

22 WEST 19TH STREET, 10TH FL  
NEW YORK, NY 10011-4204  
T 212.807.0011  
F 212.807.0870  
WWW.CARBONESMOLAN.COM

# PRESSRELEASE

## New Signage System by CSA Will Lead the Way at Cleveland Museum of Art

New York, NY, August 11, 2003 – The Cleveland Museum of Art (CMA), home of one of the world’s most important encyclopedic art collections, has chosen Carbone Smolan Agency (CSA) to design a comprehensive signage and wayfinding system for its building, which is currently undergoing a major expansion and renovation project led by acclaimed architect Rafael Vinoly.

“CSA is committed to helping museums find effective ways to serve their audience,” said Jeffrey Streat, Director of Design and Architecture, Cleveland Museum of Art. “The agency not only produces outstanding work, but also understands code regulations and special issues, which demand innovative, flexible design solutions.”

“As CMA transforms itself, our role is to represent the visitors and consider the museum experience from their perspective,” said Ken Carbone, cofounder and partner, CSA. “At the same time, our process ensures that the signage system satisfies the museum’s present needs, while laying a foundation for future growth.”

The program of signage and wayfinding will include all identification, directional, informational and regulatory signs, including interior, exterior and donor recognition.

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### About Cleveland Museum of Art

The Cleveland Museum of Art is one of America’s leading comprehensive museums. Its permanent collection is world renowned for its quality and breadth, spanning 6,000 years. The museum is a significant international forum for exhibitions, scholarship and art acquisitions. For more information on the museum, its holdings, programs, services and events, call 1-888-CMA-0033 or visit the museum’s website.

### PRESS CONTACT

JUDY KALVIN  
KALVIN PUBLIC RELATIONS

114 OGDEN AVENUE, 2ND FL  
DOBBS FERRY, NY 10522  
T 914.693.0123  
F 914.693.5111  
JKALVIN@KALVINPR.COM

### **About Carbone Smolan Agency**

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit [www.carbonesmolan.com](http://www.carbonesmolan.com).