



Museum of the City of New York digital initiatives win awards, highlighting its leadership in innovative digital content

Three original online videos win 2020 Communicator Awards; HistoricNYC digital partnership with Urban Archive and LINK NYC win American Alliance of Museums Muse Award

New York, NY (August 2020) -- **Museum of the City of New York** was awarded three 2020 Communicator Awards, and the AAM Muse Award, highlighting the institution's achievements in creative digital content. These achievements spotlight aspects of the Museum's fascinating exhibitions and diverse collection of objects, bringing viewers closer to the experience and broadening access.

"We are honored and thrilled to be recognized by the Communicator Awards and American Alliance of Museums, underscoring the talented work in the digital realm and showcasing what can be achieved when curatorial, collections scholarship, and communications collaborate across our organization," said **Whitney Donhauser, Ronay Menschel Director and President of the Museum of the City of New York**. "During this moment, when museums worldwide have had to move many offerings online due to health concerns, our forward-thinking leadership in digital has proven to be not only innovative but essential."

The Communicator Awards is the leading international creative awards program honoring creative excellence for communication professionals. Three of the Museum's videos received awards, with two received Awards of Excellence ([Through a Different Lens: Stanley Kubrick Photographs](#), and [Getting Dressed: Gilded Age Afternoon Dress](#)) and the third receiving an Award of Distinction ([Mod Fashion with Chris Benz](#)).

AAM's MUSE awards are presented to institutions that engage audiences with useful and innovative digital programs and services. Museum of the City of New York's long-standing, collaborative partnerships with Urban Archive and LINK NYC, entitled HistoricNYC, was awarded a Gold level MUSE award for bringing nearby history to life across New York's five boroughs.

According to the MUSE award judges, "(The) project is simply superb in its design, implementation, innovation and ingenuity. It has imbued an ongoing, ever-changing awareness of nearby history in a way that is subtle and magical. The platform is easy to find and use, with so much added value that is relevant to the public. The mapping + matching technology of Urban Archive is great and can be used in more ways with regard to street art, personal history, crowd sourcing and much more."

In addition to these award-winning digital initiatives, the Museum of the City of New York has also created digital campaigns including #MCNYUnlimited; developed live program series including "Curators from the Couch," which brings the Museum's expertise to visitors in a casual setting; and founded the social media movement #MuseumMomentofZen, which has become a global museum effort with hundreds of institutions participating worldwide. And, this month, they will shift their annual summer block party, Uptown Bounce— complete with DJs, performances and host Fab Five Freddy – from street

to screen with partners El Museo Del Barrio and The Africa Center, and broadcast live by Manhattan Neighborhood Network.

About the Communicator Awards

Founded over two decades ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio. The 26th Annual Communicator Awards received over 6,000 entries from ad agencies, interactive agencies, production firms, In-house creative professionals, graphic designers, design firms, and public relations firms. The Communicator Awards are judged and overseen by the Academy of Interactive and Visual Arts (AIVA).

About AAM and the MUSE Awards

The American Alliance of Museums has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge, and providing advocacy on issues of concern to the entire museum community. Representing more than 35,000 individual museum professionals and volunteers, institutions, and corporate partners serving the museum field, the Alliance stands for the broad scope of the museum community. For more information, visit www.aam-us.org. MUSE awards recognize outstanding achievement in Galleries, Libraries, Archives, and Museums (GLAM) media. The Media & Technology Professional Network's annual awards are presented to institutions that enhance the GLAM experience and engage audiences with useful and innovative digital programs and services. The MUSE awards celebrate scholarship, community, innovation, creativity, education, accessibility, and inclusiveness.

About the Museum of the City of New York

The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. It engages visitors by celebrating, documenting, and interpreting the city's past, present, and future. With its award-winning exhibitions, public, education and digital programs, Museum connects global audiences to New York. To connect with the Museum on social media, follow us on Instagram and Twitter at @MuseumofCityNY and visit our Facebook page at [Facebook.com/MuseumofCityNY](https://www.facebook.com/MuseumofCityNY). For more information please visit www.mcny.org.