



# ARCHIVED PRESS RELEASE

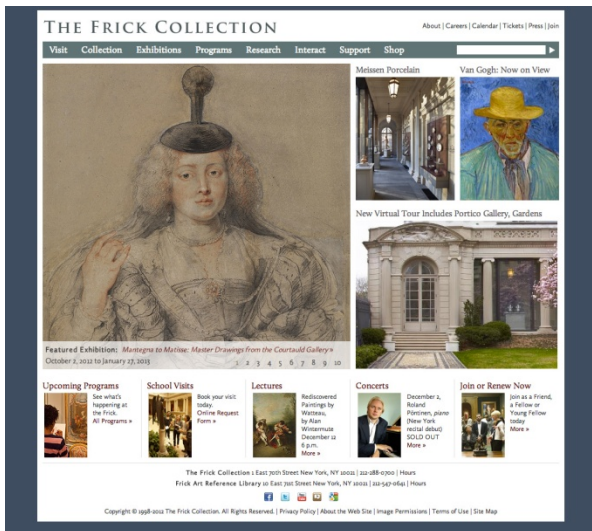
from

## THE FRICK COLLECTION

1 EAST 70TH STREET • NEW YORK • NEW YORK 10021 • TELEPHONE (212) 288-0700 • FAX (212) 628-4417

## THE FRICK LAUNCHES REDESIGNED AND EXPANDED WEB SITE, PROVIDING UNPRECEDENTED ACCESS TO ITS COLLECTIONS

NEW FEATURES INCLUDE INTERACTIVE VIRTUAL TOUR, UPDATED eMUSEUM, AND ENHANCED CONTENT IN THE AREAS OF RESEARCH, PROGRAMS, AND MEDIA



The Frick Collection is pleased to announce the launch of its new Web site, [www.frick.org](http://www.frick.org). Key features of the redesigned and expanded site include a new interactive virtual tour with access to information and zoomable images for more than 1,000 works of art in the permanent collection and enhanced content in the areas of research, programs, and media. Additionally, the site has been streamlined to allow greater integration between the institution's museum and library, and highlights the improved layout and easier navigation of sections relating to exhibitions, membership, special events, and the Museum Shop.

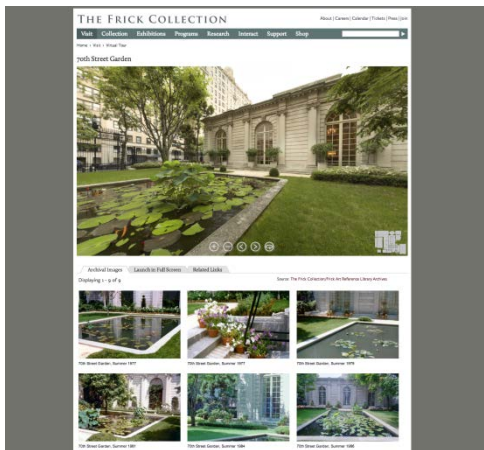
Comments Director Ian Wardropper, “The Frick’s re-launched Web site provides visitors with richer and deeper information about our Collection and Library. Dynamic new programs—such as the virtual tour linking displayed works of art to our catalog system, videos for temporary exhibitions, and filmed lectures—take advantage of the interactive potential of the Internet. From the wide range of educational programs in the Collection to the vast offerings of the Library, all of our resources are more accessible than ever before with greater clarity and accompanied by stunning images.”

Adds Floyd Sweeting III, Head of Information Technology and New Media, “Our aim was to make the Frick accessible to an international audience in an elegant, entertaining, and easy-to-navigate manner. We have created a rich media experience for our visitors by offering unprecedented access to every part of the collection. Following

the launch of the new Web site, we look forward to the next phase, which will be to design a mobile version of the site.”

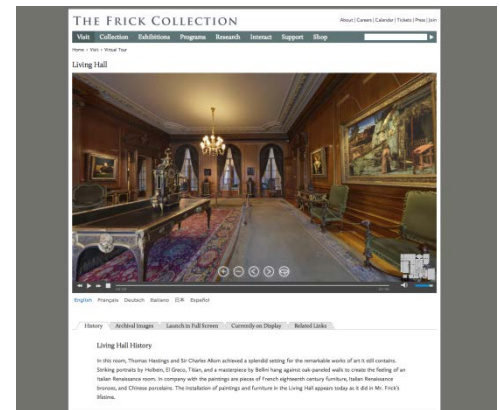
The new Web site is a major initiative of The Frick Collection’s Information Technology and New Media department. The site was designed and produced in-house by Sweeting and Web and New Media Manager Vivian Gill, in conjunction with Valery Chen, the institution’s Front End Web Developer. The virtual tour was created by the museum’s Head of Photography and Digital Imaging Michael Bodycomb and Valery Chen. This is the third iteration of the site, last updated in 2006.

## NEW INTERACTIVE VIRTUAL TOUR AND UPDATED eMUSEUM



When the Web site launched in 1998, The Frick Collection was one of the first museums to offer a [virtual tour](#). Initially featuring only five galleries, the expanded and newly shot version now offers unprecedented visual access to all of the public spaces in the mansion—twenty galleries including the Garden Court and the Fifth Avenue and 70<sup>th</sup> Street gardens. Additionally, every object on display is linked to the updated [eMuseum collections management system](#), which allows visitors to click through to images and information about works of art in every

room. In several major galleries on the tour, users will also find content in six languages, drawn from the museum’s popular [Acoustiguide audio tour](#) (English, French, German, Italian, Japanese, and Spanish). Other features include historical and architectural information on each gallery and garden and access to never-before-posted images from [The Frick Collection Archives](#). The virtual tour is available on most tablet devices and smartphones.



## FULL RANGE OF PROGRAMS MORE EASILY SEARCHED



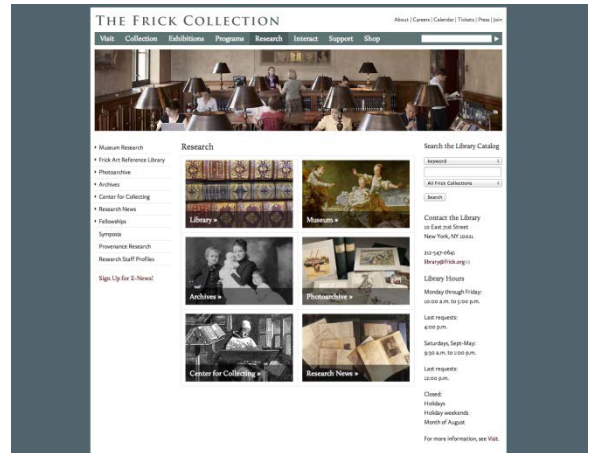
Education initiatives at the Frick provide vital, diverse, and probing dialogues between The Frick Collection and the public. Rika Burnham, head of the department, explains, “The new Web site reflects the full breadth of program offerings organized by Education, including a series of well-received initiatives, such as the Frick Forum for high school students, Friday Night Sketch, and The Frick Connection for undergraduates and recent graduates. Additionally, improvements have been made to the [online calendar](#) and reservation system—programs and

lectures can now be searched by audience, subject, or shared via a number of social media platforms.” Also featured under the Programs section is the Frick’s acclaimed concert series, which has delighted listeners for more

than seventy years with the finest in keyboard recitals, all manner of chamber groups, and groundbreaking early music ensembles.

## RESEARCH BROUGHT TO LIGHT

“The new [Research](#) section of the Web site reflects the greater integration of the Collection and the Frick Art Reference Library,” comments Stephen J. Bury, Andrew W. Mellon Chief Librarian. “The redesign centers not only on the depth of resources and services available to the public but also highlights the research our curatorial department and library staff are currently conducting.” Within this new section, visitors can browse profiles on the staff and link to podcasts, blogs, and publications. It offers content related to new library services, acquisitions, and resources, as well as updated information on its



history and also to provenance research. Prominently featured in this section is the Center for the History of Collecting, established in 2007 to encourage and support the study of the formation of collections of fine and decorative arts, both public and private, in Europe and the United States from the Renaissance to the present day. In addition, information can be found about the Frick Art Reference Library’s Photoarchive, a study collection of more than one million photographic reproductions of works of art from the fourth to the mid-twentieth century by artists trained in the Western tradition, with more than 45,000 images accessible online through the [Frick Digital Archive](#).

## INTERACT PAGE INTEGRATES RANGE OF NEW MEDIA



The Frick Collection has introduced an Interact section, through which visitors can access the wide range of media content created by the institution related to the permanent collection and special exhibition programs. This page integrates the video content from the Frick’s YouTube, ArtBabble, and FORA.tv channels. Also available there are its Facebook and Twitter feeds, staff blogs, webcasts, recorded lectures, and a link to the institution’s presence on the Google Art Project. A new compilation of the rarely seen Frick family home movies is also posted.

## ABOUT THE FRICK COLLECTION AND FRICK ART REFERENCE LIBRARY

Henry Clay Frick (1849–1919), the coke and steel industrialist, philanthropist, and art collector, left his New York residence and his remarkable collection of Western paintings, sculpture, and decorative arts to the public “for the purpose of establishing and maintaining a gallery of art, [and] of encouraging and developing the study of fine arts and of advancing the general knowledge of kindred subjects.” Designed and built for Mr. Frick in 1913 and 1914

by Thomas Hastings of Carrère and Hastings, the mansion provides a grand domestic setting reminiscent of the noble houses of Europe for the masterworks from the Renaissance through the nineteenth century that it contains. Of special note are paintings by Bellini, Constable, Corot, Fragonard, Gainsborough, Goya, El Greco, Holbein, Ingres, Manet, Monet, Rembrandt, Renoir, Titian, Turner, Velázquez, Vermeer, Whistler, and other masters. Mr. Frick's superb examples of French eighteenth-century furniture, Italian Renaissance bronzes, and Limoges enamels bring a special ambiance to the galleries, while the interior and exterior gardens and the amenities created since the founder's time in the 1930s and 1970s contribute to the serenity of the visitor's experience. Renowned for its small, focused exhibitions and for its highly regarded concert series and lectures, The Frick Collection also operates the Frick Art Reference Library, founded by Henry Clay Frick's daughter, Helen Clay Frick, located in an adjoining building at 10 East 71st Street. Both a research library and a photo archive, the Frick Art Reference Library is one of the world's great repositories of documents for the study of Western art. It has served the international art world for more than seventy-five years.

## **BASIC INFORMATION**

**General Information Phone:** 212.288.0700

**Web site:** [www.frick.org](http://www.frick.org)

**E-mail:** [info@frick.org](mailto:info@frick.org)

**Museum:** 1 East 70th Street, near Fifth Avenue.

**Hours: open six days a week:** 10 a.m. to 6 p.m. on Tuesdays through Saturdays; 11 a.m. to 5 p.m. on Sundays. Closed Mondays, New Year's Day, Independence Day, Thanksgiving, and Christmas Day. Limited hours (11am to 5pm) on Lincoln's Birthday, Election Day, and Veterans Day.

**Admission:** \$18; senior citizens \$15; students \$10; "pay as you wish" on Sundays from 11 a.m. to 1 p.m.

<b>PLEASE NOTE TO YOUR READERS: Children under ten are not admitted to the Collection.</b>
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**Library:** 10 East 71st Street, near Fifth Avenue.

**Hours: open six days a week:** 10 a.m. to 5 p.m. on Monday through Friday; 9:30 a.m. to 1:00 p.m. on Saturdays, Sept-May. Closed Holidays, holiday weekends and the month of August.

**Subway:** #6 local (on Lexington Avenue) to 68th Street station; **Bus:** M1, M2, M3, and M4 southbound on Fifth Avenue to 72nd Street and northbound on Madison Avenue to 70th Street

**Tour Information:** included in the price of museum admission is an Acoustiguide Audio Tour of the permanent collection. The tour is offered in six languages: English, French, German, Italian, Japanese, and Spanish.

**Museum Shop:** the shop is open the same days as the Museum, closing fifteen minutes before the institution.

**Group Visits:** Please call 212. 288.0700 for details and to make reservations.

**Public Programs:** A calendar of events is published regularly and is available upon request.

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For further press information, please contact Alexis Light, Manager of Media Relations & Marketing

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