BLOOMBERG CONNECTS

INTERACTIVE DIGITAL EXPERIENCES

Bloomberg Connects provides funding for the development of technology to increase access to cultural institutions and encourage engagement with the arts. With the support of Bloomberg Philanthropies, 12 organizations around the world will produce innovative digital programs including immersive rooms, interactive devices and mobile applications that enhance the visitor experience on-site and off.

PROGRAMS LAUNCHED

ART INSTITUTE OF CHICAGO
AIC has two mobile Apps: Art Institute Tours featuring 50 tours based on themes, time and occasions and Closer, providing a deeper look into the museum's renowned collection of modern art. The Art Institute is also digitizing its collection to share through multimedia and online.

SOLOMON R. GUGGENHEIM MUSEUM
The Guggenheim App showcases works of art in the museum's permanent collection, special exhibitions and the unique architecture of its building through audio and video content.

THE METROPOLITAN MUSEUM OF ART
The Met App is a digital resource for people to see what's happening at the Met every day and provides information on current exhibitions; activities for children and families; and must-see highlights of the collection. The Met has also developed several online initiatives that feature artworks and objects in its permanent collection.

THE MUSEUM OF MODERN ART
MoMA Audio+ is a mobile guide that offers images, information and audio tours devoted to the museum's collection and special exhibitions. Visitors can share artworks through social media, take photos in the galleries, and save and retrieve their museum visit online.

THE NEW YORK BOTANICAL GARDEN
Wild Medicine and Groundbreakers, mobile Apps developed around NYBG's annual summer exhibitions, feature augmented reality which layers 3D animation on an image taken through a mobile phone camera.

TATE MODERN, LONDON
In addition to a multimedia mobile guide and gaming Apps, 75 screens installed throughout the museum display visitors' comments, drawings, and art interpretations – responding to the Tate's collection of contemporary art.

GARDENS BY THE BAY, SINGAPORE
To assist visitors in exploring the gardens, the app will feature an interactive GPS map, educational games and activities.

SCIENCE MUSEUM, LONDON
The museum will use interactive screens, immersive experiences, a digital art commission, apps and games to reveal the history of and science behind information and communications technology.

UPCOMING PROGRAMS

AMERICAN MUSEUM OF NATURAL HISTORY
The Explorer App will be transformed to an on and off-site experiential guide to the museum with personalized tours, exclusive content, and the ability to save and share favorite exhibits, objects, and concepts at the museum. (Summer 2015)

BROOKLYN MUSEUM
Visitors will use their mobile devices to ask questions of museum experts in real-time. Location based technology will be implemented throughout the museum so that a visitor's location can be used to provide relevant answers as well as recommend objects in close proximity. Visitors will also engage with digital signage, touchscreens, touch tables and iPads at the museum. (Spring 2015)

COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM
A digital Pen will be a key part of every visitor's experience, enabling them to become designers with the ability to create their own designs as they move through the museum. The Pen will also encourage users to record their visit, which can be viewed and shared online and supplemented during future visits. (Winter 2015)

SAN FRANCISCO MUSEUM OF MODERN ART
SFMOMA will implement new mobile and on-site technologies including multi-player geolocation games, thematic walking tours through the city, art-based learning activities for students and teachers, and art commissions in the digital space. (Winter 2016)

Bloomberg Philanthropies works to ensure better, longer lives for the greatest number of people. We focus on five key areas for creating lasting change: Public Health, Environment, Education, Government Innovation and the Arts. For more information, visit bloomberg.org