

FormanWatkins Website Wins National W³ Award



Forman Watkins & Krutz LLP is proud to announce that its recently overhauled website (www.formanwatkins.com) won its first national award, the W³. Out of over 5,000 entries for 2016, the firm was chosen for the General Website – Legal Services Silver Award along with a Silver Award for Website Photography.

The W³ is sanctioned and judged by the Academy of Interactive and Visual Arts (AIVA). The AIVA is an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising and marketing firms. "We were once again blown away at the creativity and quality of this year's entrants. As our connected world continues to expand in new and exciting ways, our winners are a true testament to the power of Web creativity around the globe," said Linda Day, the director of the IAVA. "On behalf of the 750+ members of The Academy of Interactive and Visual Arts, we salute the talents and high level of execution our winners display and commend all of this year's entrants for their dedication and commitment to online excellence."

We wanted a site that demonstrated in word, pictures, and feel the culture of our firm and the people who comprise our firm family. One of our primary goals was to push the comfort zone on photography and description and avoid having the same "law firm" look that permeates our profession. Our uniqueness as a firm is important to us and to our clients and as such we were dedicated to making sure that our internet connection to the world be reflective of our uniqueness. Deep appreciation goes to our partners in this effort, PaperStreet who helped us with the design and development and Patrick Kolts—whose photography forms the foundation of our website. Please visit our website at www.formanwatkins.com and judge for yourself.

"Our new site is the culmination of a two-year process with an incredible team to make the site not just a reflection of our culture but also a vehicle for furthering that culture," said founding partner W.G. Watkins. "We wanted our web presence to communicate both our relentless creativity as problem solvers and our excitement about the firm's future, and the W³ silver award serves as recognition that we achieved those dual goals."

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