

Press Release

Utah Museum of Contemporary Art Launches Redesigned and Expanded Website

Salt Lake City, UT
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The Utah Museum of Contemporary Art is proud to announce the launch of its redesigned and expanded website: utahmoca.org. The revamped website provides enhanced access to the Museum's expansive exhibition archives, events, and community programming. The site aims to bolster the visitor experience, beyond the walls of the downtown Salt Lake City location, with easy-to-navigate Museum information, updates and supplementary exhibition materials. The new site features high-resolution imagery and video galleries for past exhibitions and streamlined access to events and community program offerings such as Museum Tours and resources for K–12 art educators.

A team of top tier individuals collaborated to bring the new utahmoca.org to life. With input from the Board of Trustees' Marketing Committee, the Museum's Communication and Digital Content teams partnered with design studios Actual Source (Utah) and A Lot of Moving Parts (NYC) to design a clean, user-focused interface. Cold Rice LLC, a Utah-based web development firm, built a modern site optimized for cross-device visitors and easy maintenance.

The development of the new website marks the completion of the second phase of the Museum's visual identity refresh. In June, the Museum released a new wordmark, color palette, and custom typeface—UMOCA Walter. The site features high-resolution content and black type, set against a white background for increased contrast and accessibility. The new website is crucially optimized for viewing on mobile devices and its fresh, clean look reflects the Museum's new visual identity and recently renovated Art Shop.

"As Utah's leading contemporary arts institution in its 90th year, the Utah Museum of Contemporary Art has a responsibility to increase digital access to our exhibition archives which celebrate the hard work and impressive history of artists in our state," said Laura Allred Hurtado, the Executive Director of the Utah Museum of Contemporary.