



Philip J. Currie Museum Launches New Website

Innovative new website sets a new standard for museums in Canada

News Release

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GRANDE PRAIRIE, AB – Moving swiftly, and with meticulous plans for exhibit design-build work, President & CEO, George Jacob has set tight targets for the various phases leading up to the Philip J. Currie Museum's Fall 2015 opening, with its website reaching completion right on time.

Museum staff worked closely with Grande Prairie based graphic design company imageDESIGN, to design and launch a stunning new website in-line with the museum's long-term branding and marketing strategy. Drawing from the triangulated design patterns in the exhibit graphics, the team at imageDesign, led by CEO Nan Swanston and directed by Marcus Vanstone, were able to capture the most striking architectural elements of the Philip J. Currie Museum's award-winning building in the webpage design itself. "The Philip J. Currie Dinosaur Museum website has been a fantastic project for our team at Image Design," Mr. Vanstone stated, "The website features a modern mobile-first responsive design which incorporates many of the angular features of the museum's architecture and interior exhibits. Our team is proud to have worked with the Museum's staff to create an eye-catching and compelling website for the Philip J. Currie Dinosaur Museum."

Users will be delighted with the websites' forward-thinking platform, which incorporates user-friendly navigation ergonomics, and exciting new interactive features that will be fleshed out in the months ahead. The website supports e-shopping from the museum's gift store, allowing for one-click shipping/payment options of its unique, custom merchandize catalog that will include work by many world-class artists and designers, and is slated to be fully operational by March 2015. Additional ground-breaking new functionality will be seen in its e-learning feature, which will engage distance learning registrants on e-learning modules in the fields of palaeontology, museology, destination marketing, tourism and hospitality - among many others – and will be offered collaboratively with the Grande Prairie Regional College by the summer of 2015.

Stay connected, follow the museum's rapid progress in months ahead, and experience one of Canada's best museum sites at www.curriemuseum.ca!

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