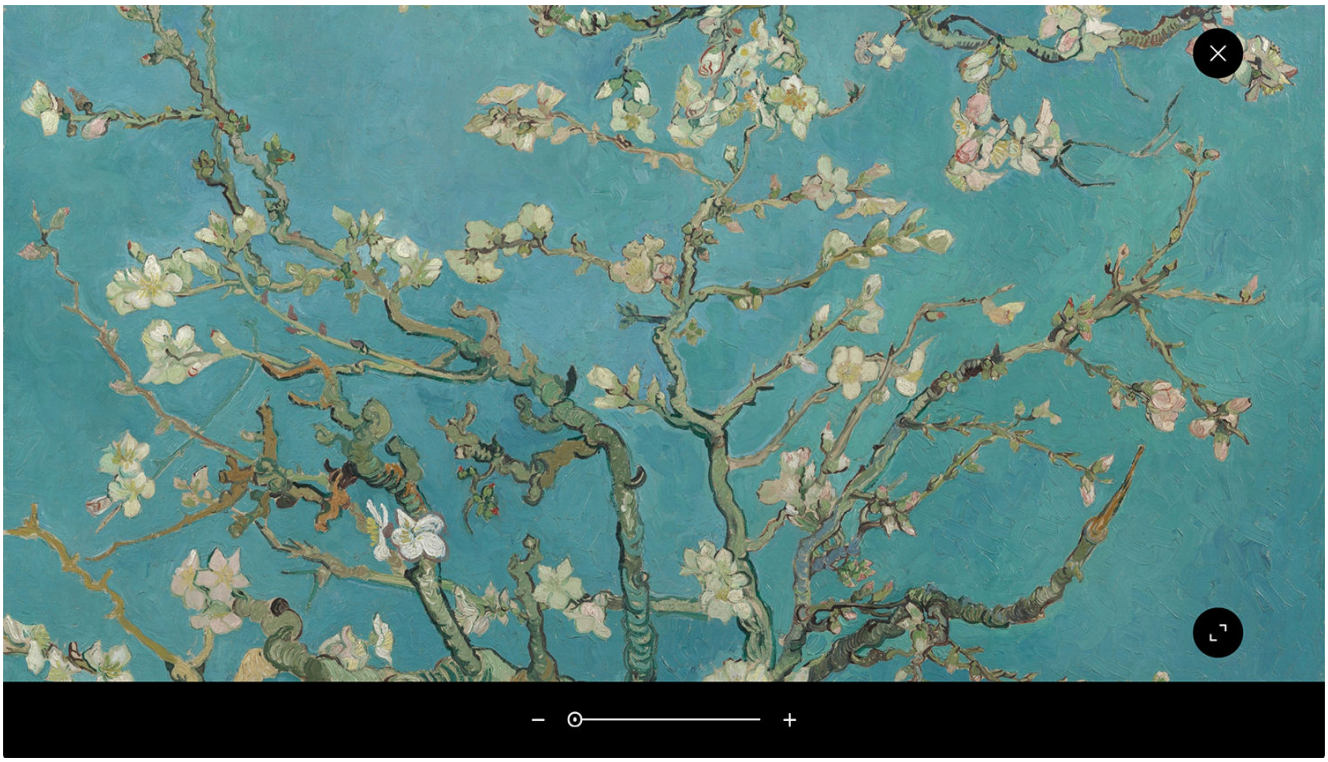
Vincent Van Gogh gets one slick rebrand

The Van Gogh Museum has relaunched its website with a design refresh, a new interactive content format, better accessibility and smart features intended to inspire a global audience, who are now able to learn about Van Gough's life story, as well as view his work to scale and zoom in brushstrokes.

New feature 'Vincent for Scale' was developed to playfully demonstrate how large each painting is. By placing the art next to a figure of Van Gogh, who was 1.64 meters tall, the visitor can see at a glance the actual size of the work.

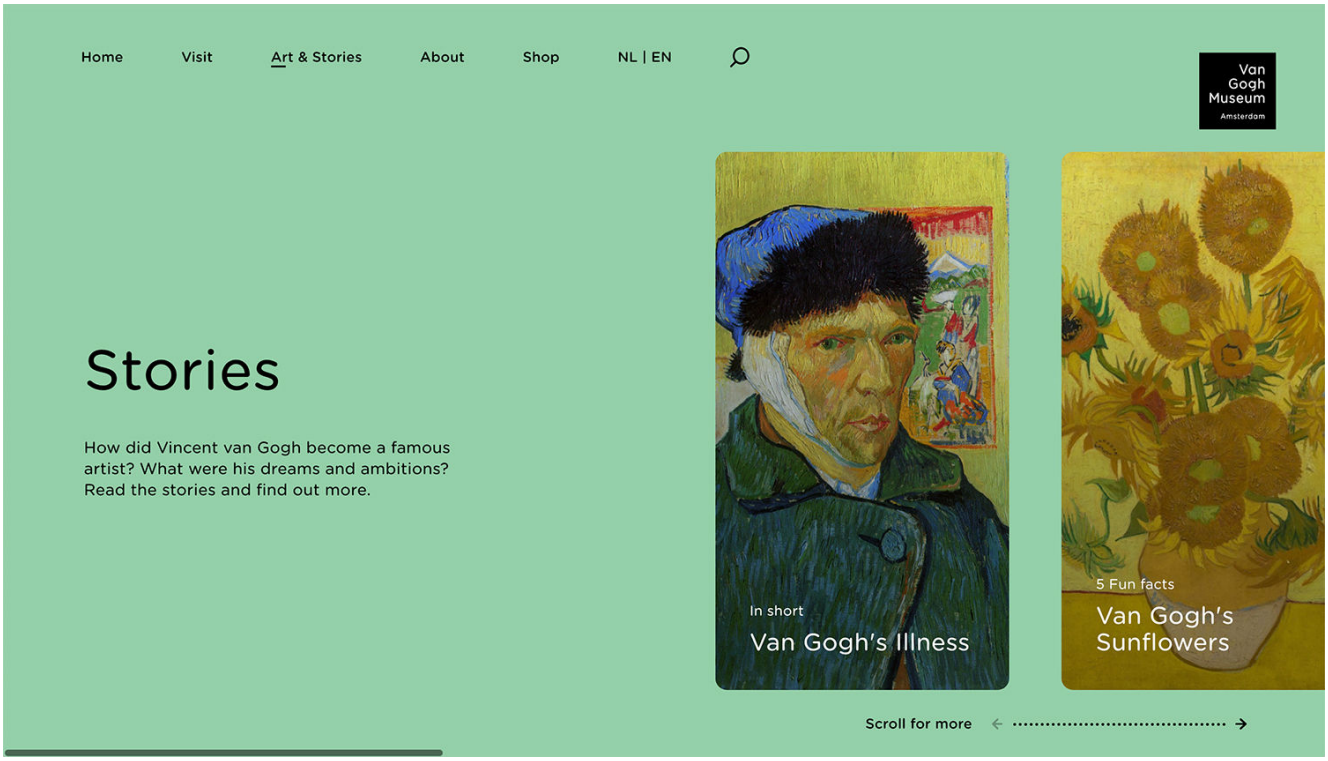


In developing the website, extra attention was paid to the accessibility for users with a disability. used by blind and partially sighted people for navigation.

Furthermore, the collection is more searchable, offers more

substantive information for interested parties, and allows visitors to zoom in to the smallest details of the paintings thanks to the ultra-res storytelling tool Micrio.

Dept digital agency led the concept and creative direction of the project and partnered with tech agency Q42 for development.

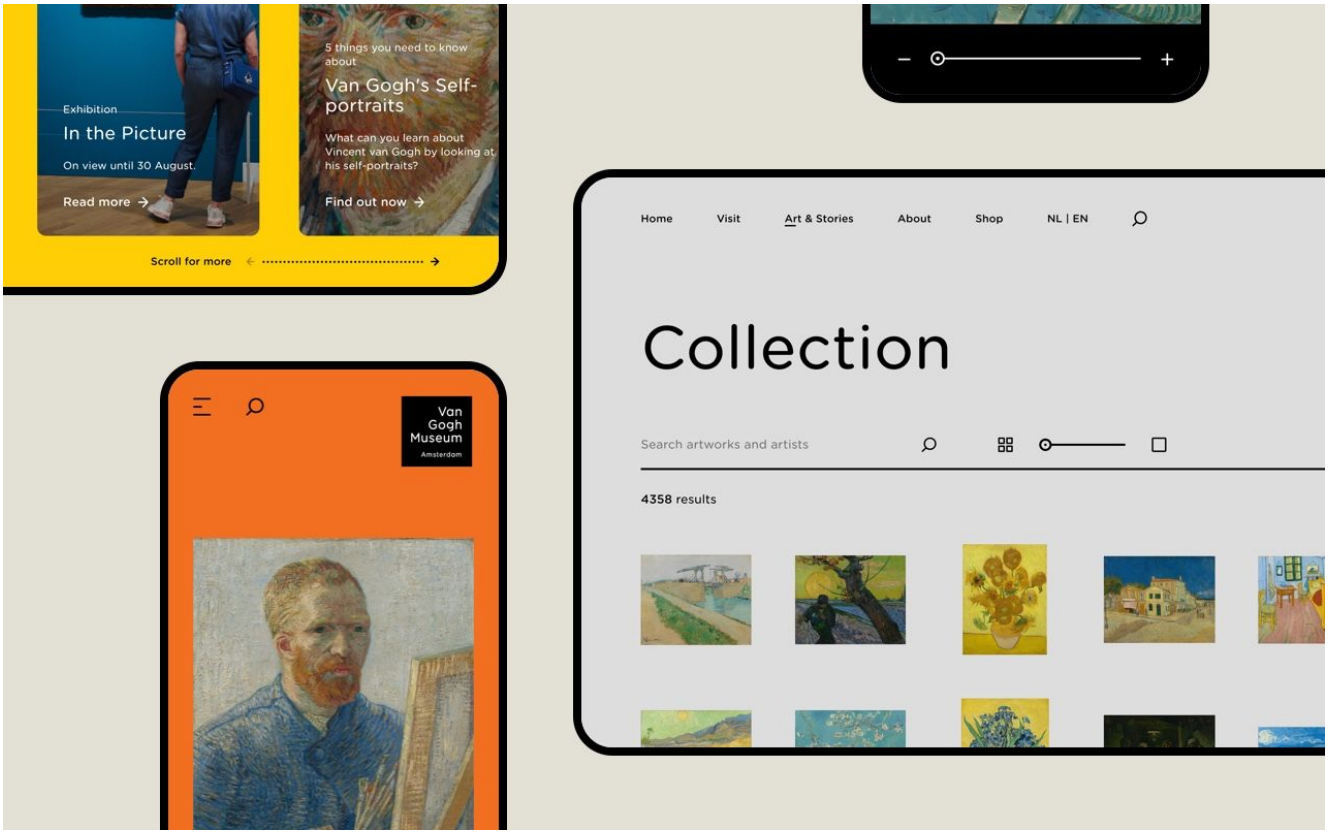


“Two years ago, Studio Dumbar (part of Dept) developed a new identity for the Van Gogh Museum with a focus on the combination of colour within the work of Van Gogh, said Liza Enebis, Creative Director, Studio Dumbar (part of Dept).”

“The redesign of the website is an extension of this idea. Each page can have one of the colours in the colour palette, inspired by Vincent’s quest for colour, from dark to light.”

The Van Gogh Museum had an enormous amount of content available, but it wasn’t easy to convert into different formats. Dept introduced a new structure that allows for richer stories, with interactive images and videos, as well as shorter stories enabling the museum to quickly respond to

current events.



The Van Gogh Museum has taken a ‘locked-down’, not ‘locked out’ approach to Covid-19 by accelerating their digital offerings to digitally showcase the work and life of Van Gogh to an expansive audience. The crisis has unleashed new opportunities for the museum enabling it to take a longer view and reinvent traditional ways of communicating with rich, layered content.

receives more than 8.5 million visits annually from people around the world. Prior to the re-launch, its primary purpose was to present information for prospective visitors and as a result of lockdown, the museum seized the opportunity to engage new audiences groups designed to equally inspire Van Gogh enthusiasts, students, explores, educators, budding artists among others.

Related: Keith Haring’s only museum is now free and virtual to enjoy



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