

## Harvard Museum's Index Magazine goes digital

by Lucia Ruggiero

# Harvard Art Museum

The **Harvard Museum of Art** recently announced the launch of a digital magazine, which will be a digitalised copy of its already existing Index magazine. The magazine, available on the internet at the Index magazine website, documents arts news and interviews with artists involved in projects that make up the three Harvard Museums (**Fogg Museum, Busch-Reisinger** and **Arthur M. Sackler**). Although canvas work and sculpture make up the majority, if not all, of the artwork found at the Harvard Museum, the launch of an online version of Index Magazine shows that the arts world cannot escape the changes to the way in which they circulate information and relate with the public, and using digital spaces to at least present their artistic information, could boost art readership and accessibility to exhibitions.

The website itself is beautifully and cleanly presented with a modern white background, little use of colour and pages dedicated to a range of different aspects of the museums work; renovations, collections, university, video and Twitter are to name but a few. Yet again, the section dedicated to Twitter and video demonstrate the huge importance of social media in sharing arts news with a wider audience, and this is something that even modern art houses that don't feature digital art cannot ignore.

Harvard Museum Index Magazine website: <http://magazine.harvardartmuseums.org/>