

# LEXINGTON ART LEAGUE

## FOR IMMEDIATE RELEASE

### **LAL's Artist Archive Reimagined**

A reimagined digital experience that provides a glimpse into the artist, their studio practice and what motivates them to create.

**LEXINGTON, KY** - September 24, 2015

A project that was envisioned by students that evolved into an institutional program has now undergone a redesign and total facelift. The Artist Archive, once a simple database of local artist interviews and documentation has become an interactive and visually driven digital resource. A generous project donated by Bluegrass Integrated Communications owner and former Lexington Art League board president, Bill Nichols, was initially inspired by the passion and creativity that originally founded the Artist Archive; an online searchable compendium of over 200 artists profiles from Kentucky. Designer Aaron Stringer, who has dedicated his time to bringing this redesign to life explains their reasoning for why they created the new experience the way they did:

"We wanted to create an experience where someone could explore The Artist Archive in a way that was familiar to them -similar to one's approach when exploring a new place. We discover new things, not based on knowing the destination but rather through a series of smaller interactions and a willingness to explore and change directions along the journey."

"By allowing people to interact with the art, it will serve as the guide for their journey through The Artist Archive. We hope to make it easier for people to explore, engage and connect with more of our community's artists for years to come."stated Stinger in an interview conducted earlier this week.

By keeping the focus on the artists and their artwork, visitors to the Artist Archive can now search the site with either a desired artist or medium in mind or they can wander through like a virtual gallery space, being directed by what visuals speak to them. Bluegrass Integrated Communications wanted to make it easier to find what a user was looking for, so the search capabilities have been expanded. As Mr. Stringer explained, the art is still the focal point but it brings the visuals to life by their "reimagined experience that puts the art on display and gives a glimpse into the artist and their studio." The content is still the same, but the user experience has been

updated to make the Artist Archive a well-rounded experience.

"We are thankful for the support of Bill Nichols and his team for their willingness to apply their visionary concepts to the rebranding of the Archive. They have long supported LAL and we were delighted when they offered us the opportunity to realize the full potential of this dynamic resource. The rebranding of the Archive will activate the Archive in hopes that it will be utilized more frequently by visitors and to encourage more artists in Kentucky to participate." Stephanie Harris, LAL Executive Director.

Visitors to the Here & Now: Selections from the Artist Archive exhibit will be able to interact with the new design in person through a large, touchscreen display within the gallery. Bluegrass Integrated Communications has provided this display to help promote the new Artist Archive along with allowing the visitors to discover new art as they walk through the exhibit. It brings to life the digital experience they created by pairing the virtual artist gallery with the physical one. The new Artist Archive is also available through the Lexington Art League website, in the same place it has always been located; you can find it at [www.lexingtonartleague.org/artist-archive-project](http://www.lexingtonartleague.org/artist-archive-project).

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### **HERE & NOW: SELECTIONS FROM THE ARTIST ARCHIVE EVENTS:**

Opening Fourth Friday - Sept 25, 6 - 9 pm

Artist Conversation - Oct 2, 5:30 - 6:30 pm

Artist Potluck - Oct 15, 6 - 8 pm

Family Day/ Scavenger Hunt - Oct 17, 11 am - 1 pm

Fourth Friday - Oct 23, 6 - 9 pm

### **Gallery Hours:**

Tuesday - Thursday 10am - 4pm

Friday 10am - 8pm

Saturday & Sunday 1 - 4pm

Lexington Art League

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## **About Lexington Art League**

Committed to building a world where art, artists, and art-making flourish among regional, national, and international communities, LAL provides free, quality contemporary art programming, including exhibitions, youth education and outreach programs, artist conversations, community tours, and more.

Founded in 1957, LAL has radically evolved beyond the parameters of traditional art leagues. While keeping the core of the art league model--a robust membership deeply committed to the value of visual art in contemporary life--LAL embraces 21st Century approaches to curatorial programming, community-building, place-making, art education, and outreach to underserved communities.

LAL's slogan, "Art for Everyone," reflects the organization's commitment to providing multiple access points for patrons to experience visual art. From the Woodland Art Fair, an outdoor, weekend-long juried art sale which draws more than 60,000 visitors to large-scale art exhibitions at The Loudoun House to the The 20, a high-end art auction, LAL sees itself as a visual art organization that fosters relevant connections among diverse cross-sections of the public and thought-provoking contemporary artwork by local, regional, national, and international artists.

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All Lexington Art League programs are made possible through the generous support of Lexarts. Lexarts allocation of \$50,000 represents the largest single donation to the operations of the Lexington Art League. The Kentucky Arts Council, a state arts agency, provides operating support for the Lexington Art League with state tax dollars and federal funding from the National Endowment for the Arts.