## FOR IMMEDIATE RELEASE

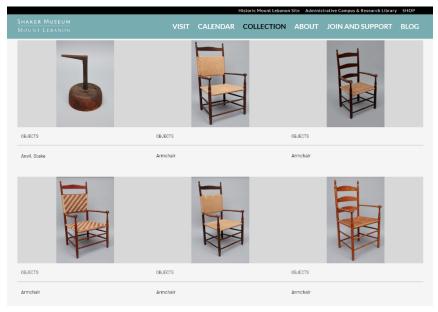
Shaker Museum | Mount Lebanon Launches New Website Offering Unprecedented Access to Its Collection

PO Box 630 New Lebanon, NY 12125 518-794-9100 Contact: Lisa Malone Jackson, ext. 220, programs@shakerml.org

(February 19, 2019)

Shaker Museum | Mount Lebanon has launched a new website that gives users worldwide free access to more than 15,000 objects and archival materials from its unparalleled collection documenting Shaker history and material culture.

In 2016 the Museum received a \$750,000 grant from the Henry Luce Foundation to digitally catalog its



Screenshot from the collections page of www.shakerml.org

collection, and photograph a selection of objects. This work culminated in the launch of a new website at <u>shakerml.org</u> that includes access to images of and information about furniture, tools, costumes, archival material, and more. Nearly 11,000 objects had paper records, all of which were input into a new database, and 3,000 additional objects were documented for the first time.

The Museum worked with Boston-based freelance photographer <u>John Mulligan</u> to photograph over 2,000 objects, creating nearly 9,000 images capturing various views of individual objects, as well as detail shots. Past photography was also included in the new online database. The Museum used additional support from the Tianaderrah Foundation and the Gladys Krieble Delmas Foundation to convert 37,000 pages of microfilmed archival material to PDF files that are also available on the website.

Staff created short biographies for more than 200 Shakers, linking individuals to objects they made or used. These connections allow users to explore Shaker lives in an in-depth way that is unique to the Shaker Museum and its collection.

"Everyone involved in this project—staff, photographer, web designers—brought an incredible level of passion and commitment to their work," said Lacy Schutz, the Shaker Museum's Executive Director. "This is evident in the website, in its detail and depth and beauty. We are especially grateful to the Luce Foundation for its support, for recognizing the importance of the Shaker Museum's collection and the necessity of making it accessible to a worldwide audience."

The Shaker Museum worked with <u>Studio Analogous</u>, a firm based in New York City that specializes in inclusive design, an emerging field that considers the needs of diverse users from the earliest stages of a project. They were chosen based on the alignment of their corporate values with the values of the Shakers and the Shaker Museum: inclusion, conviction, sustainability, innovation, entrepreneurship, equality, and community. The new website, in addition to offering access to the collection, allows the Museum to better communicate with the public about its public programs, and to offer access to other rich content, such as a blog and information about the history of the Shakers and Mount Lebanon.

Shaker Museum | Mount Lebanon stewards the historic site in New Lebanon, New York, which is open year-round for hiking and self-guided tours, and offers tours, exhibitions, and public programs seasonally. The museum also has a campus in Old Chatham, New York, open year-round by appointment, where the administrative offices, collections, library, and archives are housed. The museum's collection of over Shaker objects is the most comprehensive collection of its kind in the world. Please visit shakerml.org for more information, to explore the collection online, and to find out about programming in 2019.