

# TECH001

## IMA Museum Website, 2007-2017 | Indianapolis Museum of Art at Newfields Archives

By Samantha Norling & Lydia Spotts

### Collection Overview

Title: IMA Museum Website

Date: 2007-2017

Collection ID: TECH001

Primary Creator: IMA Lab, IT Operations (New Media), Marketing

Extent: 23.15 GB

System of Arrangement:

For ease of access, the complete web archive was split into 7 discreet web archive collections containing pages from specific areas of the website:

Series I: Homepage, Visit, and Events & Programs

Series II: IMA About

Series III: IMA Collections, Exhibitions, and Research

Series IV: IMA Past Exhibitions

Series V: IMA Give & Join

Series VI: IMA Blog

Series VII: IMA Special Blogs

Technical Access: **Online access is available here:** <https://webrecorder.io/imamuseum>

The archived website was made with open-source software and is publically accessible via Webrecorder (webrecorder.io). Webrecorder is a project of Rhizome under its digital preservation program (<https://webrecorder.io/faq>). An internet connection and current browser are required to access these records. If viewed online, no additional tools or software are needed.

Languages: English

## Scope and Contents of the Materials

IMA Museum Website documents [www.imamuseum.org](http://www.imamuseum.org), the primary website of the Indianapolis Museum of Art (IMA) prior to the naming of its campus as Newfields. The website was superseded by [www.discovernewfields.org](http://www.discovernewfields.org), which launched on October 16, 2017.

The website was developed in-house by the IMA Lab in 2007. A division under IT Operations, New Media, managed the blog, content updates, and social media for the institution prior to Marketing assuming an active role in content management ca. 2013.

As a primary communications platform for the museum in the 21<sup>st</sup> century, the website documents institutional evolution over ten years through exhibits, events, and design. Content was informed by the intellectual output of many departments, and past branding and media relations can be studied via this institutional record.

Of particular interest is the IMA Past Exhibitions (Series IV) and IMA Blog (Series VI). Many contributors, including staff from a variety of departments, scholars, and community members, authored posts for the popular blog (August 21, 2007-July 28, 2015).

Each of the seven series are described in greater detail on the archived website landing page, <https://webrecorder.io/imamuseum>.

## Historical Note

The Indianapolis Museum of Art at Newfields is an encyclopedic art museum. The museum began as the Art Association of Indianapolis in 1883. In 1895, John Herron left a substantial bequest to the association to fund a gallery and a school in his name. The John Heron Art Institute opened in 1902 at 16th and Pennsylvania Streets in Indianapolis.

In 1966, Eli Lilly, J.K. Lilly III and Ruth Lilly donated the Lilly estate (52 acres including Oldfields, Newfields, Garden Terrace, greenhouses, and gardens) to the Art Association. Construction of the main Museum building at 38th Street and Michigan Road (the Krannert Pavilion), began in 1968, and was completed in 1970. When moving to the site new site in 1969, the Art Association officially changed its name to the Indianapolis Museum of Art and relocated to the new location. In the following years the museum continued to expand. Clowes Pavilion and Showalter Pavilion were completed in 1972. In 1973, the Alliance's Rental Gallery, museum shop, bookstore, and the Better Than New shop opened their doors. In the same year, Showalter Pavilion opened, housing the Civic Theatre, which lived on the museum's campus until 2004.

To cater for guests visiting the museum's vast gardens and grounds, the IMA opened the Garden on the Green restaurant in 1979. It was renamed the Garden Terrace restaurant in 2003. Though it has since closed, the building remains in use for event rentals and is still known as the Garden Terrace. In the 1990s, the museum undertook several major projects on its grounds. The

1940s greenhouse was reopened after restoration in 1995. In 1998, restoration of the Ravine Garden, a feature of the original Percival Gallagher design, was completed.

Between 2002 and 2005, the Museum building underwent extensive renovation and new construction. The Hulman and Clowes Pavilion were restored, while the Clowes Gallery, Efroymsen Pavilion, Wood Gallery Pavilion, and Deer Zink Pavilion were added to the original structure. The Sol LeWitt Wall Drawing mural and the Sutphin Fountain were moved to new locations to accommodate the new structures. In 2008, the museum changed its main entrance to 4000 North Michigan Road. In the summer of 2010, 100 Acres: The Virginia B. Fairbanks Art and Nature Park was opened to showcase outdoor sculptures and a 35-acre lake.

The permanent collection consists of over 54,000 artworks and objects including African, American, Asian, ancient art of the Mediterranean, Fashion Arts and Textiles, and European items. The Museum collection, exhibitions, retail, and special programming are supported by staff from many departments: Curatorial, Conservation, Development, Audience Engagement, Marketing and Communications, Design, Photography, Rights and Reproductions, Facilities, Operations, and Library and Archives.

In August 2017 the Indianapolis Museum of Art named the cultural campus, encompassing the museum, garden, Lilly House, performance spaces, and The Virginia B. Fairbanks Art & Nature Park: 100 Acres, for the first time. Unifying the campus under the designation “Newfields, a Place for Nature and the Arts” is an extension of the mission envisioned by the founders of the Art Association of Indianapolis (1883) and accelerated in 1966 with the Lilly family donation of Oldfields as a place to escape the city and enjoy nature and the arts. The debut of the [discovernewfields.org](http://discovernewfields.org) website in October 2017 aligned with the naming and re-branding accompanying the designation for the holistic cultural campus.

### Sources

Brooks, Bradley C. Oldfields. Indianapolis, IN: Indianapolis Museum of Art, 2004.

“History”. IMA Horticulture Society. <http://imahortsoc.org/history/>.

IMA Marketing. (2017 Aug. 15). *IMA names its 152-acre campus for the first time* [Press Release]. Indianapolis Museum of Art.

Robinson, Anne P. and S.L. Berry. *Every Way Possible: 125 Years of the Indianapolis Museum of Art*. Indianapolis, IN: Indianapolis Museum of Art, 2008.

The Story of the Indianapolis Museum of Art. Indianapolis, IN: Indianapolis Museum of Art, 1998.

Material in the collection.

## Subject/Index Terms

Art Association of Indianapolis, Indiana,  
Indianapolis Museum of Art,  
Newfields,  
Web sites,  
Blogs,  
Social Media

### **Forms of Material:**

WARC files

## Administrative Information

Repository: Indianapolis Museum of Art Archives at Newfields

Alternate Extent Statement: 39 Webrecorder sessions

Access Restrictions: Collection is open for research.

Use Restrictions: Unpublished manuscripts and photographs are protected by copyright. Permission to publish, quote, or reproduce must be secured from the repository and the copyright holder. Please contact the Archivist for more information.

Immediate Source of Acquisition: Received from Newfields Lab, January 2018

Processing Information: The website was captured in 39 Webrecorder sessions conducted between September 28th and October 13th 2017 by Digital Collections Manager, Samantha Norling. The collection has been divided into seven series. Additional processing information is available for each series on the archived website landing page: <https://webrecorder.io/imamuseum>

Acquisition Method: Capture by the Newfields Lab, September 28<sup>th</sup> – October 13<sup>th</sup> 2017.  
Management of the archival collection was transferred from the Newfields Lab to the archives in January 2018.

Preferred Citation: [Item title], [date], [Series Information], IMA Museum Website (TECH001), Archives, Indianapolis Museum of Art at Newfields, Indianapolis, IN. [url]