



**AMA | ART MUSEUM of the AMERICAS**  
DESIGNMATTERS FELLOWSHIP  
JONATHAN GOLDMAN

Woohoo! I got the fellowship!

Uh oh, now what do I do?

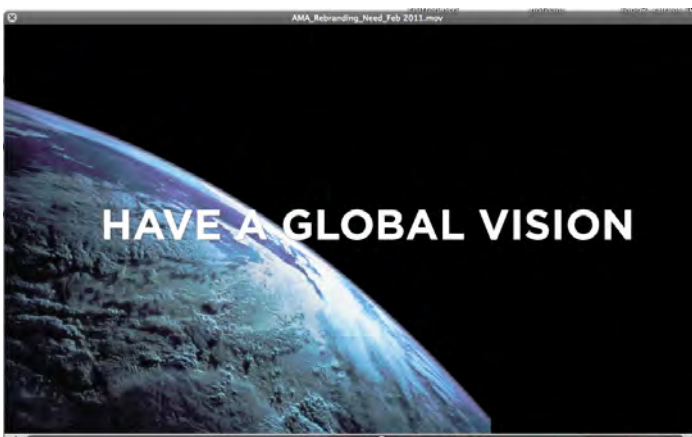
In late January I flew home to DC. (Yes, I'm living at home with my parents...) Despite the snow it was so great to rediscover my hometown as an "insider."

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.

Home | Contact us

**Art Museum of the Americas** Organization of American States

current exhibit  
**CORRIDOR**  
March 24 - June 26

Start

- about AMA
- visit
- exhibitions
- programs
- collection
- calendar
- friends
- rental

**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><b>3-D</b></p> <p>John Rupert Jeff Spaulding Claudia Davine Martha Jackson Jervis Joyce J. Scott</p>	<p><b>2-D</b></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

Exhibition continues through June 24th.

**LEAD SPONSOR**  
DC Commission on the Arts and Humanities

**SPONSOR**  
The Embassy of the Republic of the Philippines

**PRICES**  
Group Discount

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The Embassy of the Republic of the Philippines  
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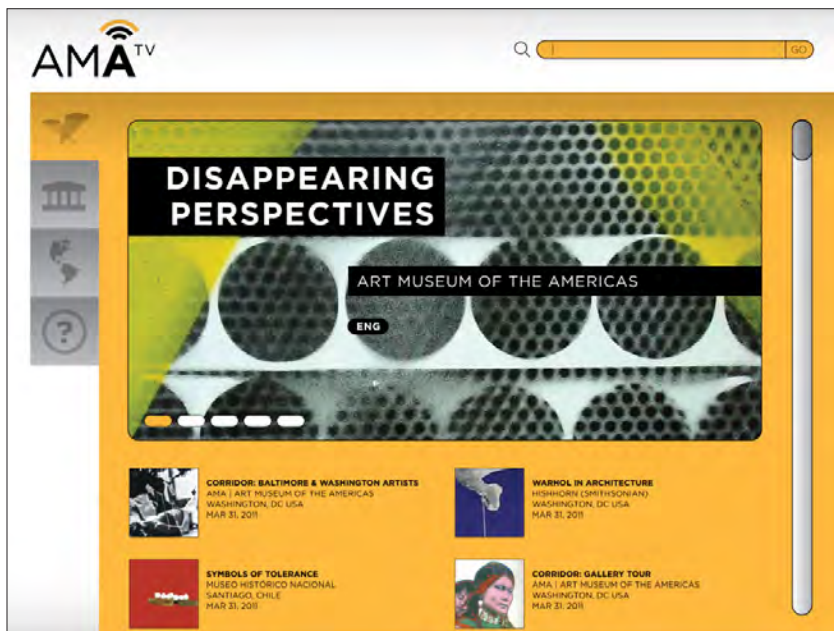
AMA Museum.org



# 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 24<sup>th</sup>

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*"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



WORLD BANK



AMAmuseum.org





ART MUSEUM  
OF THE AMERICAS

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**



NEW BRAND WORK

**WATCH**  
**SCHEDULE**  
**ARCHIVE**  
**DISCUSSIONS**





**COMING UP NEXT**

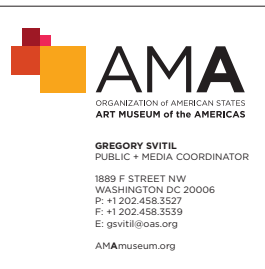
CURRENTLY PLAYING  
**WRESTLING WITH THE IMAGE:  
CARIBBEAN INTERVENTIONS**  
ART MUSEUM OF THE AMERICAS  
WASHINGTON DC, USA

CURRENTLY PLAYING  
**TRAILS OF CUBAN AVANT-GARDE**  
MALBA  
BUENOS AIRES, ARGENTINA

00:29:15  
**NUMISMATIC ART**  
MUSEUM OF MONEY  
BRASÍLIA, BRASIL

03:29:15  
**GUADALUPE RIVERA AND  
MARIE-PIERRE COLLE**  
FRIDA KAHLO MUSEUM  
MEXICO CITY, MEXICO

08:09:15  
**ARTE EN LAS ESCUELAS**  
MUSEO DE LOS NIÑOS



ORGANIZATION OF AMERICAN STATES  
ART MUSEUM OF THE AMERICAS

## JOIN US

NAME	EMAIL

**MEMBERSHIP BENEFITS**  
For more information, visit [AMAmuseum.org/join](http://AMAmuseum.org/join)

**Member | Free**  
Stay informed about all the latest events at AMA

**Student | \$25**  
\*Member card  
\*Special discounts at partner institutions  
\*College events newsletter subscription  
\*Advance Notification to all Museum Events

**Individual | \$100**  
\*Member card  
\*Reduced ticket pricing  
\*Advance Notification to all Museum Events  
\*Advanced notices, reserved, and/or special seating for AMA events  
\*Members-only guided tours of the Museum  
\*Newsletter Subscription  
\*Special discounts at partner institutions

**Couple | \$150**  
\*All benefits listed above  
\*2 membership cards  
\*Free AMA gear

**Family | \$200**  
\*Couple benefits, except  
\*4 AMA gear items  
\*Free access to children's events at the AMA and partnering institutions

**Patron | \$250**  
\*All benefits listed above  
\*2 Free Tickets to an Art After Hours event  
\*2 AMA gear items  
\*Free one-year subscription to the monthly Q&S

ORGANIZATION OF AMERICAN STATES  
ART MUSEUM OF THE AMERICAS

## PLEASE SIGN IN

VISITOR REGISTRATION

NAME	# of PEOPLE	STATE or COUNTRY	TIME IN	TIME OUT



# ORGANIZACIÓN DE LOS ESTADOS AMERICANOS



**AMA NEWSLETTER**  
**APR 2011**  
**CURRENT EXHIBIT CORRIDOR**

**FREE ART AFTER DARK**  
 FREE SCREENINGS AND FRIDAY NIGHTS

**CURRENT EXHIBIT**  
 APR 2 **ART AFTER DARK**  
 APR 6 **SYMPOSIUM**  
 APR 15 **QUIET LECTURE**  
 APR 21 **ART AFTER DARK**

**FILMSCREENINGS**  
 APR 4 **WORLD WAR II**  
 APR 11 **B.C. CAR**  
 APR 18 **LABYRINTH**  
 APR 25 **THE**

**AMA**  
**APR 2011**  
**CURRENT EXHIBIT CORRIDOR**

**FREE COLLEGE FRIDAYS**  
**STUDY BREAK TOURS**

**CURRENT EXHIBIT**  
**EVENT DESCRIPTION**  
**STUDY BREAK**  
**ADDITIONAL INFO**

**FILM WEDNESDAYS**  
**CURRENT EXHIBIT**

**AMA**  
 AMAmuseum.org

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