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Synergy Design Group to Develop American Italian Cultural Center's New Museum

*Exhibit Design House Will Showcase Italian-American History in New Orleans,
Engage Guests With Multi-Sensory Museum*

NEW ORLEANS, LA (August 24, 2018) — Synergy Design Group is proud to announce selection as the exhibit design house behind the new museum display coming spring 2019 to the American Italian Cultural Center (AICC) in New Orleans' Warehouse District. The museum will document the assimilation of Italian immigrants into American and New Orleanian culture and retention of their own unique traditions through artifacts, works of art, family histories and more. Visitors are invited to view the exhibition upon its completion on the third floor of the AICC at 537 S. Peters Street, New Orleans, LA, 70130.

The museum display will guide visitors through the first arrival of Italian immigrants to New Orleans to present day, showcasing important aspects of Italian-American life along the way. Topics covered in the museum include art, religion, family and World War II. Synergy Design Group will incorporate a mix of audio (voice recordings, music) and visual media (photographs, artifacts, articles) for a multi-sensory guest experience. The AICC “celebrates Italian-American culture past, present and future,” and the new museum display promises to showcase the Italian-American experience in detail and inspire and engage visitors (AICC, n.d.).

Synergy Design Group's partnership with the AICC began in 2015 when the exhibit design house collaborated with the AICC's marketing team to develop and install the American Italians in Jazz museum display. The interactive exhibit showcases influential Italian-American jazz musicians, including Louis Prima and Nick LaRocca, and their contributions to the jazz scene in New

Orleans. The American Italians in Jazz exhibition is currently open to the public at the AICC Museum from 10 AM - 4 PM Monday through Friday.

About Synergy Design Group

Synergy Design Group is an exhibit design company that develops trade show booths, display rentals, branded interiors, museum exhibitions and retail spaces. Synergy turns clients' visions into exhibits that exude professionalism and credibility, generate qualified leads, increase visibility and promote products and services for small- to large-sized companies. The team at Synergy combines detail-oriented design, marketing and logistics to exceed clients' expectations. For more information, call 504-522-6453 or visit www.synergy-dg.com, Twitter @SynergyDG and Facebook @SynergyDesignGroup.

About the American Italian Cultural Center

The American Italian Cultural Center promotes the culture and heritage of the American Italian community by offering Italian language and culture classes, seminars, concerts, and events. This center will be the leading institution preserving and celebrating the American Italian history of Louisiana. For more information visit americanitalianculturalcenter.com.

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