

Press Release

Brooklyn Museum

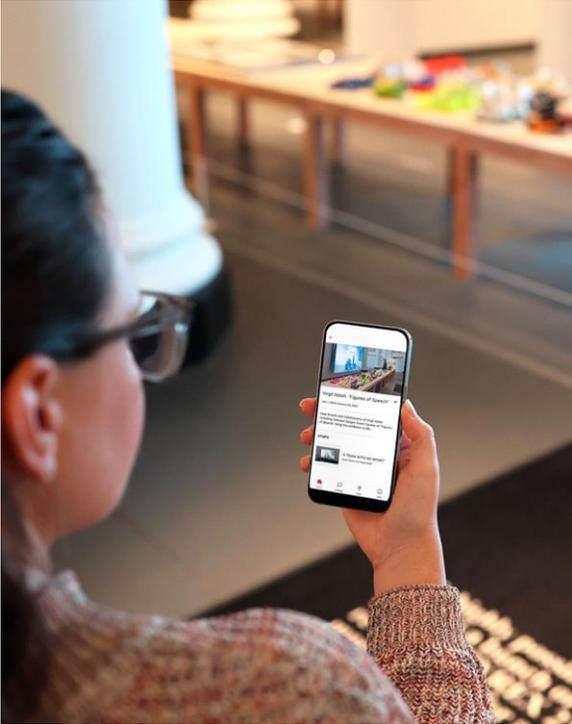


Photo: Courtesy of the Brooklyn Museum

The Brooklyn Museum Joins Bloomberg Connects App with New Digital Guide to Enrich Both On- and Off-Site Visits

Audio tours explore highlights of *Virgil Abloh: “Figures of Speech,”* with narration by the late designer’s collaborators, and the Museum’s collections, with narration by writer, director, and activist Janet Mock.

The Brooklyn Museum is proud to launch a new digital guide on [Bloomberg Connects](#), a free arts and culture app created by Bloomberg Philanthropies. As the first museum in Brooklyn to join the app, the Brooklyn Museum has equipped the guide with unique content, including stories about special exhibitions and selections from our vast collections spanning 5,500 years of human creativity.

The Museum’s guide features a special highlights tour—narrated by writer, director, and activist Janet Mock—encouraging visitors to explore the Museum’s world-class, encyclopedic holdings. A tour of the current exhibition *Virgil Abloh: “Figures of Speech”* will also be available, granting behind-the-scenes access to the show through narration by guest curator Antwaun Sargent along with Abloh’s friends and collaborators Tawanda Chiweshe and Chloe Sultan.

“We’re thrilled to join the Bloomberg Connects app, which will offer our audiences more ways to engage with Brooklyn Museum content both on-site and off-site,” says Carolyn Royston, Deputy Director of Engagement. “As we continue to respond to major shifts in

visitor engagement and expectations, and to evolve our visitor experience, we hope this new multimedia content will provide even more ways for our visitors to access and explore the Museum's rich offerings."

The Bloomberg Connects app makes the Brooklyn Museum accessible to visitors in the building and across the globe through photo, audio, and video features. Content will be refreshed regularly, allowing visitors to experience fuller, more dynamic interactions with the Museum's collections and special exhibitions.

The app is available to download from [Google Play](#) or the [App Store](#).

About Bloomberg Connects

Bloomberg Connects offers free digital guides to cultural organizations around the world. The app platform is part of Bloomberg Philanthropies' long-standing commitment to supporting digital innovation in the arts. Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices when visiting in person or anytime from anywhere. With dynamic content exclusive to each partner organization, the app provides a range of features including video, audio, and text; expert commentary; and wayfinding maps. Follow Bloomberg Connects on [Instagram](#), [Facebook](#), and [Twitter](#) for updates on guide launches, exhibition highlights, and more.

About Bloomberg Philanthropies

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