

## Case study

# The GRAMMY<sup>®</sup> Museum

The GRAMMY Museum uses Smart Vault to support fan access to its digital collections.

The GRAMMY Museum is an interactive celebration of the power of music occupying a vibrant new space in downtown Los Angeles. It is a vibrant place in Los Angeles where all types of music lovers can come together and explore their passion. Four floors of cutting edge exhibits, interactive experiences and films provide a one-of-a-kind visitor experience. More than two dozen exhibits from rock and hip-hop to country, classical, Latin, R&B, jazz and thought-provoking educational and public programs featuring films, lectures and performances including a 200 seat state-of-the-art Clive Davis Theater.

## Preserve the past, protect the future

The GRAMMY Museum has created a new division – Asset Discovery & Development – designed to archive and develop an artist's legacy for historical preservation. Asset Discovery & Development is devoted to building artifact databases for a wide range of musical artists. "Most artists have a storage warehouse, a garage, or an attic full of potentially deteriorating memorabilia that reflects their life's work. Asset discovery and development is critical to its preservation. Our mission is to not only preserve musical history, but assist in facilitating the artists' legacy for future generations to enjoy," says GRAMMY Museum Executive Director, Bob Santelli.

The GRAMMY Museum collaborated with Iron Mountain Media & Archive Services to distinguish valuable materials, assess vintage items and create extensive catalogues. Iron Mountain provided a high security private vault for The GRAMMY Museum to protect and preserve their historical

archives for preservation and accessibility. To make these goals a reality, Iron Mountain Media & Archive Services worked with The Grammy Museum to create a state-of-the-art preservation project.

## A media archive goldmine

The first step in the project was to assess the museum's assets, including media and other archival items that were stored in various locations. For the latter, Iron Mountain securely transported the content between locations with a documented chain-of-custody – and quality checked all assets entering its facility.

As the global leader in archival and storage services, Iron Mountain already manages both physical and data preservation services for the majority of the Fortune 500 companies. Iron Mountain is the number one repository in archiving and preservation of media assets. As a result of many years of experience dedicated to improving, archiving and preservation, Iron Mountain assessed The Grammy Museum's memorabilia, provided a customized, private, temperature controlled vault, with card swipe authorization, and created a permanent home for The GRAMMY's priceless assets.

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**Bob Santelli, Executive Director,  
The GRAMMY Museum**

## Industry

- Entertainment
- Music
- Museum

## Challenge

Collect and secure assets documenting the recording process and GRAMMY history.

## Solution

Provided a safe and secure private environment

## Value

- Preserved the museum's musical history
- Improved the accessibility and security of the museum's assets
- Option for Digital Content Repository for future assets



The GRAMMY Museum, its artist partners and potential visitors can rest assured that the museum's assets are safe for now and for generations to come. All content is managed in a secure high-tech, preservation environment and kept in a secure, 24 hour monitored facility. Iron Mountain can also send, duplicate and assess digital archives and disperse to other facilities. What's more, the digitized content is routinely checked and migrated by proprietary robotic system to ensure the health of every tape is up to par.

### Protect, preserve, and promote content

Iron Mountain provided the expertise, secure chain-of-custody and trusted partnership the GRAMMY Museum needed to feel confident that its assets are protected for the long term. More importantly, the GRAMMY Museum maintains full control over its archives, empowering them to decide how content is consumed – both now and into the future and can now integrate its archived footage with current performances to further enhance the visitor's experience. Plus, it now has full access to Iron Mountain's digital services which can create the potential for monetization opportunities and limitless additional revenue streams for years to come.



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#### About Iron Mountain Media & Archive Services

Iron Mountain Media and Archive Services, founded in 1988 is the media and entertainment division of Iron Mountain Incorporated® and the go-to physical and digital media archiving service for the media and entertainment industries. They partner with clients ranging from the broadcast, film, music and sports sectors to brand archives and individual artists' collections and estates, to protect and activate media archives to preserve our collective cultural heritage. A global leader in media preservation, restoration and archive management, they offer industry-leading archive, storage, chain-of-custody processes and physical and digital content preservation solutions to ensure the complete protection of some of the world's most treasured and iconic assets. Visit <https://www.ironmountain.com/industries/entertainment> for more information.

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