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FOR IMMEDIATE RELEASE – AWARD ANNOUNCEMENT

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THE WEATHERSPOON ART MUSEUM AND WEB DEVELOPER MADMONK INTERACTIVE RECEIVE COMMUNICATOR AWARD

The Weatherspoon Art Museum at the University of North Carolina at Greensboro is pleased to announce the news of an international communications award. MadMonk Interactive, the Greensboro-based web design team who created the Weatherspoon Art Museum’s new interactive website, recently received an Award for Excellence in the art website category during the 17th Annual Communicator Awards.

The Communicator Awards is the leading international awards program honoring creative excellence for Communications Professionals. Founded by members of the field over a decade ago, The Communicator Awards receives over 9,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. The Award of Excellence, their highest honor, is given to those entries whose ability to communicate puts them among the best in the field.
The new Weatherspoon website was re-imagined as a new communication tool and portal for museum visitors to have a dynamic, interactive experience with upcoming exhibitions and education programming. The site address is: http://weatherspoon.uncg.edu.

“We’ve received many, many compliments on our new website,” says Weatherspoon director Nancy Doll, “but this level of award confirms the high quality of its design and interactivity. Madmonk Interactive is a tremendously creative firm and a pleasure to work with.”

Madmonk Interactive creates entertaining and informative digital branding through media-rich storytelling, websites, and database-driven applications, as well as traditional media. Madmonk Interactive is located in Greensboro, North Carolina: http://www.madmonkinteractive.com.

The Communicator Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, communications, advertising, creative and marketing firms. IAVA members include executives from organizations such as Alloy, Brandweek, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby’s Institute of Art, Victoria’s Secret, Wired, and Yahoo!

About the Weatherspoon Art Museum

Mission
The Weatherspoon Art Museum at the University of North Carolina at Greensboro acquires, preserves, exhibits, and interprets modern and contemporary art for the benefit of its multiple audiences, including university, community, regional, and beyond. Through these activities, the museum recognizes its paramount role of public service, and enriches the lives of diverse individuals by fostering an informed appreciation and understanding of the visual arts and their relationship to the world in which we live.

History
The Weatherspoon Art Museum at The University of North Carolina at Greensboro was founded by Gregory Ivy in 1941 and is the earliest of any art facilities within the UNC system. The museum was founded as a resource for the campus, community, and region and its early leadership developed an emphasis—maintained to this day—on presenting and acquiring modern and contemporary works of art. A 1950 bequest from the renowned collection of Claribel and Etta Cone, which included prints and bronzes by Henri Matisse and other works on paper by American and European modernists, helped to establish the Weatherspoon’s permanent collection. Other prescient acquisitions during Ivy’s tenure included a 1951 suspended mobile by Alexander Calder, Woman by Willem de Kooning, a pivotal work in the artist’s career that was purchased in 1954, and the first drawings by Eva Hesse and Robert Smithson to enter a museum collection.

In 1989, the museum moved into its present location in The Anne and Benjamin Cone Building designed by the architectural firm Mitchell Giurgula. The museum has six galleries and a sculpture courtyard with over 17,000 square feet of exhibition space. The American Association of Museums accredited the Weatherspoon in 1995 and renewed its accreditation in 2005.
Collections + Exhibitions
The permanent collection of the Weatherspoon Art Museum is considered to be one of the foremost of its kind in the Southeast. It represents all major art movements from the beginning of the 20th century to the present. Of the nearly 6,000 works in the collection are pieces by such prominent figures as Sol LeWitt, Robert Mangold, Cindy Sherman, Al Held, Alex Katz, Henry Tanner, Louise Nevelson, Mark di Suvero, Deborah Butterfield, and Robert Rauschenberg. The museum regularly lends to major exhibitions nationally and internationally.

The Weatherspoon also is known for its adventurous and innovative exhibition program. Through a dynamic annual calendar of fifteen to eighteen exhibitions and a multi-disciplinary educational program for audiences of all ages, the museum provides an opportunity for audiences to consider artistic, cultural, and social issues of our time and enriches the life of our university, community, and region.

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