

## Digital Engagement Fact Sheet

### Overview

The newly expanded San Francisco Museum of Modern Art (SFMOMA) features a new, equally transformed digital program, with mobile technology moving to the forefront of its engagement strategy. The museum now connects with audiences through accessible, interactive experiences that break down the boundaries between art, entertainment and learning.

### Mobile at SFMOMA

During the past two years, SFMOMA has worked to create a new breed of museum app experience, one that functions as a “fifth wall,” or space for interesting and thought-provoking artistic and cultural experimentation. The new SFMOMA app includes:

- Immersive, phone-in-pocket audio journeys through the museum featuring perspectives from unexpected guides such as comedians Martin Starr and Kumail Nanjiani (of HBO’s Silicon Valley), high-wire walker Philippe Petit, roller-derby player Suzy Hotrod and members of the San Francisco Giants organization.
- *Creative Responses to Creativity*, hundreds of 60–90 second audio reflections and responses to artworks in the galleries, by composers, comedians, artists and playwrights, among others.
- A new series of audio walks through San Francisco’s urban fabric, co-produced with the museum’s Architecture and Design department. The first of these begins inside SFMOMA’s new building with the exhibition, *Model Behavior*, and moves out into the South of Market neighborhood, with stops at nearby SPUR, the California Historical Society, alleyways, public art installations and other sites of historical and design interest.

Technical features of the app include:

- Indoor and outdoor immersive touring with location-aware audio navigation (key to phone-in-pocket experience)
- Synced audio for social listening, with instant group creation
- On-demand audio, video and activities, triggered by user location (linked to the SFMOMA Collection API)
- Map-based navigation and point-to-point directions to locations in the building
- Calendar of exhibitions, events and other activities (linked by API to [sfmoma.org](http://sfmoma.org))
- Digital ticketing and membership card (linked to the SFMOMA CRM)
- Shareable visual log of the user’s visit, including audio tracks heard and photos taken
- Location-aware “find the nearest bathroom” button
- iOS only at launch; Android in phase 2 (the app is free; iOS devices will be available for rent at the museum \$3 for members and visitors 18 and younger/\$6 non-members)

### Story Screens

Visitors entering SFMOMA’s free public ground floor encounter two new large-scale Story Screens. These displays represent the museum as a living organism and offer glimpses of activity typically hidden behind the scenes: the creation and installation of the artworks that hang in the museum; the

role of the museum in the community and the community's role within the museum; and rehearsals and performances in the new live art spaces. Over time SFMOMA will present video, animation and other image-based work commissioned specifically for these displays.

### **Interpretive Galleries**

SFMOMA is also incorporating digital tools into participatory learning environments within the museum. The museum's new Pritzker Center for Photography houses the **Photography Interpretive Gallery**, generously supported by the McEvoy Family, which offers greater insight into the history of photography through three interactive digital experiences. Given how pervasive photography is in our daily lives, the goal is to encourage visitors to look closely at the kinds of images they take and post every day. The three exhibits invite visitors to consider the role pictures have played in shaping the history and mythology of California; hear from photographers firsthand why/how they do what they do; and take on the challenge of representing themselves using only the contents of their pockets. Exhibits in the interpretive gallery are activity-based and self-directed, and can be enjoyed with a coffee from the adjacent Sightglass coffee bar. Photography Interpretive Gallery exhibits are supported by Bank of the West. Additional support is provided by Nion McEvoy; a major grant from the National Endowment for the Humanities: Exploring the human endeavor; and the Institute of Museum and Library Services.

Two interactive spaces in the painting and sculpture galleries are designed to help visitors recharge and make meaningful, personal connections to the art they have seen. A mixture of touch screens and digital tables encourage visitors to explore the friendships and rivalries between well-known artists; demonstrate the experimental materials and techniques used to create entirely new forms of art; and reveal the lives the objects led after leaving the artists' studios. A nearby pocket theater screens mini-documentaries on the artists' practices. The museum will regularly rotate the content of these exhibits in the photography and painting and sculpture spaces in response to visitor feedback and the changing artwork in the galleries.

### **Bloomberg Philanthropies**

Bloomberg Philanthropies has provided a generous grant for SFMOMA's expanded and reinvented digital strategy. Their tremendous support has helped fund the museum's digital transformation across the board, including the implementation of new mobile and on-site technologies to help visitors engage and learn. SFMOMA is part of Bloomberg Connects, a global initiative that develops digital programs at 15 cultural institutions around the world to expand access to arts and culture through technology.

### **Additional Partner Information**

32K Productions, video production

Adobe, *Self Composed* exhibition contribution for Photography Interpretive Gallery

Antenna International, content production for SFMOMA App

Belle & Wissell, interactive and physical design for Painting & Sculpture Interpretive Galleries

Detour, tech development and content production for SFMOMA App

Second Story, interactive and physical design for Photography Interpretive Gallery

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