

THE SHED PURCHASES FOTWARE FOR DIGITAL ASSET MANAGEMENT

New York City's most unique new performance and exhibit facility, The Shed, has recently selected and is installing FotoWare's SaaS Professional DAM package. The purchase was made through SCS, a longtime FotoWare partner, whose staff has helped The Shed move forward with the process. The software will be used throughout the organization with a focus on the marketing department.

"The Shed will definitely benefit from the features of FotoWeb," says Martin McDonald, FotoWare Product Manager at SCS. "Managing the digital assets of this brand new facility fits nicely into the FotoWare SaaS solution. The flexibility of the system allows them to create a purpose-built workflow for their staff. It's an exciting project."

Since its opening in April of 2019, The Shed is quickly becoming a visual and cultural centerpiece of the area. Located directly behind Vessel in Hudson Yards, the Shed's Bloomberg Building is an impressive work of architecture that serves as a hub for much of New York City's artistic community. The Shed's most iconic space, the McCourt, is formed by a movable shell which travels on a double-wheel track system that deploys over the adjoining plaza, creating a completely controlled environment for performances and events.

The Shed needed to be sure that their extensive digital assets could be shared, curated and preserved. The FotoWare SaaS Professional package will allow The Shed to fulfill their goal of simplifying digital asset sharing and management within the organization. SCS was happy to facilitate the transition onto FotoWare systems. "We love working with visionary projects like this and this is one of the best," stated SCS Vice President Kurt Jackson.

About The Shed:

The Shed commissions original works of art, across all disciplines, for all audiences. They bring together established and emerging artists in fields ranging from hip hop to classical music, painting to digital media, theater to literature, and sculpture to dance. Their home, The Bloomberg Building is an unprecedented movable structure that adapts to support ambition and invention in all creative fields. You can learn more at www.theshed.org.