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**FOR IMMEDIATE RELEASE**

**HIGH DEVELOPS NEW SMARTPHONE APPLICATION  
FOR “PICASSO TO WARHOL” EXHIBITION**

*ArtClix is a Free App; Available to Download from Apple’s App Store or Android Marketplace*

**ATLANTA, October 11, 2011** –The High Museum of Art, working with award-winning Second Story Interactive Studios, has developed a new Smartphone application called ArtClix, which brings together photo-recognition software and social media to create a new kind of museum app that moves beyond traditional audio tours. The app has been created in its initial iteration to be used in conjunction with the High’s exhibition “Picasso to Warhol: Fourteen Modern Masters,” which opens to the public on Saturday, October 15.

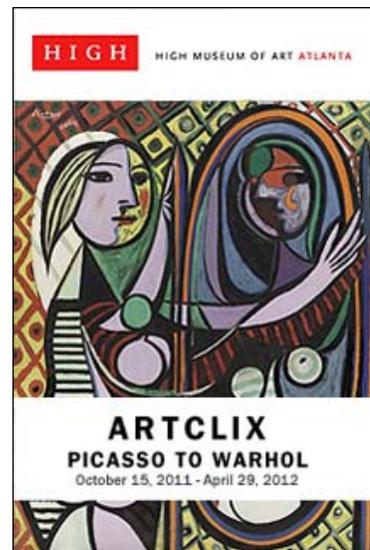
ArtClix is free and currently available both for iPhones and Androids. It is available for download from Apple’s App Store and the Android Marketplace.

“Museums are evolving, and we want to create additional ways for our visitors to experience art,” said Michael Shapiro, the High’s Nancy and Holcombe T. Green, Jr., Director. “Visitors want to do more than just read our labels—they want to take photos, share with their friends and talk about art. Our new app capitalizes on that experience and adds a little bit of magic.”

When visitors use the app to photograph the artworks in the exhibition, the works are automatically recognized by the app, using TinEye’s image-recognition technology. Engaging content about each object is then delivered to the screen, including audio. Visitors using the app can share this information, along with their photos, ideas and comments, via Facebook, Twitter or e-mail. They can 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.

**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](http://www.secondstory.com).



**High Museum of Art**

The High Museum of Art, founded in 1905 as the Atlanta Art Association, is the leading art museum in the southeastern United States. With more than 12,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19<sup>th</sup>- and 20<sup>th</sup>-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, please visit [www.High.org](http://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](http://www.woodruffcenter.org).

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