

TEN YEARS SCHIRN MAG: THE ONLINE MAGAZINE OF THE SCHIRN KUNSTHALLE FRANKFURT APPEARS IN A NEW LOOK FOR ITS ANNIVERSARY

THE SCHIRN MAG IN A NEW DESIGN

WWW.SCHIRN.DE/MAGAZIN

The SCHIRN MAG has established itself as an important medium in the contemporary art and culture scene in the ten years since its launch. Starting with articles on current exhibitions and themes from the Schirn Kunsthalle Frankfurt, the spectrum of contributions to the online magazine has continued to evolve. The SCHIRN MAG is therefore now presenting itself in an entirely new design and layout.

With its permanent columns, the SCHIRN MAG provides insights into the contemporary art scene, in German and English. "Context" includes essays, features, portraits, and soundtracks about current exhibitions and themes at the Schirn. Since 2015, "Schirn Podcast" has been offering art to listen to—the first ever German podcast by an art institution. In "Interview," artists explain their works, and experts open up new points of view. Contemporary video art and portraits of artists from the Schirn's monthly series DOUBLE FEATURE make up a special focus of the rubric "Video Art." Selected highlights and events of the contemporary art and culture scene as well as film and book discoveries can be found under "Schirn Tip." In the column "069," the Schirn introduces protagonists from Frankfurt's creative scene and their living and working environments. Finally, "What's Cooking" combines art and culinary delights from different perspectives.

The focus of the SCHIRN MAG's new design format is deliberately placed on a simple graphic presentation whose optimized font size gives priority to high-quality contents and heightens readability. The homepage of the online magazine, laid out as a display window, offers readers a clear overview of the whole range of multifaceted offers and themes. Full-screen chapter markers provide readers with a clear structure and clearly distinguish text contributions, videos, and podcasts. Image areas that are alternately large and small, make for liveliness and extend an invitation to explore. The Schirn is reacting to the altered reader behavior since the last relaunch as well as to the current viewing habits of its readers. At the same time, the SCHIRN MAG's appearance is gaining more independence from the Schirn website. The new magazine design was developed and implemented by Henne / Ordnung in close collaboration with the team of the Schirn.

Philipp Demandt, Director of the Schirn Kunsthalle Frankfurt, explains: "The SCHIRN MAG is a success story and has been an integral part of our digital strategy for the last ten years. With its new design, we are placing even more focus on its contents. With the SCHIRN MAG, we are opening up space for the examination of public discourses and the exchange of views on art from different perspectives, beyond the spatial boundaries of the Schirn Kunsthalle Frankfurt."

SCHIRN MAG NEWS The SCHIRN MAG provides its readers with the opportunity to receive new articles, videos, podcasts, tips, and specials directly on their mobile phones via the app Notify and the Telegram Messenger service. Additional information is available at www.schirn.de/magazin/news

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