

# Giving the art world a new expression.



Since the birth of the web, Walker Art Center has firmly established itself as an online thought-leader in the modern art world. But while their global recognition was strong, they had issues catering to physical visitors in Minneapolis. That's why they asked Folklore to step in and provide a solution from concept to creation.

To solve this problem, Walker Art Center asked Folklore to not only reposition the Walker as an alternative to other entertainment, but also to embrace what they did best — curation and publishing. By focusing on these unique skills, we were able to create a digital experience that evolved the Walkerart.org from a news publication feel, to more of a destination with seamless eCommerce and entertainment experiences.

Visit the live site here: [Walker Art Center](http://Walker Art Center)

