



December 2004

**Brooklyn Museum Unveils Redesigned Website
with More Features and Expanded Content**

BROOKLYN, NY -- In another phase of a strategic branding initiative that began earlier this year with a new logo and graphic identity, the Brooklyn Museum has launched a redesigned Web site created by Swim Design Consultants of Silver Spring, Maryland.

The bold, freshly designed site (*www.brooklynmuseum.org*) provides expanded information about the Museum's permanent collections, special exhibitions, and educational programs, as well as membership information and online shopping in an easily accessible format.

One of the main features of the new Web site will be an easy-to-read calendar, which will provide a day-to-day listing of special events taking place at the Museum. The calendar includes current and upcoming special exhibitions as well as programs for adults and children.

The site also provides information on the history of the Museum, the new front entrance and public plaza, the Museum's mission statement, research, funding sources, information on renting spaces at the Museum, and a message from the Director.

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Brooklyn Museum

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BROOKLYN MUSEUM GENERAL INFORMATION

Admission:

Contribution \$8; students with valid I.D. and older adults \$4. Free to Members and children under 12 accompanied by an adult. Group tours or visits must be arranged in advance by calling extension 234.

Directions:

Subway: Seventh Avenue express (2 or 3) to Eastern Parkway/Brooklyn Museum stop; Lexington Avenue express (4 or 5) to Nevins Street, cross platform and transfer to the 2 or 3. Bus: B71, B41, B69, B48. On-site parking available.

Museum Hours:

Wednesday through Friday, 10 a.m. to 5 p.m.; First Saturday of each month, 11 a.m. to 11 p.m.; all other Saturdays, 11 a.m. to 6 p.m.; Sunday, 11 a.m. to 6 p.m. Closed Thanksgiving, Christmas, and New Year's Day.