



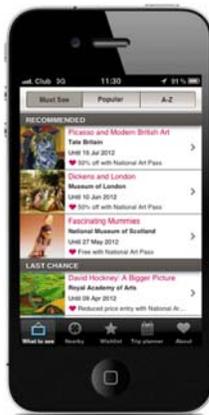
## ART FUND LAUNCHES ART GUIDE

- THE ULTIMATE FREE GUIDE TO SEEING ART ACROSS THE UK

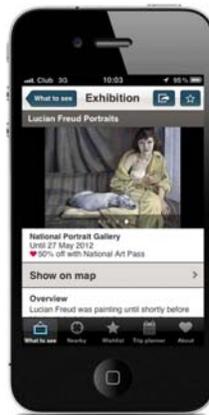
## FIND GREAT ART ON THE GO WITH THE ART FUND'S NEW ART GUIDE APP

A new smartphone app which allows you to find great art anywhere in the UK has been launched by the Art Fund, the national fundraising charity which helps museums and galleries to buy and show art. The state of the art app helps you to plan visits or simply get up-to-date information when you're out and about and includes some unique art of its own - a new work by artist Julian Opie, *Kris and Verity Walking*.

Art Guide is the most comprehensive portable guide to seeing art across the UK and is ideal for art and culture lovers. It features the 600 most important galleries and museums in England, Scotland and Wales and lists all upcoming and current must-see art exhibitions. Loaded with beautiful high res images and helpful extra features you can get a glimpse of a gallery or exhibition and read what the critics have to say before visiting.



Listings



Exhibition information



Location enabled maps

Visiting information for all venues is included giving you opening times, prices, contact details and directions and a location enabled map helps you locate all nearby exhibitions and venues. The Art Guide allows you to save your favourites and create a 'Wishlist' of art you want to see. You can also receive alerts when an exhibition is opening or coming to an end and send favourites on by email to yourself and friends via Facebook and Twitter.

# ArtFund



Opie's exclusive artwork Kris and Verity Walking forms the loading screen of the Art Guide. Opie is one of the most significant artists of his generation. Drawing from influences as diverse as billboard signs, classical portraiture and sculpture, to classical Japanese woodblock prints, Opie 'paints' using a variety of media and technologies which enable him to make three-dimensional explorations of his subjects. In 2009 Julian Opie was commissioned to design a postage stamp for the Royal Mail to mark the commencement of the 2012 Olympics and it was his portrait of the band Blur which they used for their album cover 'Blur: the best of'. The Art Fund helped to buy the iconic work for the National Portrait Gallery in 2001.

Users with a National Art Pass, a benefit card for art lovers that the Art Fund launched last year and which gives Members free entry to 200 venues and 50% off exhibitions, can use the app to see what discounts are on offer.

Art Guide can be downloaded for free by iPhone users from the Apple App Store now (search under Art Guide) and Android users on the 30<sup>th</sup> of April.

**Technology Meets Art:** Join Will Gompertz, BBC Arts Editor as he talks to contemporary artists Michael Craig-Martin and Mat Collishaw about impact of technology on contemporary art and the release of the Art Fund's Art Guide app, the most comprehensive guide to seeing art across the UK. **Regent Street Apple Store, 29 March 2012, 7pm**

-Ends-

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**Notes to editors**

The Art Fund is the national charity which helps museums and galleries to buy, show and share art for the enjoyment of all. Over the past five years, the Art Fund has given over £24 million towards art of all kinds, from Old Masters to new media, and supported a range of programmes which share and show art to wider audiences, including the national tour of ARTIST ROOMS and the Art Fund Prize for museums. The Art Fund is independently funded and the majority of its income comes from 90,000 supporters who purchase a National Art Pass, costing from £50, which gives free entry to over 200 museums, galleries and historic houses across the country as well as 50% off many major exhibitions.