



NEWS RELEASE

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NEW APP FOR KIDS, BY KIDS, SPARKS INTEREST AND EDUCATION IN ART

Omaha, NE – Joslyn Art Museum introduces a new program designed to help adolescents and teens understand and appreciate art with guidance from others their age. The iArt: For Kids, By Kids web app (powered by Edventure Builder by Green Door Labs) offers an interactive scavenger hunt in which users are challenged to find and learn about various artworks in the Joslyn galleries using their mobile device. Six treks or "Edventures" are offered: "APP"stract, "Escape to Landscapes," "FUNctional Art," "Hidden Sculptures," "POR-Trek," and "Still Trekking."

Buffett Magnet Middle School eighth graders developed the content for the new learning technology tool in collaboration with Joslyn Art Museum and University Nebraska at Omaha (UNO) Service Learning Academy. The 10-month collaborative project had the students, under the guidance of eighth grade language arts teacher Molly Blackburn and Joslyn's interpretive media manager, Laura Huntimer, developing business plans, formal presentations, and the content of the scavenger hunt app, powered by Boston based Green Door Labs and their Edventure Builder, a new museum-gaming platform for which Joslyn is a test site.

Nancy Round, Joslyn Art Museum's director of education and outreach, said the partnership between the organizations is an example of the continued efforts and results oriented goals of service learning. "As a Museum and an educational institution, we are so pleased to be the community partner in this project," she said. "The end result – a fun, instructive tool for the public that lends a student voice to art interpretation – adds a new dimension to our offerings at the Museum. Even more importantly, the collaborative nature of this project, from brainstorming and presentation to development and launch, provides an educational experience for all involved that has been truly remarkable."

Edventures in the iArt: For Kids, By Kids web app are available now to Joslyn Art Museum visitors of all ages in the galleries, which are now fully equipped with free Wi-Fi. Beginning June 8, Joslyn will also offer Edventure: Renoir to Chagall, an all-ages interactive scavenger hunt in the exhibition *Renoir to Chagall: Paris and the Allure of Color* (June 8 through September 1). For all Joslyn Edventures, visit www.edventurebuilder.com/joslyn. For all things mobile at Joslyn, go to www.joslyn.org/mobiletour or our multimedia page at www.joslyn.org/multimedia.

Don't have a mobile device? Don't worry. Borrow an iPod from Joslyn's fleet during your visit free of charge (first come, first served; valid driver's license required).

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iArt: For Kids, By Kids at Joslyn Art Museum

This is a *Museum to the Classroom* project at Joslyn Art Museum. *Museum to the Classroom* is supported by generous contributions from The Dixon Family Foundation, The Holland Foundation, Iowa West Foundation, Mammel Foundation, Nebraska Arts Council, and Wells Fargo.

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Our Mission – Joslyn Art Museum collects, preserves, and interprets the visual arts of the highest quality, fostering appreciation and enjoyment of art for the benefit of a diverse audience.

Our Vision – To be cherished and respected as a premier art museum.

The Museum was a gift to the people of Omaha from Sarah Joslyn in memory of her husband, George, who made his fortune as president of the Western Newspaper Union. The Museum's original 1931 building is one of the finest examples of Art Deco architecture in the nation, with 38 types of marble from seven countries. The Walter and Suzanne Scott Pavilion, a 58,000-square-foot addition built in 1994, was designed by renowned British architect Norman Foster, Baron Foster of Thames Bank, as his first U.S. commission. The Museum features galleries, a 1,000-seat concert hall, fountain court, education technology gallery, lecture hall, classrooms, sculpture garden, café, and shop.

www.joslyn.org | (402) 342-3300 | 2200 Dodge Street | Omaha, NE 68102

Alice Buffett Magnet Middle School

Buffett Magnet Middle School is a departmentalized middle school for grades 5 through 8. A strong core curriculum consists of reading, language arts, social studies, mathematics, and science and is completely aligned with the academic standards of the Omaha Public Schools and the state of Nebraska. In addition to core classes, students have the opportunity to investigate individual strengths and talents through our cooperative arts courses, which include art, vocal and instrumental music, computer applications, physical education, technology and living, human growth and development, and world languages. The extra value in our curriculum are the magnet courses. Our 5th and 6th graders participate in a specialized communications technology course, computer applications and forensics/speech. In 7th and 8th grade, students select from these magnet courses: broadcasting, journalism, and digital media.

www.ops.org/middle/buffett

UNO Service Learning Academy

Service learning is an experiential, collaborative pedagogical method incorporating projects that promote academic learning. These projects are directly linked to academic curriculum while meeting the service needs of the community and providing collaborative experiences between students and nonprofit or government organizations. Typically, professors design service learning projects in partnership with representatives of community organizations, planning activities that will meet genuine needs in the community and advance student understanding of course curriculum. In the community setting, students complete service learning projects to advance the mission and programs of the community partner. On campus, students reflect on their experience, considering its relationship to their reading and research as well as its impact on their personal values and professional goals. www.unomaha.edu/servicelearning

Green Door Labs

Green Door Labs works with organizations to increase engagement and make an ordinary project something special. We have worked with world-renowned organizations to bring stories, art, science, and history to life! From concepting and scope to wireframes, digital storytelling, world-building and character development, our team can support all aspects of gamification, interactivity and game design. We are some of the best designers in the world for education games, mobile design, riddles and puzzles, video and computer game design, real world adventures, and games for events. www.greendoorlabs.com