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Leading website design and development agency Abstrakt partners with the Burghley House Preservation Trust to elevate its digital presence and create an immersive online experience.

Leading website design and development agency, Abstrakt, is pleased to announce its continued partnership with Burghley, home to one of the grandest houses in England, as it launches phase two of its website design and development project which further brings the brand to life online. The work Abstrakt is doing will create a rich and immersive digital experience for its visitors.

Having undertaken phase one in late 2022, which included a website re-launch with a new site architecture as well as the implementation of a new look that reflected and amplified Burghley's refreshed branding, phase two will see the Abstrakt team redesign all of the website's internal pages and introduce new features and functionality to make the site both more helpful and more enjoyable to use.

Burghley, situated in the beautiful market town of Stamford, Lincolnshire, is one of the largest and grandest surviving houses of the sixteenth century and an example of the great Elizabethan 'prodigy' houses. This partnership will see both Abstrakt, and the Estate, come together to create an online experience that will set Burghley apart from other well-known heritage sites. The addition of animation and an interactive map adds to the experience and will provide an element of surprise and delight to reflect the visitor experience at the venue.

Lauren Swarbrick, Co-founder and Managing Director of Abstrakt, said: "We are really proud to be stepping into the heritage and recreational space and making our mark on Burghley. Heritage is something very close to our hearts and working on a digital piece with such an iconic and historically important English estate is a real privilege.

"Our goal with phase two is to make the Burghley website an immersive online journey for visitors. We want to capture the essence of the Burghley experience online, allowing visitors to feel the same emotions as when they explore the site in person."

Lauren continues, "We are delighted to have had the opportunity to work with such a historic estate, which was both humbling and exciting in equal measure. We're really looking forward to working more with the team at Burghley over the coming months."

Jennifer Hattam, Head of Marketing at Burghley, commented: "We're thrilled to be working with Abstrakt on phase 2 of our website development. It's so exciting to see this next level of change come to life. Elevating the online experience for visitors has been a key objective for us and critical to the success of both our rebrand and new product (Hide & Secrets adventure play) launch this year. The Abstrakt team have been brilliant to work with at every step of this process and we consider them to be very much a part of our team. Can't wait to see what they have up their sleeves for Phase 3!"

Building on this relationship, Abstrakt is now working across other areas of the Estate's portfolio and has recently started work on the website for the Land Rover Defender Burghley Horse Trials, one of the world's leading three-day equestrian events, hosted annually at Burghley.

Notes for Editors:

About Abstrakt

Abstrakt is a leading web design and development agency specialising in elevating brands' online through the creation of high performing, highly functional, brand-centric websites. Set up in 2006 by Founder's Lauren Swarbrick and Marc Swarbrick, Abstrakt creates powerful online experiences accelerated by insight and driven by purpose.

- Digital branding experts, Abstrakt specialise in elevating brands' online.
- Abstrakt builds and maintains websites on Craft CMS and is proud to be one of only a handful of Craft Verified partners in the UK. Craft CMS is a flexible, user-friendly content management system for creating completely bespoke digital experiences. Craft developers build from scratch, not manipulate, so the resulting sites are 100% customised and completely bespoke in terms of both design and functionality.
- On a journey toward better sustainability, Abstrakt has pledged to make an impact with a greener business and a greener web.

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