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from

THE FRICK COLLECTION

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THE FRICK ANNOUNCES A NEW INTERACTIVE MOBILE APP

**ACCESS INFORMATION ON THE MUSEUM'S COLLECTION AND SAVE YOUR FAVORITE
WORKS TO ENJOY OFFLINE OR SHARE**



The Frick Collection is pleased to announce the launch of a new mobile app, which provides instant access to content related to every work of art in the Frick's permanent collection. Via this new platform, users can browse for information about particular objects and search the collection by artist, genre, gallery location, and audio stop number. Works of art can be saved as favorites to enjoy offline or share via email, Facebook, Twitter, Pinterest, and Google+. The app connects to The Frick Collection's database (collections.frick.org) to provide continually updated information.

Also available to users is audio commentary (in English) for select works of art, as well as audio guides to the galleries in six languages (English, French, German, Italian, Japanese, and Spanish). Visitors can listen to audio content, with headphones, on their own smartphones. Access to free Wi-Fi is available in the museum. Additionally, an interactive map allows app users to navigate the galleries and a comprehensive, up-to-date events calendar lists upcoming gallery talks, lectures, and special events.

Director Ian Wardropper, "The mobile app is yet another way the institution is using technology to enhance the understanding and appreciation of the Frick's permanent collection. It may be used by visitors on-site or by art enthusiasts around the world remotely. By providing instant access to content related to the entire collection, as well as enhanced programs information, and with ability to save and share favorites via various social media channels, the app makes our expansive resources available to users as never before."

Floyd Sweeting III, Head of Technology and Digital Media, continues “It is important for us to preserve the serene atmosphere of the museum, so the app provides an interesting yet unobtrusive way to use current technology to deepen the experience and understanding of The Frick Collection.”

“To engage youth today we need to provide a digital, technological frame of reference and platform which is relevant to their generation. There was a need at the Frick—hence the app was born. It will revolutionize accessibility of the Frick Collection in our digital world and culture. The reach would be global as well,” adds Sandeep Mathrani, who generously funded the application in honor of Ayesha Bulchandani-Mathrani.

The mobile app is a major initiative of The Frick Collection’s Technology and Digital Media department and was developed in conjunction with the students of the Stevens Institute of Technology. The app’s visual interface was designed in-house by Sweeting and Creative Director for Digital Media Vivian Gill, and Valery Chen, the institution’s Front End Web Developer.

The app is currently available for free download on Apple iTunes, for iPhone and iPad, and Google Play for Android devices. For more information, see frick.org/app.



ABOUT THE FRICK COLLECTION AND FRICK ART REFERENCE LIBRARY

Henry Clay Frick (1849–1919), the coke and steel industrialist, philanthropist, and art collector, left his New York residence and his remarkable collection of Western paintings, sculpture, and decorative arts to the public “for the purpose of establishing and maintaining a gallery of art, [and] of encouraging and developing the study of fine arts and of advancing the general knowledge of kindred subjects.” Designed and built for Mr. Frick in 1913 and 1914 by Thomas Hastings of Carrère and Hastings, the mansion provides a grand domestic setting reminiscent of the noble houses of Europe for the masterworks from the Renaissance through the nineteenth century that it contains. Of special note are paintings by Bellini, Constable, Corot, Fragonard, Gainsborough, Goya, El Greco, Holbein, Ingres, Manet, Monet, Rembrandt, Renoir, Titian, Turner, Velázquez, Vermeer, Whistler, and other masters. Mr. Frick’s superb examples of French eighteenth-century furniture, Italian Renaissance bronzes, and Limoges enamels bring a special ambiance to the galleries, while the interior garden and the amenities created since the founder’s time in the 1930s contribute to the serenity of the visitor’s experience. The Frick Collection also is renowned for its small, focused exhibitions and for its highly regarded concert series and dynamic education program.

Adjoining The Frick Collection is the Frick Art Reference Library, founded more than ninety years ago by Henry Clay Frick’s daughter, Helen Clay Frick. Housed in a landmarked building at 10 E. 71st Street, the Library is one of the world’s leading institutions for research in the fields of art history and collecting. More than a quarter of its specialist book stock is not held by any other library. It includes extensive archives and a photo archive that make it an important resource for provenance research. Its catalog, finding aids, and many full-text documents and images

are available online at <http://arcade.nyarc.org/search~S6>. The Library also supports the Center for the History of Collecting, which organizes symposia and awards fellowships. The Frick Art Reference Library is open to the public free of charge.

BASIC INFORMATION

General Information Phone: 212.288.0700

Web site: www.frick.org

E-mail: info@frick.org

Where: 1 East 70th Street, near Fifth Avenue

Museum Hours: open six days a week: 10:00 a.m. to 6:00 p.m. on Tuesdays through Saturdays; 11:00 a.m. to 5:00 p.m. on Sundays. Closed Mondays, New Year's Day, Independence Day, Thanksgiving, and Christmas Day. Limited hours (11:00 a.m. to 5:00 p.m.) on Lincoln's Birthday, Election Day, and Veterans Day

Admission: \$20; senior citizens \$15; students \$10; "pay what you wish" on Sundays from 11 a.m. to 1:00 p.m.

PLEASE NOTE TO YOUR READERS: Children under ten are not admitted to the Collection.
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Subway: #6 local (on Lexington Avenue) to 68th Street station; Bus: M1, M2, M3, and M4 southbound on Fifth Avenue to 72nd Street and northbound on Madison Avenue to 70th Street

Tour Information: included in the price of admission is an Acoustiguide Audio Tour of the permanent collection. The tour is offered in six languages: English, French, German, Italian, Japanese, and Spanish.

Shop: the shop is open the same days as the Museum, closing fifteen minutes before the institution.

Group Visits: Please call 212.288.0700 for details and to make reservations.

Public Programs: A calendar of events is published regularly and is available upon request.

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For further press information, please contact Alexis Light, Manager of Media Relations & Marketing

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