

## MEDIA RELEASE

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### **Gallery launches new website**

Goulburn Regional Art Gallery has a fresh new online presence, following the launch of their brand new website today. The visual identity, unveiled in February 2018, has already been recognised at major international and Australian awards.

Art Gallery Director Gina Mobayed, said the website is a significant improvement and completes the re-brand of the Gallery.

“Sons & Co have crafted a site that reflects the quality and ambition of our program and identity which is unrivalled in the region and we believe, across the country. I am so pleased that our content will now be more accessible and user friendly than ever before.’

Designed and developed by Sons & CO, director Matthew Arnold says “The very best regional art galleries have ambition beyond their geographic location, they punch above their weight and think big. The new website For Goulburn is more than a static resource, but an extension of the brand and the building – a place with its own voice and style – that reflects the personality of the people and artworks within. It recognises that the visitor experience begins long before a person enters the door, and continues well after they leave. It’s all part of our aim at Sons & Co, to be bold and full of ideas that provoke conversations and connection to art.”

A new online store for gallery collateral has also been launched, enabling the sale of catalogues and merchandise for the first time.

The Gallery is busy preparing for ‘Goulburn Bustle’, which will be opened from 6pm on Friday 15<sup>th</sup> February and be launched by NSW Minister for the Arts, the Honourable Don Harwin MP.

The exhibition will present the breadth of the Gallery’s permanent collection, unleashed en masse for the first time in its 37 year history. ‘Goulburn Bustle’ features hundreds of works from the collection, and has been curated by previous directors Jennifer Lamb and Jane Cush, and current director Gina Mobayed.