

the warhol:

press release

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FOR IMMEDIATE RELEASE

THE WARHOL ART APP, SHOWCASING THE EXTENSIVE COLLECTION OF THE WARHOL MUSEUM

(Pittsburgh, PA)... October 10, 2011... The Andy Warhol Museum and Toura announce the release of The Warhol Art app to the iTunes App Store and Android Marketplace.

The Warhol Art app allows users to examine works of art and related ephemera in The Warhol's collection with an in-depth view of archival materials, letters, source images, film and video clips, and audio. The Warhol Art app features a behind-the-scenes glimpse at over 50 art works spanning Warhol's career from the 1920s to late 1980s, including the iconic *Silver Clouds* (1966), *Sleep* (1963), *Mao* (1972), *The Last Supper* (1986), and *Self-Portrait* (1986), via six navigational categories.

The app, developed by The Warhol team and enabled by Toura, a leading mobile app platform provider, is designed to be a unique tool for both museum visitors and Warhol enthusiasts. Museum visitors are encouraged to utilize The Warhol Art app before, during, and after their in-gallery experience, while Warhol enthusiasts can explore the Museum's collection from afar. This app will also prove useful to those visiting The Warhol's traveling exhibitions at venues around the globe.

Josh Jeffery, manager of web and digital media at The Warhol states, "Our goal was to shed light on many of Warhol's more famous art works by revealing collection and archives items that are not on view. For example, with this app, visitors will be able to stand in front of one of Warhol's *Mao* paintings and view a video of Warhol painting a *Mao*, listen to curator's insights, view related works, and read in-depth information. We think this is a very meaningful use of technology in the museum environment that enhances experiencing the real art object."

The Warhol Art app is available for the iPhone, iPod Touch, iPad, and Android mobile devices. The app retails for \$2.99 for smartphones and \$3.99 for tablet-style devices.

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One of the four Carnegie Museums of Pittsburgh

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THE WARHOL ART APP

To Learn More

www.warhol.org/connect/mobile/

To Purchase

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For information on Apple's educational volume purchase program visit

<http://www.apple.com/itunes/education/>.

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The Warhol receives state arts funding support through a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania; the National Endowment for the Arts, a federal agency and The Heinz Endowments. Further support is provided by the Allegheny Regional Asset District.



About Toura

Toura is the emerging leader of the efficient and cost-effective creation and launch of smartphone and tablet-based mobile applications for content creators and their customers around the world. Toura mobile applications entertain and expose consumers to a broad range of content experiences, including travel and tour attractions, news and information, entertainment and more. Toura is headquartered in New York and has operations across the United States and Europe. Visit <http://toura.com> and follow [@touramobile](https://twitter.com/touramobile).

About The Andy Warhol Museum

Located in Pittsburgh, Pennsylvania, the place of Andy Warhol's birth, The Warhol is one of the most comprehensive single-artist museums in the world. The Andy Warhol Museum is one of the four Carnegie Museums of Pittsburgh. Additional information about The Warhol is available at www.warhol.org.

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THE WARHOL ART APP

About Carnegie Museums of Pittsburgh

Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum.

Phone: 412.237.8300

Hours: Tues, Wed, Thurs, Sat and Sun 10 a.m. – 5 p.m.

Fri, 10 a.m. – 10 p.m.

Mon closed

Admission: Members – free

Good Fridays 5-10 p.m., Half-price Museum admission

Adults - \$15; Sr. Citizens - \$9; Children/Students - \$8

The Warhol Store/The Warhol Café – free