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***The Newark Museum of Art Launches New Digital Guide
Featuring Virtual Tours, Games and More to Enrich Both In-Person
and Off-site Visits***

*The Free Guide Joins More Than 50 Other Iconic Cultural Institutions around the Globe
on the Bloomberg Connects App*

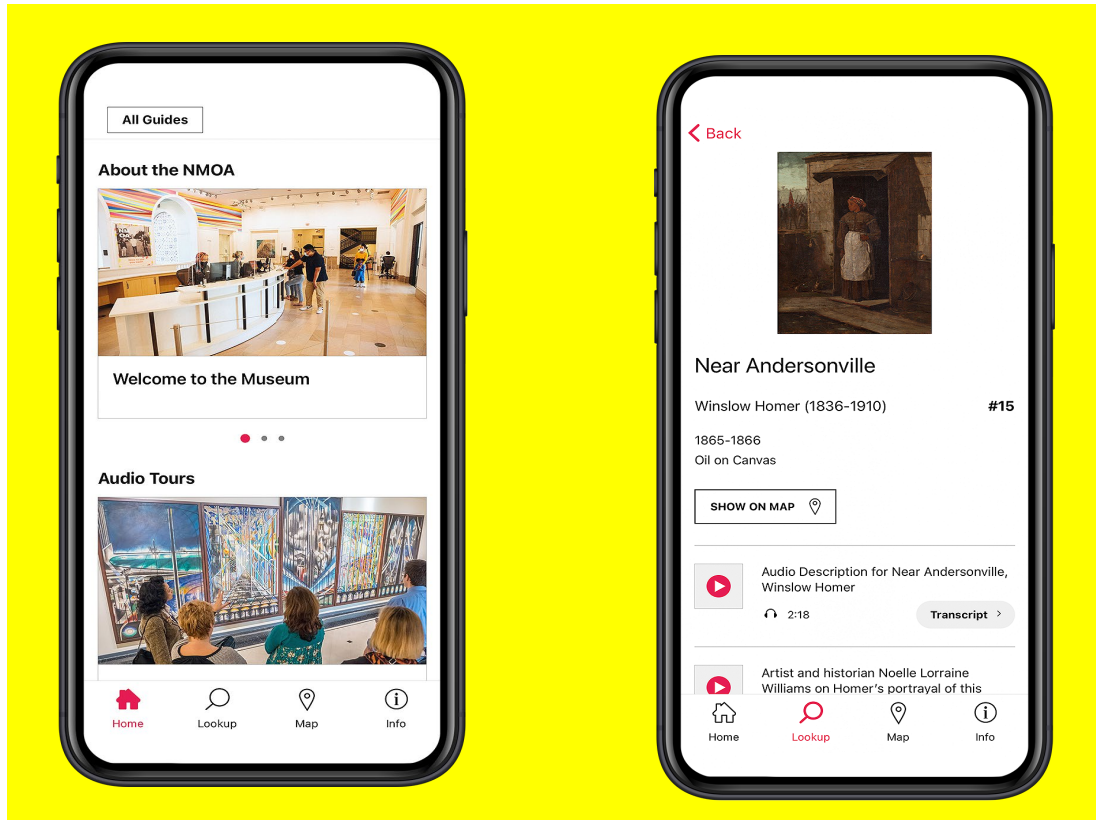
NEWARK, N.J. – December 2, 2021 – Today, The Newark Museum of Art launched a new, free mobile guide on [Bloomberg Connects](#), the free arts and culture app, available for download from Google Play or the Apple Store. Visitors to The Newark Museum of Art will be able to access the *Bloomberg Connects* app on-site for more information on the exhibitions they are seeing or to download information before or after their visit to the Museum. There will be photo, audio, and video features plus games that offer insights into objects in the museum’s collections.

Users can access audio tours of the museum’s galleries, historical background on the institution and The Newark Museum of Art’s flagship Victorian-era mansion, The Ballantine House, information on key locations throughout the museum’s campus, and more.

With the launch of the guide, The Newark Museum of Art becomes the first museum in New Jersey to be part of the *Bloomberg Connects* network. It joins an exclusive group of cultural institutions from around the globe, including the Guggenheim Museum in New York City, MoMA PS1 in Queens, the New York Botanical Garden in the Bronx, the Benjamin Franklin House in London and the London Mithraeum.

“We are delighted to offer the *Bloomberg Connects* tool to enhance The Newark Museum of Art’s visitor experience for the public, whether they are inside the museum or want to learn more about an exhibit or object after they leave,” said Linda C. Harrison, Director and CEO of The Newark Museum of Art. “Moreover, we are proud to partner with the international group of top-tier cultural institutions that are part of the *Bloomberg Connects* network.”

The Newark Museum of Art's guide spotlights the influential voices of the Newark community into specific narrations. Recognizable narrators include Citi Medina from Equal Space, artist and entrepreneur Linda G. Street from Pink Dragon Artist Syndicate LLC, and audio interviews from many more influential voices in the City of Newark. The app also has a number of studio tours and behind the scenes videos of Newark and New Jersey-based artists' works.



“In collaboration with Bloomberg Philanthropies, we have been able to create this new digital tool helps our audience to connect, engage and learn about the Museum, with a special entertainment section for our young visitors that adds a sense of adventure and family fun,” said Silvia Filippini Fantoni, Deputy Director of Learning and Engagement at The Newark Museum of Art. “This app also gives people the opportunity to virtually visit the museum from wherever they are geographically. The Museum is honored to have been selected to contribute to the app by such a leader in information and media.”

Bloomberg Philanthropies launched the Bloomberg Connects app in November 2019. A free digital guide to cultural organizations around the world, Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices, anytime, anywhere. The app offers the ability to learn about current exhibitions at a portfolio of participating cultural partners through dynamic content exclusive to each organization. Features include expert commentary, video highlights, pinch-and-zoom capability and exhibition and way-finding maps.

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About The Newark Museum of Art

Founded in 1909, The Newark Museum of Art is the largest art and education institution in New Jersey and one of the most influential museums in the United States. Its renowned global art collections, supported by significant holdings of science, technology and natural history, rank 12th among North America's art museums. The Museum is dedicated to artistic excellence, education, and community engagement with an overarching commitment to broadening and diversifying arts participation. As it has for over a century, the Museum responds to the evolving needs and interests of the diverse audiences it serves by providing exhibitions, programming and resources designed to improve and enrich people's lives.

The Museum also encompasses the 1885 Ballantine House mansion, the Victoria Hall of Science, the Alice and Leonard Dreyfuss Planetarium, the MakerSPACE, the Billy Johnson Auditorium, the Alice Ransom Dreyfuss Memorial Garden, the 1784 Old Stone Schoolhouse, and the Newark Fire Museum, housed in the circa 1860 Ward Carriage House, which is also the historic Billings House—one of the earliest Black residences in the city of Newark.

The Newark Museum of Art, a not-for-profit museum of art and education, receives operating support from the City of Newark, the State of New Jersey, the New Jersey State Council on the Arts/Department of State (a partner agency of the National Endowment for the Arts), the New Jersey Cultural Trust, the Prudential Foundation, the Geraldine R. Dodge Foundation, the Victoria Foundation, the Estate of William J. Dane, the Estate of Ruth C. Flanagan, the Wallace Foundation, and other corporations, foundations, and individuals. Funds for acquisitions and activities other than operations are provided by members and other contributors.

About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 810 cities and 170 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world. In 2020, Bloomberg Philanthropies distributed \$1.6 billion. For more information, please visit [bloomberg.org](https://www.bloomberg.org) or follow on [Facebook](#), [Instagram](#), [YouTube](#), and [Twitter](#).