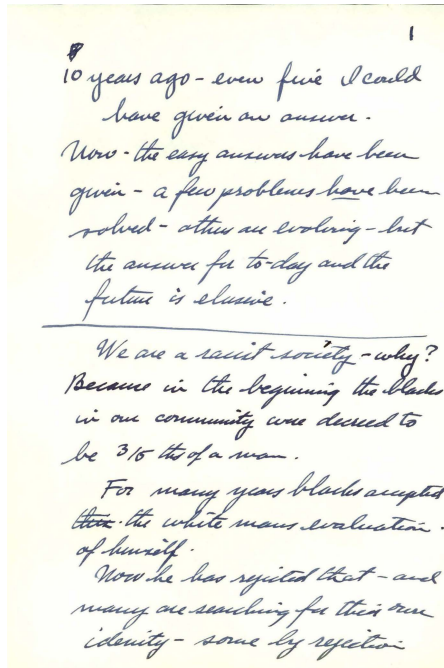


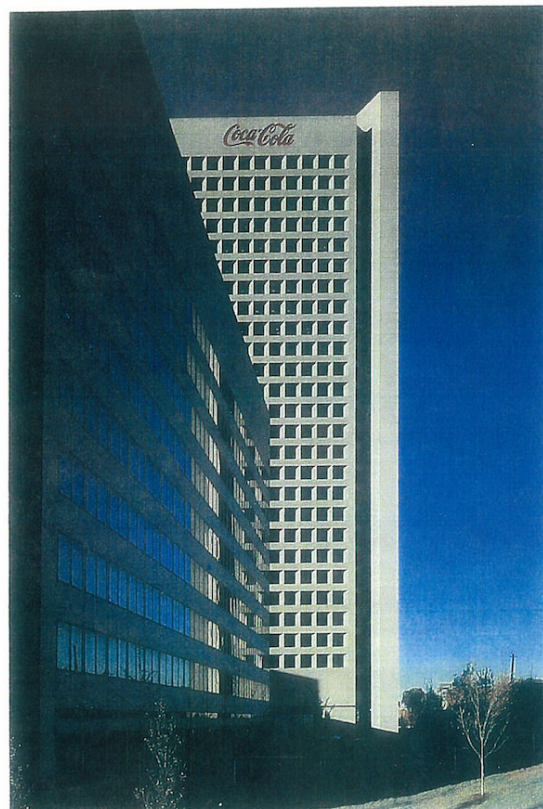
Breman Museum

Google Arts and Culture Project



Challenges:

- Desire to increase engagement with their collections, but a lack of staffing and funding to do so.
- An opportunity arose through the Google Arts and Culture site to post exhibits, but they don't have enough content to launch their part of the site.



The Coca-Cola Company International Headquarters
 Atlanta, Georgia
 FINCH ALEXANDER BARNES ROTHSCHILD & PASCHAL ARCHITECTS
 CAA PRINCIPAL IN CHARGE

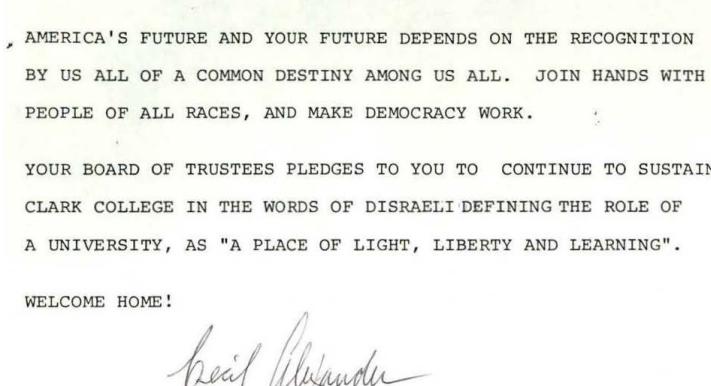
Process:

- Preliminary research and learning the Google Arts and Culture tool.
- Archival research, gathering artifacts, and determining their significance.
- Describing and uploading the artifacts to the site and organizing them into a cohesive and compelling story.
- Realizing that volunteers and staff needed a guide for how to complete this process, I wrote an exhibit creation guide.



Results:

- Two full exhibits that are ready to go live.
- Described and uploaded 100 artifacts to the site.
- Wrote a guide for future staff and volunteers to continue working on this project.



Content:

- The exhibits are focused on civil and social rights activists, humanizing Jewish Americans, and bringing to light and untold Southern, Jewish stories.



Cecil Alexander was a prominent architect who worked with Martin Luther King, Jr., advocated for fair housing laws, and partnered with numerous committees, like the Black-Jewish Coalition, to promote justice.

Rhoda Kaufman, born in 1888, was instrumental in the establishment of social welfare in the state of Georgia, and is still considered to be one of the most influential social reformers in the South.

