

# INNOVATING AND EXPERIMENTAL THEATRE

Since 1967 Theatre Malpertuis has been creating innovating and experimental plays that confront the audience with our ever evolving world. Together with Glossy.tv we developed a new branding and website, both future-proof.

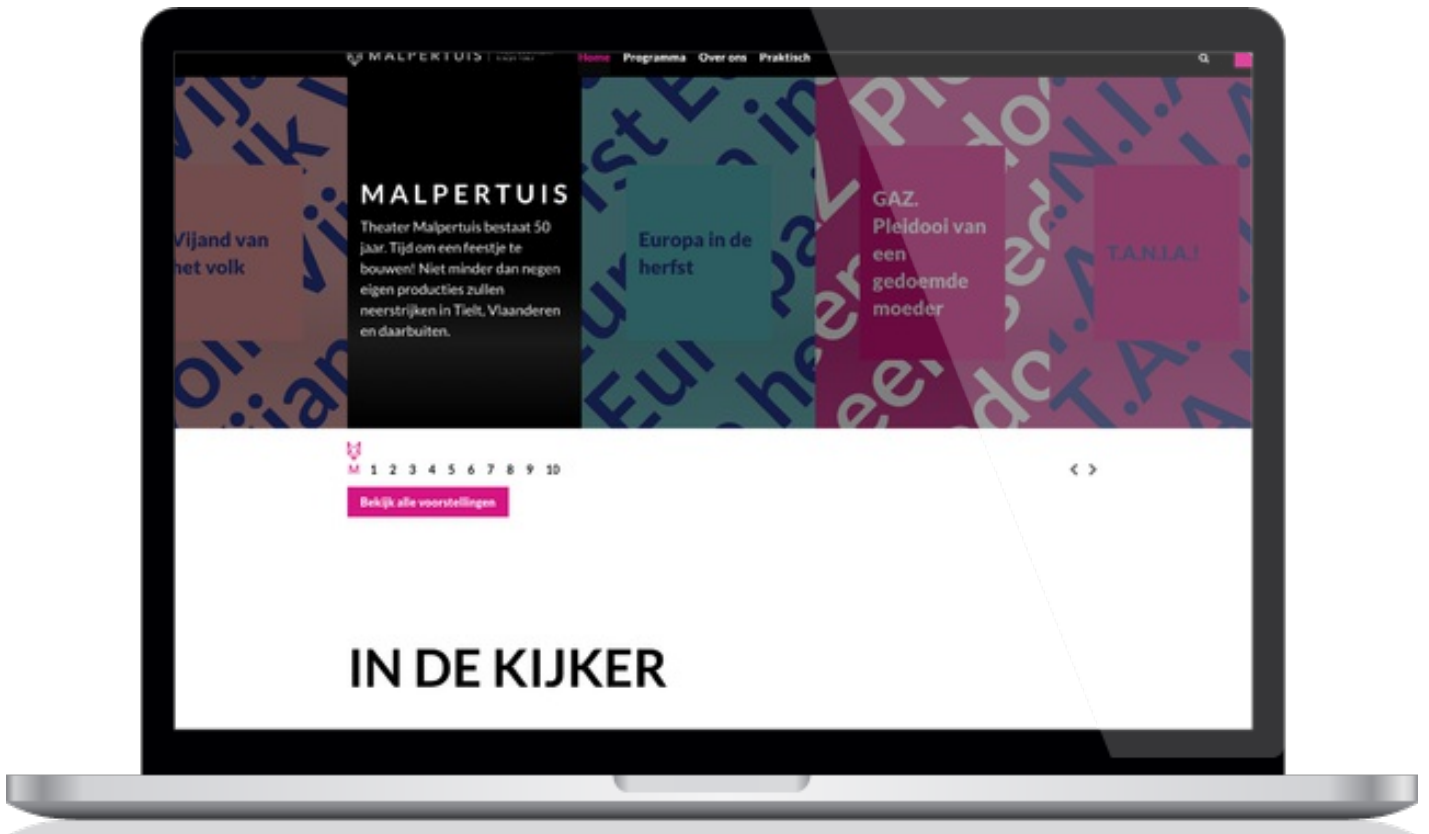


## FIRST THINGS FIRST

Before we started the design or development process we organised a few workshops. The workshops by **Glossy.tv** focused on the creative direction and strategy while our workshops laid the basis for the website's structure and design.

## WEBDESIGN

The design of the website is based on the branding by **Glossy.tv**. A contemporary and smart design with bright colours, which we integrated on the website. The typographic headers are composed automatically with the title and colour combination chosen in the CMS. The colour of the hover state of the buttons linked to the play is also based on the colour combination.



## INTEGRATION WITH ZAP

Theatre Malpertuis organises the planning and administration of its plays in **ZAP**. To avoid double content input we integrated the API of ZAP that sends information from the platform to the website, for example the name of a production, tour dates ... Besides their own productions Theatre Malpertuis regularly welcomes other theatre makers for guest plays.

Thanks to the API you order tickets for their own plays in Tielt easily. Your order is send to ZAP, in which all the orders are saved. Tickets for plays on other locations are bought on the corresponding website of the cultural institute.

In the CMS they can add Pages to the website but also News and extra's like Diners and Exhibitions, which are linked to productions and/or plays through the API.

## CUSTOM MADE DEVELOPMENT

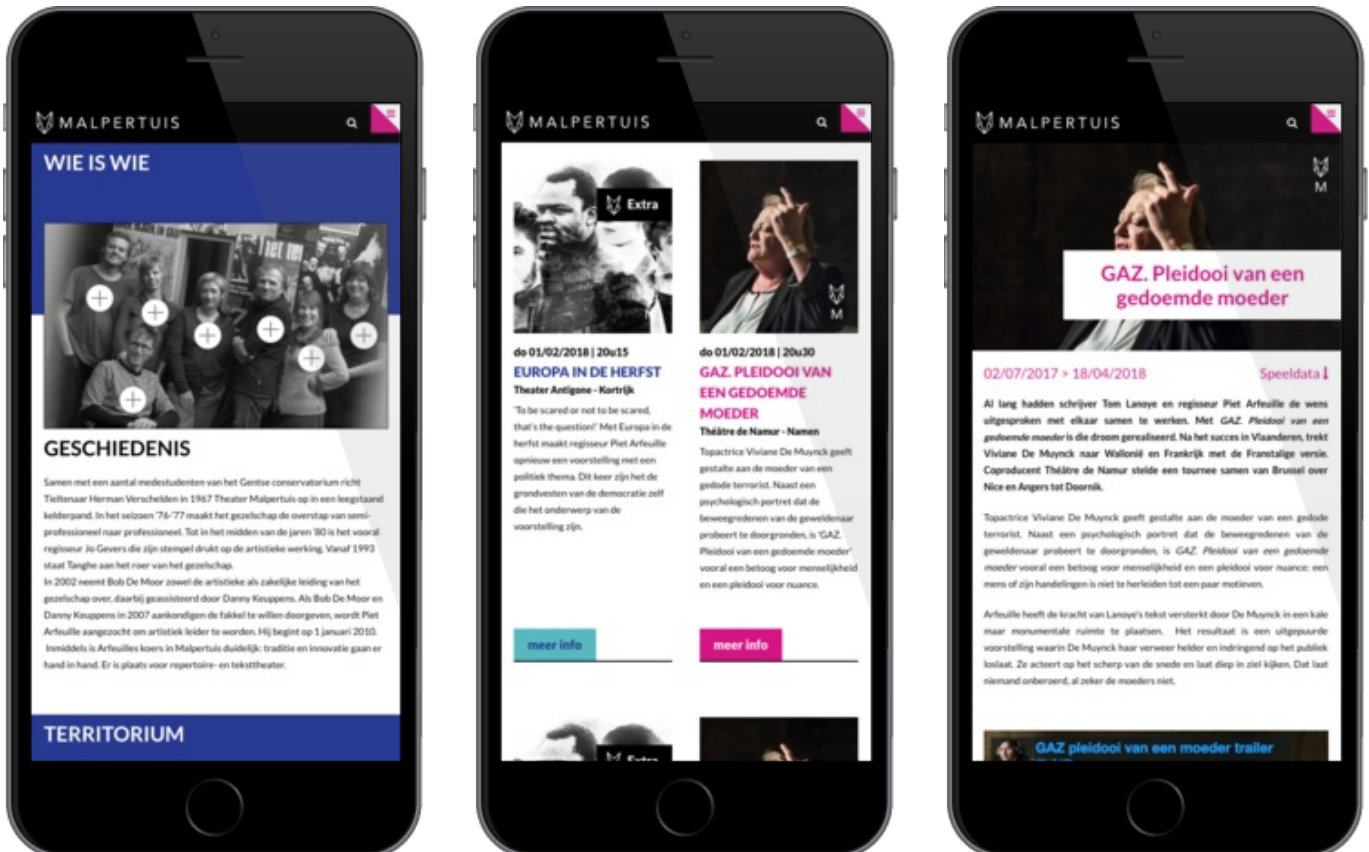
The CMS of the website has a simple **Access Control List (ACL)**. For each role we determined 'access privileges': you will only see modules that are relevant to your assigned role, for example 'admin', 'content input' ...

Each production has an extended detail page. They control the layout of this page - and other pages - with our **content builder**, which allows them to be creative within a set structure.

A timeline on the About page shows the most important productions and moments since the foundation of Theatre Malpertuis. Within the CMS they can add items to the timeline. Based on the date the item appears automatically in the right spot. The map shows the 'territory' of Theatre Malpertuis and in which countries they are present.

The FAQ collects every bit of practical information like parking possibilities. The press section of Theatre Malpertuis is accessible to everyone. You can download their logo in different formats and high resolution images and trailers of each production.

Theatre Malpertuis attaches great importance to personal contact with their audience. The group photo on the About page for example is clickable and you can contact each person directly. The different pinpoints on the photo are linked with the module Team in the CMS and on the Contact page you can see who answers which type of question.



**TAKE A LOOK YOURSELF!**

Check out the new website of Theatre Malpertuis and book your tickets for one of their next plays

**EAGER TO LEARN MORE ABOUT THIS PROJECT?**

Do you have a similar project and are you curious about our approach? Feel free to get in touch with us for more details.



Client: Theater Malpertuis

Website: <http://malpertuis.be>

Date: 25 August 2017

#### SERVICES

Consultancy & Strategy

Design

Front-end & Webdesign

Web development

Digital marketing

## WORKING TOGETHER?

At Code d'Or we are a really tight crew. Each one of us has his own specialty and by joining forces we lift both one-time projects and year-long collaborations to the next level.

Do you wish to discuss a project or show us your talent? We'd love to meet you.