

# SYMPOSIUM C6

symposiumc6.com

International conference website features speaker portfolios, schedules



## TEAM PLAYERS

- Merchandise Mart:**  
Event producer, e-commerce management
- Burns Sowder Arts Advisory:**  
Event conception and development, copywriting and content acquisition
- jnl graphic design:**  
Identity design
- Neoteric Design:**  
Art direction, site design and development, content wrangling

## CUSTOMER PROFILE

The Merchandise Mart's Artropolis is Chicago's premier citywide celebration of arts, antiques, and culture. It is comprised of five shows over four days with associated events and lectures. The Symposium C6 was a three day conference which brought together scientists, artists, curators, and collectors to engage the question of globalism's impact on the art community.

The conference website was built to highlight the 33 speakers, their biographies and work portfolios, as well as the conference schedule and keynote events. Over 400 images were managed with an easy-to-use viewer. An integrated blog offered the opportunity for ongoing updates.

## TECHNOLOGY / TOOLS

- Adobe Photoshop
- Custom Wordpress Content Management System
- PHP & MySQL database
- AJAX image detail interfaces

## GOALS & OBJECTIVES

- Provide conference overview in printable "takeaway" format
- Allow easy online registration
- Maintain portfolios and photographs for 33 speakers

## SOLUTIONS

- Downloadable conference highlights and schedule in PDF format
- Provided ready-to-implement templates for Mart technical e-commerce team
- Implemented easy-to-use content management system with AJAX-style image viewer application.

“ You and your team set the bar at the very top. You are top-notch creatives: your process involves clients in the most creative way, both in terms of developing the best outcomes which meet their needs, and in record time with an absolute minimum of hassle. ”

— Lynne Sowder, Principal, Burns Sowder Art Advisory