

The Los Angeles County Museum of Art (LACMA) Announces Beta Release of Collator, a New Way to Create Print-On-Demand Art Books

More Than 1,000 High-Res Images from LACMA's Collection Are Available for Special Customized Books

Collator is an initiative of The Hyundai Project: Art + Technology at LACMA

(Los Angeles, June 7, 2018)—The Los Angeles County Museum of Art (LACMA) announced today the launch of **Collator**, an innovative tool to engage with LACMA's permanent collection. Inspired by the museum's commitment to showcasing its vast collections to a diverse and geographically dispersed audience, this new digital platform allows users to curate and publish a custom 24-page paperback book featuring their own selections from the museum's encyclopedic collections. **Collator** incorporates new web-based customization technologies that allow users to browse more than 1,000 high-resolution images to create the theme, title, and introductory text of their print-on-demand books. And new images are added regularly. **Collator** is an initiative of The Hyundai Project: Art+Technology at LACMA, a special partnership between Hyundai Motor and LACMA.

"**Collator** explores the exciting possibilities of museum publishing. This project is an idea we've been developing for several years and is now ready for testing," said Michael Govan, LACMA CEO and Wallis Annenberg Director. "By incorporating the latest innovations in print-on-demand technology, **Collator** gives creative control to audiences all over the world to create an art book of their choice, all featuring works from the museum's encyclopedic collection. It's been a pleasure to watch LACMA's curators engage with **Collator** to create books about exhibitions and areas of the permanent collection. This platform gives curators the flexibility to update catalogue content in real time, which is unique to the museum publishing field." Govan continued, "The intersection of art and technology has always been a part of LACMA's programs, partnerships, and exhibitions. We're grateful to our partner Hyundai Motor in supporting this dynamic initiative."

Collator is available at collator.lacma.org. To learn more about how to create a book with **Collator**, watch this step-by-step video at collator.lacma.org/how-to or visit the [Collator FAQ](http://collator.lacma.org/faq) page. Custom art books made with **Collator** are available for \$18.95, tax and shipping not included. Artists represented on **Collator** include Max Beckmann, Chris Burden, Julia Margaret Cameron, Mary Cassatt, Paul Cezanne, Sarah Charlesworth,

Georges de la Tour, Richard Diebenkorn, Philip Guston, David Hammons, Katsushika Hokusai, Frida Kahlo, Edward Kienholz, Käthe Kollwitz, Daniel Joseph Martinez, James McNeill Whistler, Claude Monet, Odilon Redon, Rembrandt van Rijn, Diego Rivera, Ed Ruscha, Ilene Segalove, Millard Sheets, Paul Mpagi Sepuya, Jim Shaw, Alexis Smith, Vincent van Gogh, and Jean-Antoine Watteau, to name just a few.

To date, LACMA's curators have created several Collator books, including a companion publication to *This is Not a Selfie: Photographic Self-Portraits from the Audrey and Sydney Irmes Collection*, a touring permanent collection photography exhibition curated by Eve Schillo, as well as *A New Generation of Creators*, highlights from the The Robert Gore Rifkind Center for German Expressionist Studies. Collators for future LACMA exhibitions include *The Jeweled Isle: Art from Sri Lanka* (on view at LACMA, December 9, 2018–February 10, 2019).

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LACMA Collator is part of The Hyundai Project: Art + Technology at LACMA, a joint initiative exploring the convergence of art and technology.

About LACMA

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, mirroring Los Angeles's rich cultural heritage and uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection of over 135,000 objects that illuminate 6,000 years of art history from new and unexpected points of view. A museum of international stature as well as a vital cultural center for Southern California, LACMA shares its vast collection with the Greater Los Angeles County and beyond through exhibitions, public programs, and research facilities that attract over 1.5 million visitors annually, in addition to serving millions more through community partnerships, school outreach programs, and creative digital initiatives. LACMA's main campus is located halfway between the ocean and downtown, adjacent to the La Brea Tar Pits and Museum and the future home of the Academy Museum of Motion Pictures. Dedicated to serving all of Los Angeles, LACMA collaborates with a range of curators, educators, and artists on exhibitions and programs at various sites throughout the County.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. Lacma.org

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design and

technical centers worldwide and in 2017 sold about 4.5 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced fuel cell electric vehicle and IONIQ, the world's first model with three electrified powertrains in a single body type.

Hyundai Motor has been supporting art projects driven by long-term partnerships with global museums – the National Museum of Modern and Contemporary Art, Korea, Tate Modern and the Los Angeles County Museum of Art – since 2013. In partnership with museums, Hyundai invites audiences to explore the unique values of art through inspiring exhibitions and exciting programs.

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