



Witte Museum Contact
Katie Brought
O- 210.357.1876 | C- 210.416.4026
KatieBrought@WitteMuseum.org

The Witte Museum Unveils Maya Exhibition Experience with New Microsite

www.wittemuseum.org/mayasa

SAN ANTONIO- The Witte Museum proudly presents the Texas premier of *Maya: Hidden Worlds Revealed*, opening May 14. To provide premium access to the exhibition, the Witte has launched a new microsite dedicated exclusively to *Maya: Hidden Worlds Revealed*.

“As soon as visitors enter the microsite, they see a full-screen video, which places them in the middle of the gorgeous and expansive exhibition, which is interactive, immersive, and family-friendly, and at the same time, intensively informative,” says Witte President and CEO Marise McDermott. “The microsite is an exciting and highly functional digital experience, providing easy access to ticket and event purchasing.”

Nationally-acclaimed, San Antonio-based, web design firm Giles-Parscale created www.wittemuseum.org/MayaSA. Its designers incorporated a wide sweep of elements from the exhibit into the digital experience by adding culturally accurate design accents including Mayan hieroglyphics.

“We loved collaborating with the Witte Museum to bring this website to life,” notes Giles-Parscale President Brad Parscale. “The Witte Museum represents the best of San Antonio, and it’s an amazing feeling to know we created an experience for the Witte to spread excitement about the debut exhibition of its new Mays Family Center.”

Maya: Hidden Worlds Revealed brings together hundreds of authentic artifacts displayed in more than a half-dozen immersive environments. In this 10,000 square foot exhibit, visitors will have the opportunity to learn how the Maya built their towering temples and created their intricate calendar system. There are hands-on activity stations where the whole family can build arches, decipher hieroglyphs, learn drilling techniques. *Maya: Hidden Worlds Revealed* uses a combination of more than 200 authentic artifacts along with multimedia and interactive, hands-on activities to reveal our deep ties to this astonishing civilization.

The new microsite goes beyond the scope of a traditional exhibit digital experience. It includes a dedicated family section, a Maya coloring page, information about the Witte’s Maya-themed summer camp, Maya culinary events and Maya presentations featuring world-renowned scholars on topics ranging from Maya lifeways to the mystery of Mayan hieroglyphics.

Giles-Parscale also used the latest digital technology to ensure the user experience is responsive on smart phones and tablets. The site will seamlessly restructure itself through different screen sizes for users on mobile devices.

Maya: Hidden Worlds Revealed opens on May 14 with a special ceremony featuring Grupo Pakal, which will celebrate the Maya culture through ancient ceremonial dance rituals. Grupo Pakal will also offer programming throughout the day for visitors of all ages.

Tickets to the exhibition are \$8 Members, \$10 Non-Members, plus General Admission. Tickets are available for purchase at www.WitteMuseum.org/MayaSA or by calling 210.357.1910.

About the Witte Museum

Founded in 1926, the Witte Museum is located on the banks of the San Antonio River in Brackenridge Park and is San Antonio's premier museum promoting lifelong learning through innovative exhibition, programs and collections in natural history, science and South Texas heritage.

###