

The Henry Ford Launches All-New Reimagined Website

Thehenryford.org utilizes more than 52,000 digitized items from The Henry Ford Archive of American Innovation

Dearborn, Mich. ([PRWEB](#)) April 14, 2016 -- The Henry Ford is proud to announce the launch of its all-new, fully reimagined, fully-responsive website and digital collections platform, www.thehenryford.org. This transformation, led by The Henry Ford's Digital & Emerging Media team in close partnership with Perficient out of Ann Arbor, Mich., provides visitors with a user-friendly experience on any device including mobile and makes it easy for them to plan a visit, buy tickets and dive deeper into the more than 52,000 digitized artifacts and inspiring and educational stories from The Henry Ford's Archive of American Innovation.

“The new site brings The Henry Ford experience to life not only to guests planning their visit, but to those who might only be able to visit us online,” said Patricia Mooradian, president of The Henry Ford. “Not only does it make it easier for visitors to dive deeper into our artifacts, but it takes the rich storytelling we provide our guests everyday here onsite and puts it into a unique and shareable digital format.”

At the core of the enhancements to thehenryford.org is the updated accessibility to the stories and artifacts that make up The Henry Ford Archive of American Innovation. Visitors can search, filter and interact with the more than 52,000 digitized artifacts, with each having a digital artifact card that visitors can easily place on their own sites, share socially or use inside their classroom. Guests can learn more about the connections within The Henry Ford's collection and explore the lasting effects of the achievements of some of the nation's greatest innovators through the new Connect3 video series, in-depth What If stories, and the compelling Visionaries on Innovation oral history series available in the Explore section of the site. Additionally, visitors can now purchase high resolution images directly from The Henry Ford's digital collection with the click of a mouse or tap of a finger.

For those looking to plan their next trip, or visit for the first time, enhanced campus maps and video footage of each venue have been added to provide a better sense of scope and scale to assist with planning for a multi-day, multi-venue visit. Additional planning tools include the new “My Must-Sees” feature which allows visitors a chance to map out key artifacts and sites they can't miss and send it straight to their phone via SMS or email and the searchable “Current Events” calendar which allows visitors to search dates into the future and see the events and activities that are happening on that day. . Also new is the capability to select the language displayed throughout the site making it more accessible for international visitors.

For a look at the new enhancements please visit www.thehenryford.org.

About The Henry Ford

The Henry Ford in Dearborn, Michigan is an internationally-recognized cultural destination that brings the past forward by immersing visitors in the stories of ingenuity, resourcefulness and innovation that helped shape America. A national historic landmark with an unparalleled collection of artifacts from 300 years of American history, The Henry Ford is a force for sparking curiosity and inspiring tomorrow's innovators. More than 1.7 million visitors annually experience its five attractions: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford Giant Screen Experience. A continually expanding array of content available online provides anytime, anywhere access. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates over 500 students a year on the



institution's campus. In 2014, The Henry Ford premiered its first-ever national television series, The Henry Ford's Innovation Nation, showcasing present-day change-makers and The Henry Ford's artifacts and unique visitor experiences. Hosted by news correspondent and humorist, Mo Rocca, this Emmy®-winning weekly half-hour show airs Saturday mornings on CBS. For more information please visit our website thehenryford.org.



Contact Information

Melissa Foster

The Henry Ford

+1 (313) 982-6126

Online Web 2.0 Version

You can read the online version of this press release [here](#).