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Artrain keeps moving forward

New facility, logo & website – same great mission

ANN ARBOR, MI / March 23, 2009 – Artrain – the mobile museum authority – is taking to the roads. After nearly four decades of touring world class art and cultural programs onboard its train museum across America, Artrain unveiled its new semi-trailer based facility design, logo and website. The changes were initiated in order to reach more cities, better serve its constituents and continue fulfill its mission of enriching lives and building communities through the arts. Artrain will hit the open road in 2010, traversing the country with state-of-the-art semitrailers, known as mobile museum units (MMU.).

“We are excited about this change” said Debra Polich, Artrain president/CEO. “Moving to the road affords us the ability to visit any city in the country and the flexibility to set up in a variety of locations such as city squares, parking lots, fair grounds or soccer fields. We could only reach 30 percent of the country on the rails.

“It’s a bittersweet move that we are making as we have had such a wonderful association for so many years with the railways. However, it became apparent that a change was necessary when, as demand for Artrain visits increased from communities across the country, the shipping demands on the rail carriers precluded their ability to transport Artrain.”

Artrain worked with the **Switch Agency** of St. Louis, MO to design the expandable semi-trailers for its specialized MMUs that replicate museum facility standards for environment and security. Each MMU provides approximately 1,000 square feet of gallery space and can be connected one to another to fashion an exhibition facility unique to each Artrain traveling exhibition.

In conjunction with this dramatic facility change, Artrain revealed a new, modernized logo and colors. Conceived and designed by Ann Arbor-based **re:group**, the logo incorporates the “open road” while the star dotting the “I” is representative of the creative spark that Artrain provides communities and individuals through its exhibitions and programs. A new tag line – Transporting Art. Transforming Lives. – has also been incorporated, which summarizes Artrain’s mission.

Lastly, Artrain is re-launching its updated website, www.artrainusa.org. The site re-design was handled by Ann Arbor-based **Internet Applications and Solutions, Inc. (IAS)**. The new website features a streamlined design with easy to use navigation and newer features including community blogs to allow visitors at future tour stops to post thoughts about their experience or ask questions before and after an Artrain visit; secure community pages where the administrators of each tour stop can download and upload documents/copies of press clippings/photos/etc.; embedded video players to showcase video from select tour stops; exhibition layouts and catalogs and much more.

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Today's announcements come on the heels of a six-month rebranding study commissioned by Artrain and headed by re:group, inc., a privately held, national brand marketing firm that provides integrated brand management, including branding, marketing, design, advertising, communications and media services.

About Artrain

The Mobile Museum Authority - For almost 40 years, Artrain has developed and delivered world class art and education programs to under-resourced communities. Artrain's mobile facility is the only one of its kind designed to carry original artwork across the country. Winner of the National Medal for Museum Service, Artrain travels to communities across the United States fulfilling its mission to enrich lives and build communities through the arts. Since its founding in 1971, Artrain has traveled coast to coast, making 845 community visits and welcoming 3.2 million visitors.

Connecting People to Art - Artrain brings the museum experience to children and adults, often for the first time. It creates a surprising cultural experience, de-mystifying the world of art, fostering dialogues and helping young and old alike spark their own creativity.

Energizing Communities - Artrain brings diverse community groups together, providing guidance in regard to fundraising, organizing and promoting an exhibit. A powerful catalyst, Artrain sparks the formation of local and regional arts councils, strengthens art education programs, builds community pride and spurs downtown revitalization efforts.

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