

ART PAPERS

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ART PAPERS LAUNCHES NEW WEB PLATFORM AT ARTPAPERS.ORG

Atlanta (May 10, 2018) – Art Papers is thrilled to announce the launch of the new ARTPAPERS.ORG, a digital platform optimized for exploring visual culture in the 21st century.

The re-launched ARTPAPERS.ORG is designed by Goods & Services, an innovative new Atlanta-based design firm focused on creating immersive digital experiences. “It was important to us that the design firm be local,” says Art Papers Executive Director Saskia Benjamin. “Early on we had lengthy discussions with Goods & Services about how the design of the site would express both our Southernness and our international outlook.” The result is an image-driven platform that compliments and works in tandem with ART PAPERS’ quarterly publication, enhancing the experience of the print magazine with dynamic imagery and web-specific special features.

In 2015, ART PAPERS launched a capital campaign to address an organization-wide technology upgrade. The campaign successfully raised \$85,000 through a generous lead gift from the Arpin Giving Fund, followed by significant support from the AEC Trust, the National Endowment for the Arts, and MailChimp. “The new website is in large part a testament to the diversity of supporters who understood what a game changer a new website would be for Art Papers,” says Benjamin. “These donors recognized that new technology would enable us to better fulfill our educational mission, reach new audiences, serve our existing audience more deeply, while better supporting the careers of working artists and writers.”

The newly designed ARTPAPERS.ORG features striking graphics and imagery that put art and artists at center stage. “In addition to providing a resource for readers to delve deeper into the themes and conversations we’re exploring in ART PAPERS magazine,” says Editor + Artistic Director Victoria Camblin, “the site will provide a bespoke platform for web-specific digital artist commissions using sound, video, animation, and other mediums inaccessible to us in print.”

One major design feature on the ARTPAPERS.ORG homepage is the arrangement of content into several curated “neighborhoods,” one of which will consistently be devoted to the organization’s hometown of Atlanta. “We are staying true to our mission of highlighting compelling art being produced in cities outside of traditional culture capitals,” says Benjamin. “We look forward to dedicating neighborhoods to cities big and small starting with some of our regional neighbors in the coming months.”

More about Art Papers

Art Papers is an Atlanta-based nonprofit organization with an educational mission to provide accessible forums for documenting, examining, commissioning, and presenting contemporary art and culture in the world today. We do this in print, online, and in person through our magazine, website, and live programs respectively. We support the careers of working artists and writers, connect Atlanta and its cultural community to the global art world, and explore the ways in which art is both a lens to better understand the world around us, and a tool for creating vibrant communities. Visit ARTPAPERS.org to learn more.

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