



INDIANAPOLIS MUSEUM OF ART
VIRGINIA B. FAIRBANKS ART & NATURE PARK
OLDFIELDS – LILLY HOUSE & GARDENS

4000 Michigan Road
Indianapolis, IN 46208-3326
T 317-923-1331 F 317-931-1978
imamuseum.org

INDIANAPOLIS MUSEUM OF ART LAUNCHES CONTENT ON ITUNES U

IMA among several pioneering museums to offer educational content on popular iTunes site

INDIANAPOLIS, February 11, 2008—The Indianapolis Museum of Art announced today that it has launched its own presence on iTunes U. iTunes U delivers easy access to educational content from hundreds of colleges, universities and educationally focused organizations across the country. The site was launched on January 28 and currently features 20 videos and three audio tours, which were produced by the IMA's new media team. As of February 7, 2008, the IMA's video, *Hirokazu Kosaka: Calligraphy*, was in the top ten iTunes U downloads.

Working closely with staff at Apple, the IMA's new media team created a selection of content for the launch of its iTunes U site that represents the diversity of projects the IMA has to offer as an encyclopedic museum. The IMA's digital content includes video featuring visiting artists such as Maria Magdalena Campos-Pons, El Anatsui and Hirokazu Kosaka; videos about works in the IMA's collection; and audio guides featuring artist Adrian Schiess, the art-collective spurse and the IMA's gardens and grounds. The content can be found in the *Beyond Campus* section of iTunes U. *Beyond Campus* includes audio and video content from the IMA as well as the Museum of Modern Art, Smithsonian Global Sound and other cultural institutions.

"The IMA has produced a dynamic video library that can be enjoyed by many audiences including those who study art and those who don't," said Despi Mayes, the IMA's new media administrator. "As a widely accessible tool, iTunes U is a great way to organize our content, to provide online users free access to our videos and to expand on our mission of sharing our art collection."

In the future, the IMA will regularly add new content to iTunes U based on user response as well as IMA projects. Currently under development, a new series called, *In the Factory*, which features interviews with visiting artists, will be added to the IMA's iTunes U programming. *In the Factory* is titled after the "The Nugget Factory," which is the name of the IMA's digital editing suite. Artists, speakers and other notable guests who visit the IMA for a variety of projects will be asked to participate in the series.

In addition to the content on iTunes U, which can be found online at <http://deimos3.apple.com/WebObjects/Core.woa/Browse/imamuseum.org>, the videos produced by the IMA's four-person new media department are featured on the IMA's website www.imamuseum.org. Other videos profile IMA staff members in their roles at the museum; include conversations with Maxwell L. Anderson, the Melvin & Bren Simon Director and CEO of the IMA, and other persons of note at the museum; and feature special educational programs and lectures at the IMA. The new media department shoots video content in HDV and utilizes a non-linear editing system to produce all projects in-house.

About IMA Technology

In addition to its commitment to produce digital audio and video content, the Indianapolis Museum of Art has demonstrated a commitment to museum technology as a means to engage and educate its visitors and to promote transparency. The IMA's web dashboard includes real-time tracking of IMA key facts and figures such as attendance, works of art on loan, expenses, and other institutional measures of success.

Recently, the IMA has received a \$385,000 grant from the Institute of Museum and Library Services to develop [steve.museum](#), a tool enabling social tagging of artworks created in collaboration with 10 leading art museums. Looking to expand its reach to new audiences, the IMA has a significant presence on Flickr, Facebook and Youtube, and it has recently launched an expanded blog on its website www.imamuseum.org. The blog features regular contributions from IMA staff.

IMA Information

Encompassing 152 acres of gardens and grounds, IMA connects visitors to its unique and expansive view of art with its Indianapolis Museum of Art, the future Virginia B. Fairbanks Art & Nature Park and Oldfields–Lilly House & Gardens. The Indianapolis Museum of Art is the fifth largest encyclopedic art museum in the United States and features significant collections of African, American, Asian, European, contemporary and decorative art, including paintings, sculpture, prints, drawings and photographs, textiles and costumes.

The IMA completed a \$74 million expansion project in May 2005 that featured three new wings, 50 percent more gallery space, expanded educational spaces, two new restaurants by Wolfgang Puck Catering and an enhanced museum store. The construction added 164,000 square feet to the Museum and includes renovation of 90,000 square feet of existing space. In order to present major exhibitions of its own and to accommodate major traveling exhibitions, the expanded Museum was outfitted with new 10,000-plus square foot Clowes Special Exhibition Gallery on the Museum's first level.

Located at 4000 Michigan Road, the IMA and Lilly House are open Tuesday through Saturday, 11 a.m. to 5 p.m.; Thursday and Friday, 11 a.m. to 9 p.m.; and Sunday, noon to 5 p.m. The IMA is closed Mondays and Thanksgiving, Christmas and New Year's days. For more information, call 317-923-1331 or visit www.imamuseum.org.

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Media Contact:

Katie Zarich
Indianapolis Museum of Art
317-923-1331 x 295
kzarich@imamuseum.org