

The MAK Collection Online has been relaunched

An optimized design, new search functions, and multimedia offerings raise the MAK Collection's digital portal to a new level

MAK – Press and PR
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The MAK Collection Online—for many years the heart of the MAK's digital offerings—has been relaunched. It is now modernized, significantly more user-friendly, and provides even more information on its objects. An optimized design, more detailed search functions, and multimedia offerings raise the digital portal—providing access to currently 290,000 MAK objects online—to a new level. Overhauling the digital collection databank was made possible thanks to the "Kulturerbe digital" [Cultural Heritage Digital] funding pool of the Federal Ministry for Arts, Culture, the Civil Service and Sport (BMKÖES). The restructuring of the MAK Collection Online is part of the *MAK 3D—Digitization, Data, Display* project, in the course of which over 30,000 MAK objects have also been digitalized so far.

Besides information on objects from all of the MAK Collection areas—Asia, Design, Contemporary Art, Glass and Ceramics, Furniture and Woodwork, Metal and Wiener Werkstätte Archive, Textiles and Carpets, and Library and Works on Paper—the MAK Collection Online now also provides an index of personal names and information on over 80,000 artists and firms.

300 new 3D models and videos supplement the image collection and offer detailed perspectives on its objects. The 3D models now available include such collection highlights as David Roentgen's art cabinet, a doll's house, items of clothing, and 20 exquisite carpets that can now be scrutinized down to the last knot.

On the new start page, art lovers can access the digital MAK Collection in different ways—either using a freely chosen search term or selecting from a list of search suggestions. In the MyMAK login area they can assemble, modify, and store their own personal collection. A dynamic timeline enables intuitive access via the objects' chronology. Objects on display in the museum are identified as such; artworks currently on loan elsewhere are also tagged.

In the spirit of usability, via a digital form those accessing the collection can also provide the MAK Team with feedback regarding its content and technical issues. Reproduction and loan inquiries on selected objects are forwarded directly to the relevant in-house department.

As partner for the realization of the new MAK Collection Online, the museum was able to obtain the services of the web design studio floatwork_.
Bueronardin, that also developed the MAK's CI, is responsible for the layout and surface design. Technical solutions were delivered by software specialist Ascent.

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The number of items in the MAK Collection Online also continues to grow steadily. The MAK's unique inventory, only a small proportion of which can be presented in its Permanent Collection and temporary exhibitions, remains accessible online in another dimension and now also benefits from innovative digital methods of presentation.

Click here to access the MAK Collection Online sammlung.MAK.at/en

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