website also has a direct feed to the Museum's Instagram, blog and Facebook. Explore The New Children's Museum's new website at thinkplaycreate.org.

ABOUT THE NEW CHILDREN'S MUSEUM (thinkplaycreate.org)

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. Serving San Diego for 30 years, the Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown in 2008. The Museum brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. The Museum collaborates with contemporary artists on an ongoing basis, both for large-scale thematic exhibitions, individual installations and educational programs for children. The New Children's Museum is a non-profit institution funded by admissions, memberships and community support.

ABOUT RAYGUN (madebyraygun.com)

Raygun is a design agency that helps organizations advance their mission through strategic design, content, and technology. Building on more than 15 years of experience in nonprofit technology, we bring teams together in open collaboration to solve complex problems and design accessible experiences that resonate with audiences and lay the groundwork for sustained innovation.

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