SITUATIONAL ANALYSIS
Philip Johnson’s personal retreat and landmark home in New Canaan, CT opened to the public amidst unprecedented interest. The first season of tours sold out within a matter of days and media interest swelled – overwhelming the small media staff. The staff needed a solution to:

- Offer a personal and exclusive view of the property
- Manage the media requests for images and tours
- Drive membership in the “Preserve the Modern” fundraiser program

OVERVIEW
The mission of the Philip Johnson Glass House is for the 47-acre campus to become a center-point and catalyst for the preservation of modern architecture, landscape, and art, and a canvas for inspiration, experimentation and cultivation honoring the legacy of Philip Johnson (1906–2005) and David Whitney (1939–2005).

Top Line Result: Website showcases an architectural icon and raises funds to preserve American modern architecture

OHO used enhanced dynamic elements to showcase the property like this flash video exhibit that replicated the feel of the video wall in the visitor’s center.
In later years, Mr. Johnson was more encouraging, inscribing a copy of the 1992 “The Glass House” with the hopeful words: “To Jason – With best wishes in graphic design!”

The site was also a work of personal passion for OHO Interactive Chief Creative Officer Jason Smith who grew up in New Canaan, and was personally yelled at by Mr. Johnson for peeking over the stone wall to catch a glimpse of the Glass House when he was 15.

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“...keep the site up-to-date without having to employ technical staff. It also includes a media engagement tool to post press releases, lightboxes of high-resolution images, and a press only section. These tools were selected to facilitate materials to the press that was being managed by a single staff member.

Fulfilling the Wishes of Mr. Johnson

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“We looked for a company that was as passionate about design and architecture as we were, and OHO did not disappoint. They came to the task with great ideas and created a unique site that was perfect for our needs.”

- Amy Grabowski,
  Director of Communications