

FOR IMMEDIATE RELEASE**HIGH MUSEUM OF ART REFRESHES AWARD-WINNING “ARTCLIX”
MOBILE APPLICATION**

New custom features include video content and “Highmojis”

ATLANTA, Aug. 10, 2015 – The High Museum of Art recently completed a redesign of [ArtClix](#), its award-winning interpretive mobile application that incorporates photo-recognition technology and social media to create an interactive museum experience. Developed in partnership with Second Story, which is part of SapientNitro, [ArtClix 2.0](#) boasts a number of significant updates, including a shift in focus to the High’s permanent collection and the addition of video content and custom features to encourage user engagement.

ArtClix, which was created in 2011 by the High and Second Story, automatically recognizes photographs of artwork using TinEye’s image-recognition technology and delivers engaging content about works of art to smartphone screens. Visitors may share this content, along with their own photos, ideas and comments, to social media channels. Users may also participate in real-time conversations in the Community section of the app, which links museum experts with patrons to discuss art and answer questions.

“Our goal with the update is to increase the interactivity of the app, which has been very popular with our visitors and is a really fun, engaging way to experience the Museum,” said Julia Forbes, the High’s Shannon Landing Amos head of museum interpretation and digital engagement. “The new technology allows users to share their immediate reactions to our collections as well as share their favorite works with friends, hopefully making them feel an even greater connection to the works of art.”

ArtClix, which was initially developed to support the High’s special exhibitions, now showcases the High’s robust permanent collection.

The redesign and software update added exciting new features, including:

- Short videos that enable visitors to watch interviews with artists while simultaneously viewing their works of art
- A custom palette of “Highmojis,” graphics in the style of emojis that represent emotions and ideas, which allow visitors to quickly and easily share their emotional reactions to works of art
- The “ArtSelfie” feature, which allows visitors to take a selfie with a work of art as the back drop and share on social media
- Revised and updated Detail pages, which now incorporate high-quality images of the works of art and informative content about each work
- A new logo, which is showcased on wall labels in galleries next to works of art featured on the app

- Integration with social media platform Instagram
- Redesigned interface and navigation pages

“ArtClix 2.0 is a perfect example of how virtually any experience can be enhanced through the thoughtful and strategic application of technology,” said Keri Elmsly, executive creative director for Second Story. “Second Story is pleased to continue to work with the High to offer its patrons a new way to learn about their world-class collection and inspire a deeper, more meaningful appreciation of art.”

ArtClix is available as a free download from Apple’s App Store and the Android Marketplace.

In 2012, ArtClix won the Best Mobile Experience award at the [Museums and the Web Conference](#) in San Diego as well as the Gold Muse Award for best mobile app, an award presented by the [American Association of Museums](#) (AAM) in Minneapolis.

About the High Museum of Art

The High is the leading art museum in the southeastern United States. With more than 15,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19th- and 20th-century American art; a significant collection of historic and contemporary decorative arts and design; significant holdings of European paintings; a growing collection of African American art; and burgeoning collections of modern and contemporary art, photography, folk and self-taught art, and African art. The High is also dedicated to supporting and collecting works by Southern artists. For more information about the High, visit high.org.

About Second Story

Second Story, part of SapientNitro, is a network of innovation labs pioneering new interactive experiences and pushing the boundaries of storytelling for brands and institutions across digital channels—web, mobile and installations—to empower audiences to connect and share. Second Story designers collaborate with technologists to explore emerging technologies—such as facial recognition, gestural motion, interactive mapping and sensor technologies—and how they can be used to create innovative consumer experiences. The aim is to enhance, evolve and expand interactive experiences that reward audience interaction with powerful, personalized pathways through content and the world of ideas. Second Story’s work has been recognized in every major interactive design competition and received hundreds of awards, including the One Show, South by Southwest and Sundance, and is included in the Smithsonian’s permanent research collection on information technology. For more information, visit secondstory.com.

About SapientNitro

SapientNitro®, part of Publicis.Sapient, is a new breed of agency redefining storytelling for an always-on world. We’re changing the way our clients engage today’s connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it our Storyscaping® approach, where art and imagination meet the power and scale of systems thinking. SapientNitro’s unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information,

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Media contacts:

Marci Tate
Manager of Public Relations
High Museum of Art
Tel: 404-733-4585
E-mail: marci.tate@woodruffcenter.org

Anne Randolph Powell
Public Relations Specialist
High Museum of Art
Tel: 404-733-4423
E-mail: annerandolph.powell@woodruffcenter.org