



AMA | ART MUSEUM of the AMERICAS
DESIGNMATTERS FELLOWSHIP
JONATHAN GOLDMAN

Woohoo! I got the fellowship!

Uh oh, now what do I do?

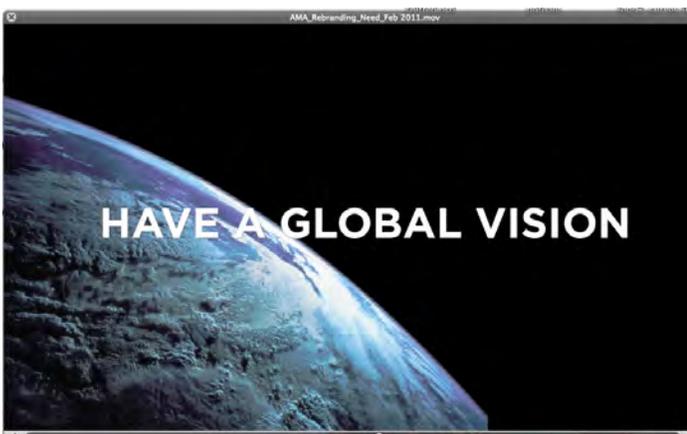
In late January I flew home to DC. (Yes, I'm living at home with my parents...) Despite the snow it was so great to rediscover my hometown as an "insider."

First things first: no Washingtonian look is complete without DC's most important fashion accessory: the official ID badge.



The Art Museum of the Americas (now, **AMA**), is on the campus of the Organization of American States, just a block from the White House and the Washington Monument and houses one of the best collections of contemporary art of the Americas. The museum is also engaged in many programs to serve the public.

My first step was to do a little espionage. I staked out the Smithsonian's Hirshhorn Museum and similar museums in the area. I needed to find what our museum was lacking and ways we could stand out. My first major hurdle was identifying and explaining the lack of identity the museum had. Art Center had previously worked on a branding effort for the museum, but essentially the museum had a nice visual identity, but lacked a clear personality and mission.



The museum's old identity was somewhat generic, not very contemporary, and followed an institutional nature and government language of the Organization of Americans States, which had eroded the brand of the museum over time.

My first pitch consisted of a video proposing the need for a new brand, brand attributes, and mission.



As you can see in this very scientific chart, my day to day activities quickly changed from larger, conceptual ideas aimed at better marketing the museum, to completing tasks for the team here to help improve the current things they were working on. This is a place I like to call “flyerland.” Flyerland is filled with e-flyers, banners, signs, invitations, and web.



Aside from just designing new materials for the museum, I began to focus on how we could streamline various marketing processes (like newsletters, invitations, signage) so that everything was consistent. This also involves strategizing ways of decreasing the time spent in flyerland and increasing the time in producing a solid, consistent identity with an outward focus. I have also worked to spruce up the overall design of the museum by introducing a new labelling system for the artwork on display as well as some new outdoor signage.

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Art Museum of the Americas Organization of American States

current exhibit
CORRIDOR
March 24 - June 26

Start

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EXHIBITIONS
Check out our latest exhibit now on view in the museum.

COLLECTION
Artistic traditions and contemporary trends of the Americas.

MUSIC
Orchestras of the Americas for social inclusion. Get involved!

EDUCATION
Hands-on programs for youth of all ages. Join in on the fun!

CORRIDOR
Artists Discuss Their Methods and Materiality

Panels on 3-D (sculpture) and 2-D (photography and printmaking) media

<p>3-D</p> <p>John Rupert Jeff Spaulding Claudia Davine Martha Jackson Jervis Joyce J. Scott</p>	<p>2-D</p> <p>Bernhard Heidebrandt Sofia Silva Michael Stett Phil Neeremts Sönke Sabini</p>
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Hosted by exhibit curator Laurel Rouse

Friday April 28th
2:00 pm Gallery Tour
2:45 pm Sculpture Panel
4:00 pm Photography and Printmaking Panel

Art Museum of the Americas
201 Men Street, NW, Washington, DC 20006

Curated by
Irene Neeremts and Laurel Rouse

Featuring the work of
Claudia Davine
Bernhard Heidebrandt
Martha Jackson Jervis
Shannon Peters
Phil Neeremts
Michael Stett
Sönke Sabini
John Ruppert
Sönke Sabini
Joyce J. Scott
Sofia Silva
Jeff Spaulding

Exhibition continues through June 24th.

LEAD SPONSOR: DC Commission on the Arts and Humanities

SPONSOR: The Country Alliance with Operations, Arts, Money, and Arts School

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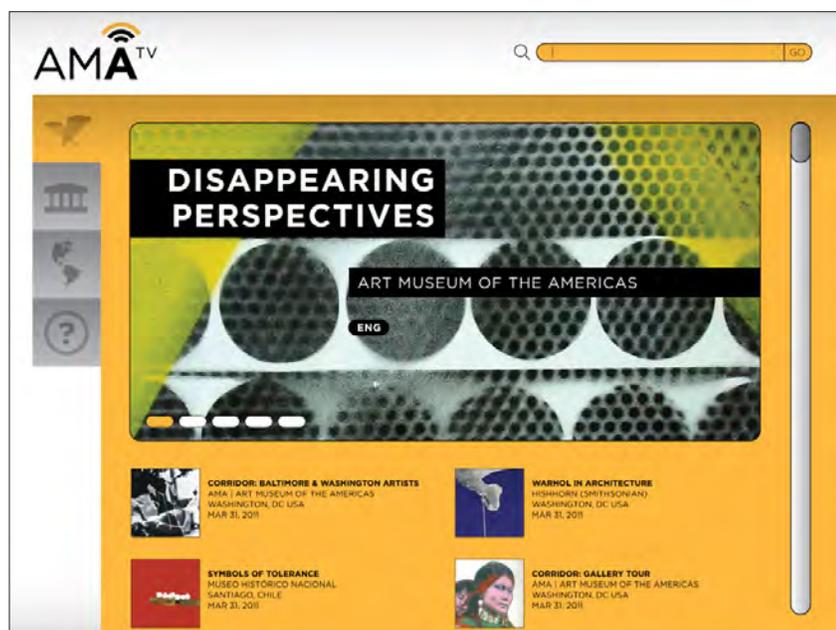
SUPPORTERS: The Country Alliance with Operations, Arts, Money, and Arts School

AMAMuseum.org

ORGANIZACIÓN DE LOS ESTADOS AMERICANOS



One of the biggest concepts I had during my fellowship was to develop AMAtv - an online portal for museums across the hemisphere to broadcast their cultural events to a larger, global audience. Current efforts to “digitize” museums are based on conservative museum models of providing visitors a curated experience through an exhibition. AMAtv is unique in that it attempts to showcase a secondary experience provided by museums: cultural events. This web page would fuse museum events with ideas like youtube and PBS. Essentially, AMAtv is open for any museum or cultural center in the Americas to upload video from cultural events at their museum to be shown to the public for free. It’s kind of like youtube for museums. AMA would not “curate” or filter the videos aside from the initial determination of whether or not a “user” is a museum. AMA liked the idea and I am continuing to pursue this concept and take it into development.



In the past few weeks I was offered to continue working for the museum and my contract has been extended indefinitely in order to see all my ideas fleshed out and implemented, as well as assist in a museum relaunch in the near future... stay tuned!

This experience has been amazing! I’ve had a lot of freedom in developing new design strategies here, as well as proving the impact design can have on an organization.

THANK YOU!

A humongous thanks to Mariana Amatullo and Elisa Ruffino at Designmatters! This experience has been a wonderful transition into a career path for me and your dedication to your student’s success is incredible. ¡Muchas gracias!

My mentor, Stephanie Sigg, has provided invaluable assistance during this fellowship. Your support and ideas helped me shape my experience here and kept me sane while feeling my way through the dark. Thank you so much.

-Jon Goldman | jonpgoldman.com



CURRENT BRAND WORK

CORRIDOR
 now at AMA | Art Museum of the Americas through June 24th

"Corridor" connects us not just with new places, but with new ideas.
 —The Washington Post

We love the new exhibit...
 —The Pinkline Project

Showcases exceptional examples of art from the region
 —The DCist

AMA takes an unconventional approach.
 —Prince of Petworth

...deserving of a listen for its quiet revelations
 —The Washington Post




Art Museum of the Americas
 Organization of American States
AMAmuseum.org

CORRIDOR Baltimore and DC artists
 OAS | **ART MUSEUM OF THE AMERICAS**
201 18TH St NW, WASH DC 20006
 March 24 - June 26, 2011
 TUE-SUN 10AM-5PM
AMAmuseum.org



SYMPOSIUM on CARIBBEAN ART: ABOUT CHANGE
 Wrestling with the Image: Caribbean Interventions
 Now on view at AMA.
 Wrestling with the Image: Caribbean Interventions is a part of the World Bank's project About Change

AMA, George Mason University, and Caribbean In Transit Journal Present a **symposium on Caribbean art.**

Refreshments to follow the symposium.
Friday, March 4th from 2-5pm

With guest presenters from the University of Chicago, University of Puerto Rico, George Mason University, and Florida Gulf Coast University.

AMA - Art Museum of the Americas
201 18th Street NW
Washington DC 20006

Lead sponsor and organizer:
The World Bank Art Program





Art Museum of the Americas Organization of American States

AMAmuseum.org



current exhibit
CORRIDOR
March 24 - June 26



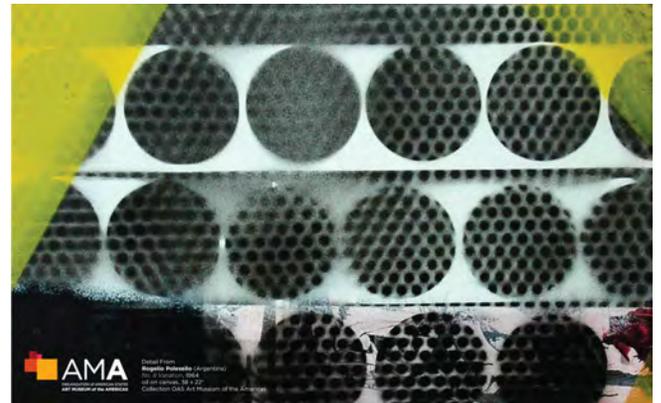
AMA
VIVA LA INTERDEPENDENCIA!

AMA ORGANIZACIÓN de los ESTADOS AMERICANOS | AMAmuseum.org | AMAmuseo.org
MUSEO de ARTE de las AMÉRICAS 201 18TH ST., NW, WASHINGTON DC 20006

ORGANIZACIÓN de los ESTADOS AMERICANOS

CORTESÍA de

ORGANIZACIÓN DE LOS ESTADOS AMERICANOS



AMA NEWSLETTER

APR 2011

CURRENT EXHIBIT CORRIDOR

FREE ART AFTER DARK

CURRENT EXHIBIT

APR 2 **ART AFTER DARK**
ART AFTER DARK: FREE admission, 6-10 PM. ART AFTER DARK: FREE admission, 6-10 PM.

APR 6 **SYMPOSIUM**
SYMPOSIUM: FREE admission, 10 AM-5 PM. SYMPOSIUM: FREE admission, 10 AM-5 PM.

APR 15 **QUEST LECTURE**
QUEST LECTURE: FREE admission, 7 PM. QUEST LECTURE: FREE admission, 7 PM.

APR 21 **ART AFTER DARK**
ART AFTER DARK: FREE admission, 6-10 PM. ART AFTER DARK: FREE admission, 6-10 PM.

FILM SCREENINGS

APR 4 **WALL TO WALL**
WALL TO WALL: FREE admission, 7 PM. WALL TO WALL: FREE admission, 7 PM.

APR 11 **B.C. CAR**
B.C. CAR: FREE admission, 7 PM. B.C. CAR: FREE admission, 7 PM.

APR 18 **LABOR**
LABOR: FREE admission, 7 PM. LABOR: FREE admission, 7 PM.

APR 25 **ART AFTER DARK**
ART AFTER DARK: FREE admission, 6-10 PM. ART AFTER DARK: FREE admission, 6-10 PM.

AMA

FREE COLLEGE FRIDAYS

STUDY BREAK TOURS

APR 2011

CURRENT EXHIBIT CORRIDOR

COLLEGE FRIDAYS

FILM WEDNESDAYS

EVENT DESCRIPTION

CURRENT EXHIBIT

STUDY BREAK

ADDITIONAL INFO

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