

## LACMA Announces New Mobile App Featuring Full Collection Access, Location Awareness and More



(Los Angeles, November 5, 2015)—The Los Angeles County Museum of Art (LACMA) is pleased to announce its latest mobile app for iPhone and Android devices featuring full access to more than 85,000 works of art in its extensive collection, interactive tours of the galleries, a full event calendar, and more.

The app presents an easy-to-use design that highlights the museum’s permanent collection objects, exhibitions, upcoming events, and general visitor amenities for on-site and remote users, with the following capabilities:

- An interactive map enables the user to explore and locate artworks on view.
- On-site visitors may enjoy location-specific notifications that use Bluetooth technology to highlight nearby works of art and other hidden gems specific to the user’s location.
- Self-guided tours are available for special exhibitions and permanent collection galleries, featuring audio and video interviews with curators, artists, and other experts.
- A searchable calendar section allows users to browse the museum’s programming schedule including film screenings, concerts, artist talks, and more.

"LACMA debuted one of the first comprehensive museum mobile apps in 2009," said Amy Heibel, vice president and head of technology at LACMA. "Since that time, we've seen hundreds of thousands of visitors use the app to browse great works of art, find upcoming events, and learn about new exhibitions. This new version of our mobile app goes further, putting the entire collection at the fingertips of our users, wherever they may be, and using location awareness to pinpoint specific points of interest on campus. We hope the experience will be like having a personal tour guide in the palm of your hand."

Since 2009, more than 300,000 visitors have used the LACMA mobile experience. The app is free and content will be continuously updated to reflect new exhibitions and permanent collection objects.

In addition to the new mobile app, LACMA launched its Mobile Member Card app in May of this year, allowing museum members to take advantage of their benefits, including free admission, access to Member Previews, discounts at the museum, and much more. The Mobile Member Card is available through iTunes or Google Play.

Visit [lacma.org/mobile](http://lacma.org/mobile), or search “LACMA” in iTunes or Google Play to download the app.

### **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, in addition to representing Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes nearly 130,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art. Among the museum's strengths are its holdings of Asian art; Latin American art, ranging from masterpieces from the Ancient Americas to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over one million visitors annually, in addition to serving millions through digital initiatives such as online collections, scholarly catalogues, and interactive engagement. LACMA is located in Hancock Park, 30 acres situated at the center of Los Angeles which also contains the Page Museum and La Brea Tar Pits and the forthcoming Academy Museum of Motion Pictures. Situated halfway between the ocean and downtown, LACMA is at the heart of Los Angeles.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036 | 323 857-6000 | [lacma.org](http://lacma.org)

Press Contact: [press@lacma.org](mailto:press@lacma.org) 323 857-6522

Connect with LACMA



@lacma #lacma

For more information, please contact the LACMA Communications Department at [press@lacma.org](mailto:press@lacma.org) or 323 857-6522