

## PRESS RELEASE

**RUBIN MUSEUM LAUNCHES ITS FIRST MOBILE APP, ALLOWING VISITORS TO CONNECT TO HIMALAYAN ART FROM ANYWHERE**

***Free app for iOS and Android devices offers new ways to engage and share the museum's collection of Himalayan art and related exhibitions***

**New York, NY, February 3, 2016** — Beginning today, the Rubin Museum of Art is offering a new mobile application which allows visitors to experience and share audio content, art images, and wayfinding services from mobile devices anywhere. With information on ongoing and temporary exhibitions, the Rubin Museum app offers museum visitors an engaging experience that extends beyond the galleries. Visitors can hold rich information about the art and exhibitions in the palm of their hand, experience exhibitions and art work from home, on the train, or on-the-go, and become further immersed in the art and ideas of the Himalayas.

In conjunction with the app rollout, the Rubin Museum will also provide free wifi access to all visitors at the museum. Visitors can either download the app for free on their own iOS and Android mobile devices, or borrow a free mobile device and headphones from the museum admissions desk.

“The majority of our visitors already access our content on their mobile devices, so we’re thrilled that the app will expand and deepen these offerings, making it even easier for them to connect with our exhibitions,” said Jamie Lawyer, Assistant Manager, Interpretation & Engagement. “Access and engagement are core values at the Rubin, and the mobile app offers an enhanced experience for our visitors while providing content that can be experienced anywhere, with the potential to attract new worldwide audiences.”

Highlights of the Rubin Museum app:

- Take a tour, in the galleries or from anywhere, with stops that combine audio, video, images, slideshows, and text for engaging interpretation
- Bookmark your favorite artworks to create your own custom tour or library
- Choose how you access content with the app’s flexible design– including keypad, thumbnail gallery, list, or map view
- Share your favorite artworks or audio with friends, directly from the app, through Facebook, Twitter, and email
- Find your way in the museum easily with interactive maps
- Access useful visitor information, including museum hours and ticket information
- VoiceOver and large text support

The app is available for download now in the [iTunes store](#) and [Google Play](#), and includes audio content from current and permanent exhibitions, including *Sacred Spaces*, *Steve McCurry: India*, and *Gateway to Himalayan Art*.

### **About the Rubin Museum of Art**

The Rubin Museum of Art is an arts oasis and cultural hub in New York City's vibrant Chelsea neighborhood that inspires visitors to make powerful connections between contemporary life and the art and ideas of the Himalayas, India, and neighboring regions. With a diverse array of thought-provoking exhibitions and programs—including films, concerts, and on-stage conversations—the Rubin provides immersive experiences that encourage personal discoveries and spark new ways of seeing the world. Emphasizing cross-cultural connections, the Rubin is a space to contemplate the big questions that extend across history and span human cultures.

### **Press Contact:**

#### **Robin Carol**

Public Relations and Marketing Manager  
Rubin Museum of Art  
212-620-5000 x213  
[rcarol@rubinmuseum.org](mailto:rcarol@rubinmuseum.org)