



DESIGN BRIEF

BACKGROUND SUMMARY

In this 21st century, we have entered an age which each of the world's diverse cultures must be accorded equal importance. Always remaining true to this new worldview, the *Mori Art Museum* takes the lead in introducing the newest art from Asia and other regions of the world. Key emphasis is placed on the concepts of being "contemporary" and "international." Providing a platform for both art programs and the development of an accompanying intellectual context befitting this global age, the museum presents the world with new possibilities in the field of art. Providing programs to stimulate the public's intellectual curiosity, the *Mori Art Museum* promotes its vision of "Art and Life in the 21st Century."

Founded by real estate developer Minoru Mori, the Mori Art Museum opened in October 2003 and is located on the 53rd floor of the Roppongi Hills Mori Tower in Tokyo, Japan. The interior of the museum was designed by Gluckman Mayner Architects, and is the centerpiece of the Mori Arts Center. This contemporary museum holds temporary exhibitions of works by contemporary artists, including Ai Weiwei, Tokuji Yoshioka and Bill Viola.

PROJECT OVERVIEW

The primary objective of this project is to redesign the *Mori Art Museum's* website in a way that reflects their vision to "pioneer a new kind of art museum that is intellectually stimulating as well as a friendly and readily accessible to the public."

TARGET AUDIENCE

The primary target audience includes artists, foreign visitors, as well as the general public. These are diverse middle-class individuals with extra disposable income, primarily ages 27-65, and who share a common appreciation for contemporary works of art.

COMPETITION WEBSITE

Currently, the *Mori Art Museum* is one of the only venues in Tokyo with a percentage of foreign visitors comparable to the *Tokyo National Museum*, however, it attracts fewer visitors in total.

PROS: The *Tokyo National Museum's* web site is organized into clear sections and is overall user-friendly. Their past exhibitions are featured on their own web page, which includes photos and general information in an organized and clean manner.

CONS: Unlike the Mori Art Museum, the Tokyo National Museum does not appear to be as connected with current social media sites that are popular among younger audiences. The website is not visually appealing despite being organized.

CONTENT

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| + High Quality Logo | + History of Museum. | + Mission |
| + List of Current and Past Exhibitions | + Address and Contact Info | + Membership Forms |
| + Photos of all Artist and Works | + PDF Map of Venue | + Price List of Events and Exhibitions |