



MEMORIAL ART GALLERY LAUNCHES IPHONE APP FOR VISITORS



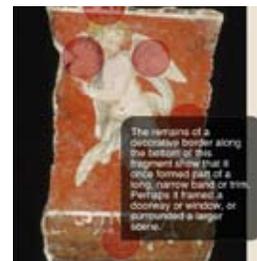
ROCHESTER, NY, November 8, 2012 — The Memorial Art Gallery has become the first area museum to launch an iPhone app for visitors.

The inaugural version of the free app—titled MAGart—explores selected objects in the Gallery’s collection from the Ancient World, Asia, and Medieval and Renaissance Europe. MAGart allows smartphone and iPad users to search these objects by culture, time period or title; get in-depth information about them; and follow pre-selected tours as short as 30 minutes.

Among MAGart’s features are “hot spots,” which were developed specially for the Gallery. When selected, these translucent red dots reveal additional facts about a highlighted artwork. *Illustration below right.*

Other features include:

- gallery floor plans
- audio commentary about selected works by director Grant Holcomb
- “collection connections” linking objects in different areas of the museum
- visitor information including museum hours, admission fees and exhibitions
- links to the Gallery Store and Max at the Gallery restaurant
- a user survey to help plan future editions



Originally designed for educators, the app is expected to become an important tool for bringing the Gallery into the classroom. Indeed, the collections that were chosen for the inaugural version are heavily used by schoolchildren and are a particularly good fit with the 6th and 9th grade Global Studies curriculum.

“Since its beginnings in 1913, the Gallery’s main mission has been to connect people with art in exciting and engaging ways,” says Marlene Hamann-Whitmore, acting director of education. “Pairing technology with the content-rich permanent collection allows the Gallery to offer yet another meaningful and interactive option to accessing truly great works of art. Many thanks to the support of the IMLS, and the passion and dedication across several Gallery departments, for bringing this new app to life!”

About MAGart

MAGart is funded by a grant from the U.S. Institute of Museum and Library Services’ Museums for America program. Learn more at www.imls.gov.



It was developed by Spotlight Mobile, which has also created apps for the American Museum of Natural History, the Portland (OR) Art Museum, and Barnes & Noble.

Compatible with iPhone, iPod touch and iPad, MAGart requires OS 4.3 or later. A version for the Android platform is coming in 2013. It will include additional objects from throughout the Gallery and—with underwriting from the Max and Marian Farash Charitable Foundation—MAG’s new Centennial Sculpture Park. Audio and video from Poets Walk and Story Walk, Art Walk Extension projects bordering the Gallery campus, will also be added next year.

To download, go to the iTunes App Store and search for “MAGart.”

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About the Memorial Art Gallery

The Memorial Art Gallery is considered one of the finest regional art museums in the country. Its permanent collection of 11,000 works spans 50 centuries of world art and includes important works by Monet, Cezanne, Matisse, Homer and Cassatt. The Gallery was founded in 1913 by Emily Sibley Watson as a memorial to her son, architect James Averell. Given in trust to the University of Rochester, it is one of the few university-affiliated art museums in the country that also serves as a public art museum.

The Gallery is supported primarily by its members, the University of Rochester, and public funds from Monroe County and the New York State Council on the Arts.

To learn more about the Gallery visit mag.rochester.edu.

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