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TUESDAY, 20 MAY 2014

SOUTH AUSTRALIAN MUSEUM WINS NATIONAL MULTIMEDIA AWARD

The South Australian Museum’s digital presence continues to attract national recognition, winning a Museums Australia Multimedia and Publication Design Award.

The Museum’s website, designed and developed in conjunction with Clemenger BBDO Adelaide (formerly LiTHe), was rated against sites from other museums across Australia. It was the joint winner of the Institution Website category, along with the Western Australia Museum.

South Australian Museum Director Brian Oldman says, “In the digital age it is crucial that a museum has a truly effective website. I am delighted that museum professionals recognise that the South Australian Museum has the best website in the sector.”

This award is the South Australian Museum’s second for its website and digital products. In October last year, the South Australian Museum’s new website won the Culture and Events category of the State 2013 Australian Web Awards. The Museum’s Branding and Digital Strategy Manager Angie Hua has worked with Museum staff and Clemenger to produce a visually exciting and easy to use website that showcases the quality and depth of its collections, delivers the latest scientific news and encourages public engagement with the family institution.

The Museums Australia Multimedia and Publication Design Awards (MAPDA) are held to recognise originality, creativity and innovation in the way museums communicate through a range of media. Judges representing the museums and galleries sector, graphic designers and print publishers examine aspects such as concept, production and design techniques before they choose the leaders in their fields.

Of the South Australian Museum’s website, the judges said, “Nice interactive elements make for easy navigation. The simple design highlights the information and images well.”

The Museum is delighted to continually produce award-winning digital content that helps connect our audiences with the valuable research, exhibitions, events and information.

Enjoy the website on PC, smart phone and tablet: www.samuseum.sa.gov.au
For more information on the MAPDA awards, see: http://www.mapda.org.au/

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