

For immediate release

Marking the launch of its new chapter as a global museum, the Rubin unveils a refreshed visual identity, new website, and new name: Rubin Museum of Himalayan Art



New York, NY, October 23, 2024 — To usher in a new era as a globally operating institution, the Rubin introduces a refreshed brand identity, designed by New York City-based firms Publiq and CHIPS, centered on a blue color palette. Publiq developed the brand strategy, new Rubin word mark, and color direction. The refreshed logo also introduces an updated name, Rubin Museum of Himalayan Art, highlighting the Museum’s central focus. These changes are reflected on the Museum’s [new website](#) — live today — which now serves as the hub to discover the Rubin’s projects and exhibitions in this next chapter and the primary vehicle to learn about Himalayan art and the insights it may inspire.

Making a distinctive departure from the red graphic identity designed in 2014, the new Rubin blue color exudes tranquility and a sense of calm, referencing both minerals found in the earth and elements of paintings in the Rubin Museum collection. In Tibetan Buddhism, the color blue represents healing and mirror-like wisdom. It also symbolizes the air and wind, echoing the Rubin’s new global trajectory.

The new rubinmuseum.org, which was developed by CHIPS, features the updated visual identity and an approachable and distinctive new typeface, with rounded forms and a welcoming attitude. The website is the result of more than a year of audience research and user experience testing led by Spellerberg Associates and discussions with key stakeholders to create a new online presence that highlights the Museum's collection, history of innovation, and future. The outcome is an image-rich, content-driven website experience that encourages learning, discovery, and engagement with Himalayan art and the insights it may provide, as well as a central place to learn about upcoming Rubin exhibitions and projects around the world.

An essential feature of the new site is the "[Begin Your Search](#)" function, which gives website visitors the ability to discover objects, articles, and more by typing a search term or selecting pre-set concepts, such as impermanence or attachment, as well as collection types, regions, or themes found in Himalayan art. Search results reveal different pathways for learning and organic discovery, from collection objects and teaching materials to editorial content and exhibition experiences.

A new multimedia section called [Spiral](#), an expansion and evolution of the annual [print magazine](#), centralizes all editorial content produced by the Rubin, including podcasts, articles, video series, and other digital-born content, all at the intersection of art, science, and Himalayan cultures. New content is published weekly, and the next season of the AWAKEN podcast launches in November.

"As we launch our next chapter and seek to connect with new audiences around the world, we sought to refresh our brand with a name that instantly tells people about who the Rubin is," says **Jorrit Britschgi, Rubin Museum Executive Director**. "This is a time of transformation for the organization, and our new website reflects the evolution of the institution while staying true to its mission. The redesigned website is the most comprehensive site for learning about all aspects of Himalayan art and we look forward to people diving in.

"The new website represents a significant evolution of the Rubin's online presence," says **Jamie Lawyer, Chief Experience Officer of the Rubin Museum**. "Similar to our in-person experiences, the website offers moments that stimulate the senses through rich imagery and multimedia, fostering a deeper understanding of Himalayan art. We designed the site based on what we learned from visitors' interactions with art to create an inviting experience that connects people's minds and hearts to the Rubin's art and its initiatives.

The Rubin's digital content remains one component of the Museum's new model, which includes traveling exhibitions, participatory experiences, collection sharing with other museums and institutions, resources for artists and scholars, and strategic partnerships that expand access to Himalayan art.

[About Publiq](#)

Publiq is brand transformation agency and content studio. It partners with organizations to bring uncommon solutions to common brand challenges. It supports a wide range of clients from non-profits to F500 companies. Clients include: Johnson & Johnson, IBM, Draper and Virgin amongst others.

[About CHIPS](#)

CHIPS is the Brooklyn-based design and development partnership of Teddy Blanks, Dan Shields, and Adam Squires. Founded in 2009, their work with arts and cultural partners spans websites and interactive installations, visual identity, and design for moving and printed media. Recent notable projects include websites for the Calder and Judd Foundations, in-gallery interactives for the Brooklyn Museum's American Art galleries reinstallation, *Toward Joy*, and typography for the Apple TV+ series *Severance*, which won the Emmy Award for Outstanding Main Title Design.

[About the Rubin Museum of Himalayan Art](#)

The Rubin is a global museum dedicated to presenting Himalayan art and its insights. Founded in 2004, the Rubin serves people internationally through exhibitions, participatory experiences, a dynamic digital platform, and partnerships. Inspired and informed by Himalayan art, the Rubin invites people to contemplate the human experience and deepen connections with the world around them in order to expand awareness, enhance well-being, and cultivate compassion. The Rubin advances scholarship through a series of educational initiatives, grants, collection sharing, and the stewardship of a collection of nearly 4,000 Himalayan art objects spanning 1,500 years of history—providing unprecedented access and resources to scholars, artists, and students across the globe. rubinmuseum.org

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