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HIGH MUSEUM OF ART'S "ARTCLIX" APP WINS TWO INTERNATIONAL MOBILE AWARDS

ArtClix App Available at High's Upcoming Summer Exhibitions

ATLANTA, MAY 2, 2012 – In just six months since its launch, The High Museum of Art's smartphone app, [ArtClix](#), has earned two international awards for mobile applications.

ArtClix won the Best Mobile Experience award announced last month at the [Museums and the Web Conference](#) in San Diego. The app also took home the Gold Muse Award for best mobile app, an award presented by the [American Association of Museums](#) (AAM) in Minneapolis.

The High worked with [Second Story Interactive Studios](#) to develop ArtClix for the exhibition *Picasso to Warhol: Fourteen Modern Masters*, the fifth highest-attended exhibition in the museum's history. The free app uses TinEye's image-recognition technology to recognize works of art photographed by the user. Engaging content about each object is then delivered to the mobile device screen, including audio.

Visitors using ArtClix may share this content, along with their own photos, ideas and comments, via Facebook, Twitter or e-mail. Users may also choose to participate in a real-time conversation in the community section of the app, where museum experts join in to ask and answer questions. ArtClix is available for iPhones and Androids, and available for download from Apple's App Store and the Google Play (formerly Android Marketplace).

To date, ArtClix was downloaded more than 14,225 times. ArtClix is available for upcoming exhibitions, including [Rising Up: Hale Woodruff's Murals at Talladega College](#) (June 9 – Sept. 2, 2012) and [Picturing New York/Picturing the South](#) (June 9 – Sept. 2, 2012).

"These international awards affirm ArtClix as a useful and popular tool, enhancing the experience for visitors to the High," said Michael Shapiro, the High's Nancy and Holcombe T. Green, Jr., Director. "The popularity of ArtClix demonstrates the public's enthusiasm for sharing museum experiences through social media, a trend we plan to continue promoting in the future."

Museums and the Web is the largest international conference exploring the social, cultural, design, technological, economic, and organizational issues of culture, science, and heritage online. Each year, the conference recognizes the best museum work on the Web and in mobile through their "Best of the Web" awards. The winners are selected by a committee of international museum professionals.

ArtClix won in the category of Best Mobile Experience for quality characteristics including:

- Efficient and effective use of mobile formats and interaction possibilities
- Accessibility of content on multiple platforms
- Current / updated content
- Creative ways of presenting content
- Integration with social media where appropriate
- Ease of use for experienced and novice users

HIGH

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Recognizing innovation and achievement in museum media and technology, the MUSE Awards competition is an activity of AAM's Media & Technology Standing Professional Committee. The 2012 competition included entries from museums in North America, Europe, Australia and Asia. Winning entries demonstrated outstanding achievement in nine areas including content, interface, design, innovation and visual appeal.

Second Story Interactive Studios

Second Story Interactive Studios is a leading creator of interactive educational entertainment. Since 1994 the studio has created more than 200 original interactive experiences by incorporating an inventive mix of technology and storytelling on topics spanning the liberal arts, sciences, humanities and exploration. Some of its industry-leading partners include the National Archives, The Museum of Modern Art, the Getty Museum, the Library of Congress, the U.S. Holocaust Memorial Museum, PBS and the Smithsonian Institution. The studio's pioneering work in blending interactive art, entertainment and education has been recognized in every major interactive design competition and received hundreds of awards, and is included in the Smithsonian's permanent research collection on information technology. For more information please visit www.secondstory.com.

High Museum of Art

Founded in 1905 as the Atlanta Art Association, the High Museum of Art is the leading art museum in the southeastern U.S. With more than 12,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19th and 20th century American and decorative art; significant holdings of European paintings; a growing collection of African American art; and burgeoning collections of modern and contemporary art, photography and African art. The High is also dedicated to supporting and collecting works by Southern artists and is distinguished as the only major museum in North America to have a curatorial department specifically devoted to the field of folk and self-taught art. The High's media arts department produces acclaimed annual film series and festivals of foreign, independent and classic cinema. In November 2005 the High opened three new buildings by architect Renzo Piano that more than doubled the Museum's size, creating a vibrant "village for the arts" at the Woodruff Arts Center in midtown Atlanta. For more information about the High visit www.High.org.

The Woodruff Arts Center

The Woodruff Arts Center is ranked among the top four arts centers in the nation. The Woodruff is unique in that it combines four visual and performing arts divisions on one campus as one not-for-profit organization. Opened in 1968, the Woodruff Arts Center is home to the Alliance Theatre, the Atlanta Symphony Orchestra, the High Museum of Art and Young Audiences. To learn more about the Woodruff Arts Center, please visit www.woodruffcenter.org.

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