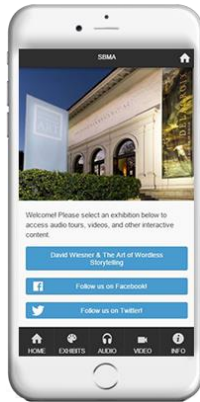




Contact: Katrina Carl  
Public Relations Manager  
805.884.6430  
[kcarl@sbma.net](mailto:kcarl@sbma.net)



## SBMA Brings Technology into the Galleries with Release of Free Mobile App

Downloadable or web-based tool makes debut during upcoming exhibition  
*David Wiesner & The Art of Wordless Storytelling*, opening January 29

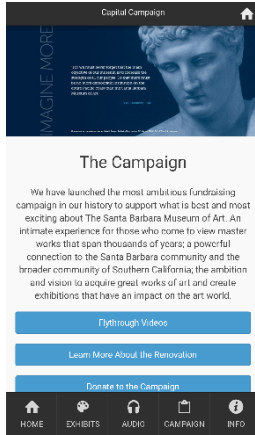
January 17, 2017—The Santa Barbara Museum of Art, utilizing technology from OnCell—a leader in mobile technology for the arts, is pleased to announce the release of a free mobile app to accompany and enhance the visitor experience. The first exhibition presented concurrently with this app, *David Wiesner & The Art of Wordless Storytelling*, opens to the public Sunday, January 29.



Featuring new content created specifically for this exhibition, the app augments the visual aspects of the exhibition with audio recordings of the artist himself describing his artistic process, techniques, and approach, as well as commentary on his background and influences. These short audio clips, grouped by section within the exhibition, allow for ease of self-guided tours. The app also includes video interviews with the artist and selected images from the exhibition for closer inspection.

In addition to exhibition-based content, the app provides information to help plan your visit, including hours and admission for the Museum, Cafe hours and menu, Store hours, links to SBMA social media accounts, information and updates about the Museum's Capital Campaign and renovation, and information about travel opportunities through SBMA.





This app is available for free on iPhone and Android devices, and as a Web app (no download required); find more information at [www.sbma.net/app](http://www.sbma.net/app). New content automatically updates within the app.

The Santa Barbara Museum of Art is one of the finest museums on the West coast and is celebrated for the superb quality of its permanent collection. Its mission is to integrate art into the lives of people through internationally recognized exhibitions and special programs, as well as the thoughtful presentation of its permanent collection.

Santa Barbara Museum of Art, 1130 State Street, Santa Barbara, CA.  
Open Tuesday - Sunday 11 am to 5 pm, Free Thursday Evenings 5 – 8 pm  
805.963.4364 [www.sbma.net](http://www.sbma.net)