

musée + C genève

musée international
de la croix-rouge
et du croissant-rouge

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www.redcrossmuseum.ch

Press release

www.redcrossmuseum.ch/chi is online!

Geneva, 30 July 2014 - www.redcrossmuseum.ch/chi, the Chinese version of the International Red Cross and Red Crescent Museum website is online.

Taking up the clear, user-friendly design of www.redcrossmuseum.ch, the Chinese version contains all the information needed to prepare a visit and gives prominence to the new permanent exhibition, The Humanitarian Adventure. Substantial space is given over to presenting the museum and particularly its collections. In the press section, journalists can download high definition visuals. Interactive elements such as group reservations and online purchases from the shop are also available through a direct link to the English website. A mobile version of the website gives users of smartphones and tablets rapid access to essential information.

The outcome of a joint venture with the ICRC delegation in Beijing, which took charge of the translation into Mandarin, this new version of the website was designed by Sumo interactive (Geneva).

Launched on 17 May 2013 when the Museum reopened after 22 months of closure for redevelopment work, www.redcrossmuseum.ch is also available in its entirety in French, German and English. Practical information is provided in five other languages (Arabic, Italian, Japanese, Spanish and Russian).

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