

OLSON-LARSEN GALLERIES

<http://www.olsonlarsen.com>

CLIENT INFORMATION

The Olson-Larsen Galleries is a contemporary gallery representing original artwork created by over 60 of the finest artists in the Midwest in a variety of media ranging from painting, printmaking and photography to sculpture and mixed-media work.

SITUATION

Olson-Larsen's decision to create an online presence was mainly driven by the need to exhibit the work of artists whose works are included in museum, corporate and private collections. In addition to their desire for a site that would be easy to manage using a set of interactive tools that would interface directly with the site's database, a fine art gallery like Olson-Larsen also needed to pay special attention to the look and feel aspects of the site.

SOLUTION

The design of the Olson-Larsen Galleries exemplifies the balance between the various engineering goals and the aesthetic requirements of the web site. After evaluating the unique needs of the company's target audience, Global Reach developed a series of functional tools that effectively use the synergy between design and technology. A set of interactive tools enables the site administrator to quickly update the information on the various artists and exhibits displayed on the site. Moreover, the directory of artists can be accessed online allowing a public user to quickly identify an artist or artists they might be interested in. These individuals can then request to be notified when new work by those artists becomes available.

BENEFITS

Olson-Larsen's clients include major corporations, such as Pioneer Hi-Bred International, Farm Bureau Insurance Company and the Maytag Company, as well as small businesses and individuals. With such a wide variety of clients, the benefits of maintaining an updated list of artists and their corresponding artwork online which can be viewed by exiting as well as prospective clients any time during the day are enormous.

