

## Contact

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Image: Museum visitor using Out Loud at The Warhol.

# press release

FOR IMMEDIATE RELEASE

## THE WARHOL LAUNCHES INCLUSIVE AUDIO GUIDE

Pittsburgh, PA, October 25, 2016 —

The Andy Warhol Museum announces the launch of its inclusive audio guide Out Loud developed in collaboration with the Innovation Studio at Carnegie Museums of Pittsburgh. Out Loud is available for free in the App Store, and it launches on site October 25, 2016.

Out Loud is designed to be inclusive of museum visitors across abilities. For users who are blind or have low vision, it offers location-based content, screen reader optimization, and enlargeable text. It includes visual descriptions of Andy Warhol artworks and stories about Warhol's life and art from scholars, curators, museum staff, and Warhol's friends and family members, including archival audio. It also includes full audio transcripts.

"We're excited to launch this app that is the direct result of working with community members with visual impairments," says Desi Gonzalez, The Warhol's manager of digital engagement. "Before we put a single design on paper or wrote a line of code, we talked to community partners who are blind or have low vision about what makes a good museum experience—and a good digital experience. We developed several prototypes along the way and brought in our partners to test them, allowing the feedback to shape the final product."

"I am very proud to live in a city where a gem, like The Andy Warhol Museum, takes accessibility for all individuals to the next level," says Erika Arbogast, president of Blind & Vision Rehabilitation Services of Pittsburgh. "Our clients are looking forward to the inclusive audio guide and being able to enjoy the museum utilizing their other senses."

The audio guide is organized into stories about periods of Warhol's life, each story containing multiple audio chapters related to an artwork or theme. Stories explore themes such as Warhol's childhood, commercial work, technique, and world travels. The app also learns a user's preferences, dynamically changing the order of the audio files in queue based on what each user listens to. When using the app with screen reader

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technology, the visitor hears the visual description of the artwork immediately after the introduction.

Using beacon technology, this location-aware audio guide recognizes when a visitor is near a beacon associated with an artwork; there is no need to enter a number into the audio guide to access an artwork's stories. For example, when a visitor is close to a 1932 photograph of Warhol, his mother, and his brother John, the audio guide begins with an introduction, followed by stories about the Warholas, their Carpatho-Rusyn heritage, anecdotes from one of Warhol's nephews Donald Warhola, archival audio from John Warhola, and more.

To complement Out Loud, The Warhol has also developed tactile reproductions of a selection of Warhol artworks. Tactile reproductions reimagine the contours and colors of an artwork as different relief layers, allowing all visitors to gain an understanding of Warhol's art through senses beyond sight. Included in the audio guide are narrated guided tactile experiences that guide visitors through the work to understand its composition through touch.

Currently, Out Loud and the tactile diagrams reference artworks on the seventh floor of the museum, the floor devoted to Warhol's early life and work. The audio guide and tactile reproductions will be expanded to include stories and artwork from additional floors of the museum in the near future.

Out Loud is available for free in the Apple App Store and is compatible with iPhone and iPod devices. It requires iOS 9.0 or later. Devices with Out Loud are available to borrow on site, as well as headphones, neck loops, and audio splitters.

Accessibility initiatives at The Warhol are generously supported by Allegheny Regional Asset District, The Edith L. Trees Charitable Trust, and the FISA Foundation in honor of Dr. Mary Margaret Kimmel.

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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 The Andy Warhol Museum**

Located in Pittsburgh, Pennsylvania, the place of Andy Warhol's birth, The Andy Warhol Museum holds the largest collection of Warhol's artworks and archival materials and 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](http://www.warhol.org).

### **About Carnegie Museums of Pittsburgh**

Established in 1895 by Andrew Carnegie, Carnegie Museums of Pittsburgh is a collection of four distinctive museums: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. The museums reach more than 1.4 million people a year through exhibitions, educational programs, outreach activities, and special events.

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<b>Phone</b>	412-237-8300
<b>Hours</b>	Tues, Wed, Thurs, Sat, and Sun 10 a.m. – 5 p.m. Fri, 10 a.m. – 10 p.m. Mon closed
<b>Admission</b>	Members free Adults \$20; Children/Students \$10 Good Fridays 5 – 10 p.m., half-price museum admission The Warhol Store/The Warhol Café – free