

MOBILE

## Frick Collection provides extended, immersive visitor experience via app

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*The Frick Collection app*

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By JOE MCCARTHY

The Frick Collection is facilitating the guest experience by releasing a new application equipped with useful resources.

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**Luxury Daily**

The app lets guests explore collections, locate certain pieces, access background information and offers other tools. Many major museums have substituted in-museum audio guides with mobile apps, a clear concession by arbiters of history to the ubiquity of smartphones.

"I don't think it's essential for museums to have a guidebook app since museums have successfully been around for a lot longer than apps," said Simon Buckingham, CEO of [Appitalism](#), New York.

"However, this Frick Collection app is a good feature to offer to museum visitors as an alternative to paper or audio devices or other existing types of museum guides," he said. "It's a shame that an internet connection is needed to access a lot of the app's functionality as many people may not be online, such as overseas visitors looking to access the usual local language features."

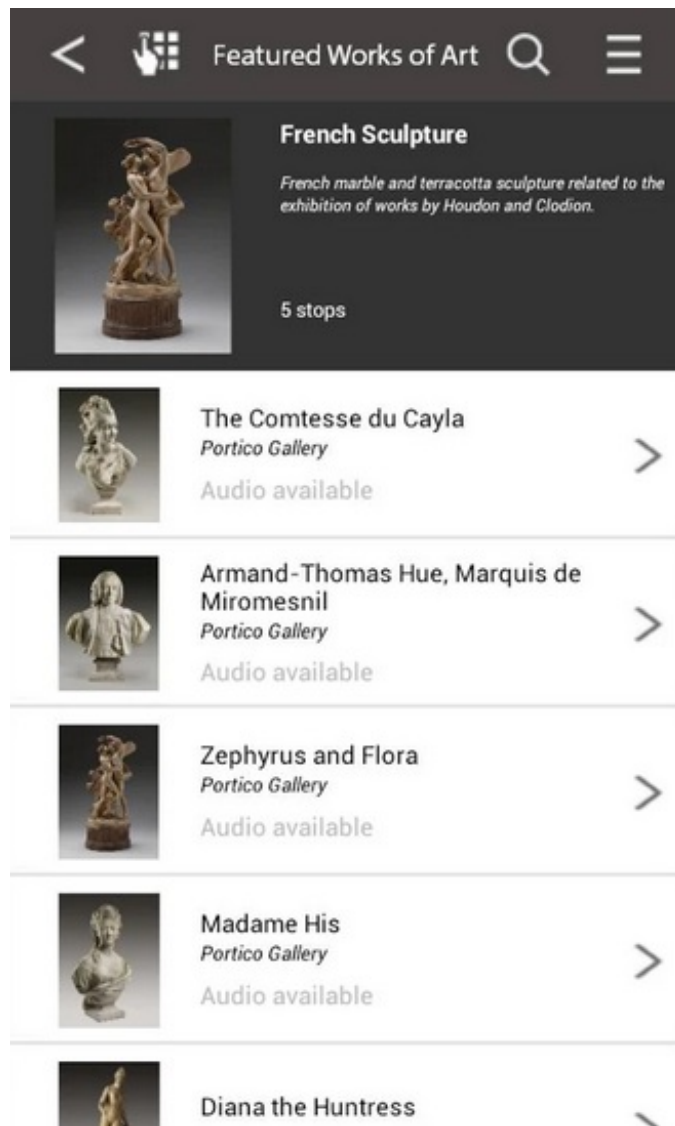
"I think more functionality could be made available offline within the app so that an internet connection isn't required."

Mr. Buckingham is not affiliated with the Frick Collection, but agreed to comment as an industry expert.

The **Frick Collection** was unable to comment before press deadline.

Illuminating experience

The Frick Collection's app can be used to enhance the in-museum experience and to extend the experience when at home.



### *Frick Collection app*

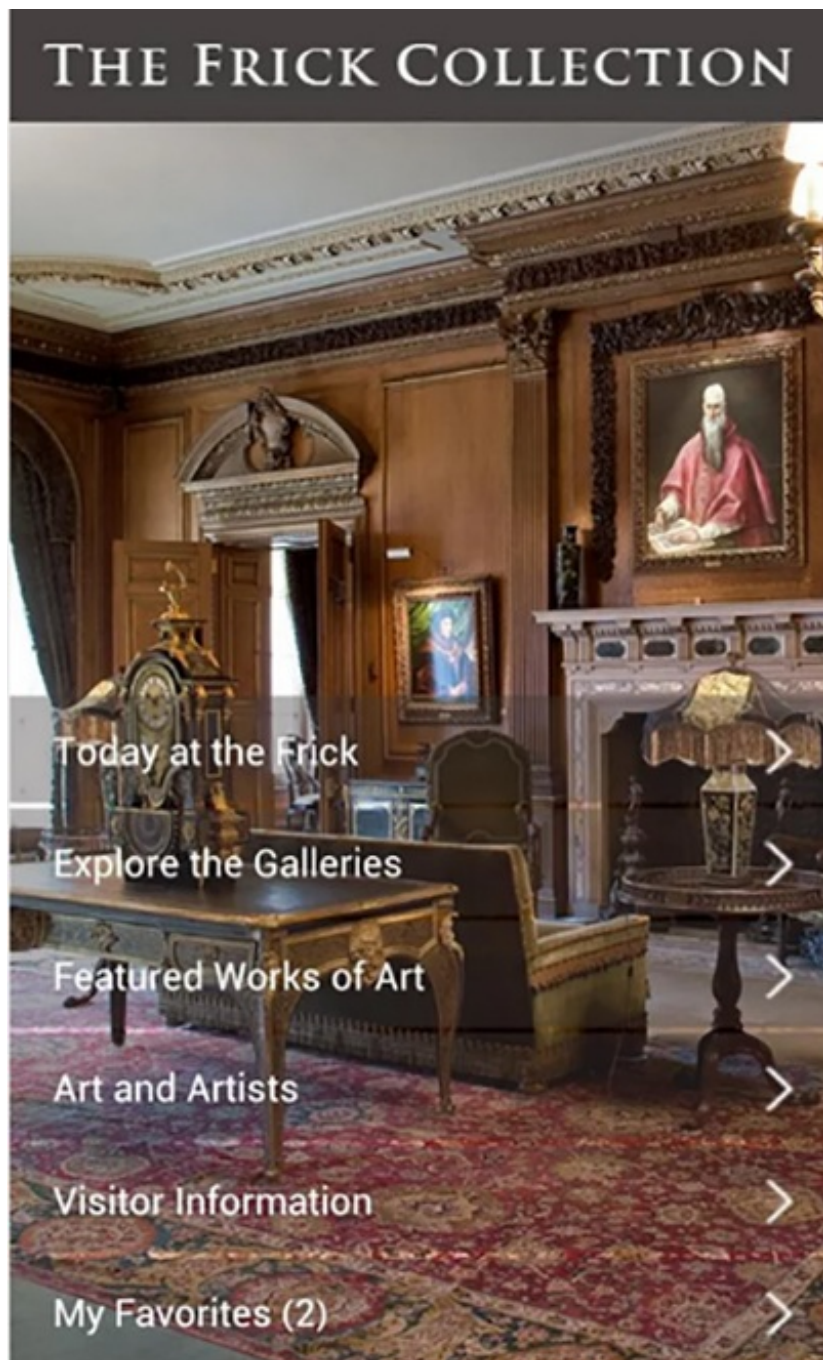
The app houses information on more than 1,000 pieces of art that are found in the museum. Guests can save their favorite works of art for offline use.

An interactive map allows guests to easily navigate the museum and search functions let guests cruise through the many works.

Through these features, guests can map out future visits and recap past visits.

Perhaps most importantly, the app contains audio guides and video content. Works of art

can sometimes seem inaccessible and even bewildering. An audio guide and accompanying content can illuminate a piece by providing background information on the context and the artist.



*Frick Collection app*

Also, for guests who do not want to be a part of a curator-led tour, the app enables a fulfilling solo experience.

Furthermore, the new app decentralizes the audio guide process. Normally, museums hold audio guides behind the main desk and trade visitors for a personal belonging. Although not a significant change, this app promotes convenience.

The app can be downloaded [here](#) for free.

Easing the experience

Sometimes luxury brands are the impetus behind new museum apps.

For instance, London's Barbican Centre, the current host of the traveling exhibit on French couturier Jean Paul Gaultier's career, has created a mobile application to accompany the retrospective.

The museum claims the app is the first to chart the designer's work and life, bringing the information contained in the exhibit to a digital space. Since Jean Paul Gaultier's Web site does not delve into its eponymous founder's history, this app will likely act as a standalone to educate loyalists on the heritage of the brand ([see story](#)).

Also, French jeweler Van Cleef & Arpels enhanced the physical experience of its museum exhibit, "A Quest for Beauty: The Art of Van Cleef & Arpels," at the Bowers Museum in Santa Ana, CA, with a mobile audio application.

Van Cleef & Arpels' "A Quest for Beauty" mobile app acted as a curated tour that was designed to guide enthusiasts through the exhibit. Unlike traditional museum plaques, the app aimed to engage enthusiasts on more levels and allowed consumers unable to attend in person to still learn about Van Cleef & Arpels' designs ([see story](#)).

"It's good that the app was developed in conjunction with a local school as this is a good educational tool," Mr. Buckingham said. "I like the imagery with lots of great pictures of the collection's pieces."

#### Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/btcB8FY68SM](https://www.youtube.com/embed/btcB8FY68SM)

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