

MOBILE

Fondation Louis Vuitton spurs ageless interactions via mobile apps

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Fondation Louis Vuitton's ArchiMoi app

By JEN KING

LVMH's Fondation Louis Vuitton is increasing visitor interaction, regardless of the guest's age, through two mobile applications.

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Luxury Daily

Fondation Louis Vuitton is enhancing the experience guests have at its art museum through the adult-facing Fondation Louis Vuitton app and ArchiMoi, an app adapted for children visiting along with their parents. While mobile apps have become commonplace within museums exhibits, implementing ones that are geared toward younger guests will likely leave a lasting impression that will lead to loyalty as they mature.

"Pieces of art have a lot of meaning infused into them. There is often additional symbolism brought to the experience that is inspired by the way museums are built and exhibits are organize," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA. "While some of this artistic meaning can be conveyed by just looking at a piece of art there is a deeper element that the viewer can only get when the art is put in proper context.

"In order for a visitor to fully understand the spirit of the works he/she would have to absorb a lot of information about the collaborative effort of the artist and the museum staff

to create that special moment. However, there's a limited bandwidth that the average person has to read from a museum plaque or brochure," she said. "That's why museums have been making an efforts to incorporate digital outlets through which they could expand on the artistry. Mobile apps are the natural choice as most consumers are equipped with mobile devices. That makes the program easy to scale.

"Digital outlets not only allow museums to impart more information but that information can be imparted in methods which are more effective. Museum events can integrate with a user's personal calendar and consumers can be encouraged to connect with museums through social media—triggering a longer connection. Apps also allow museums to tell their story using sounds, 2D and 3D images, and videos—which makes it much easier to tell a story. The Fondation Louis Vitton app beautifully incorporates crisp imagery and small sound clips to provide a richer experience."

Ms. Lowy is not affiliated with Fondation Louis Vuitton, but agreed to comment as an industry expert.

Fondation Louis Vuitton was unable to comment directly.

Journey of discovery

The Frank Gehry-designed Fondation Louis Vuitton opened in the fall of 2014. Within its 11 galleries, 20th and 21st century artistic and creative movements are promoted and shared with visitors.

LVMH CEO Bernard Arnault's art patronage is well-known, and this latest commission of the foundation, conceived in 2006, demonstrates a top-down commitment to the arts. Located in the north of Paris, the 126,000 square foot foundation acts as a nexus for the conglomerate's artistic activities ([see story](#)).



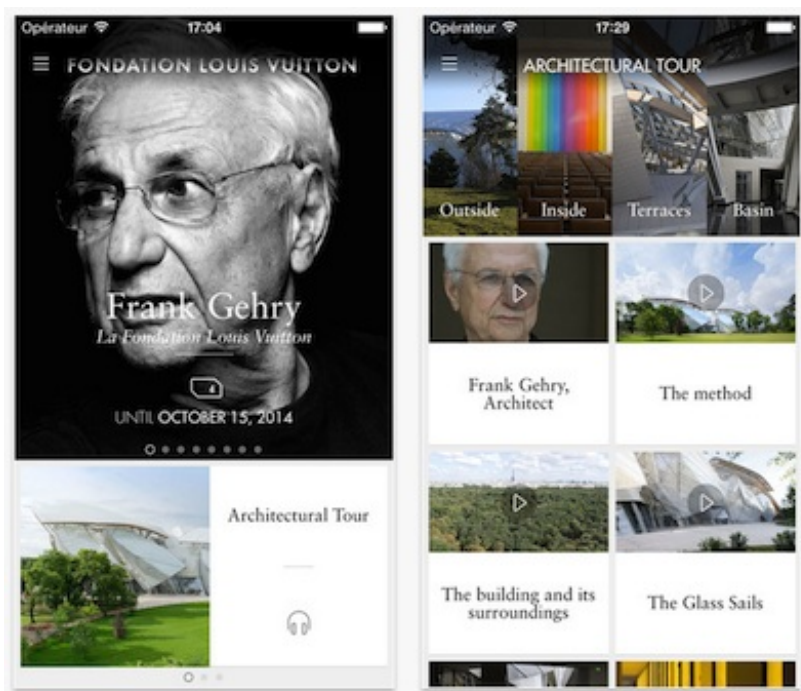
Fondation Louis Vuitton

As with many mobile museum accompaniments, the Fondation Louis Vuitton mobile app features many standard elements such as calendars of events on the day of the visit and in the future and a detailed presentation of exhibitions and performances. The app also offers practical information such as a map and ticketing options.

Guests who use the app will be taken on a journey through the Parisian space by having access to exclusive content on selected artworks seen at the Fondation Louis Vuitton. The app will also guide the guests through an “Architectural Tour.”

This aspect includes media designed to accompany the guest as they traverse the building’s interior and grounds. By selecting terrace, basin and gallery spaces the app allows the guest to uncover special content dedicated to the “secrets” of Mr. Gehry’s architecture.

The “Artworks Discovery” function on the app compiles a selection of media organized by topic and updated according the events held at Fondation Louis Vuitton. This provides a large space for featured artists to present their artworks.



Screenshots of the Fondation Louis Vuitton app, iPhone version

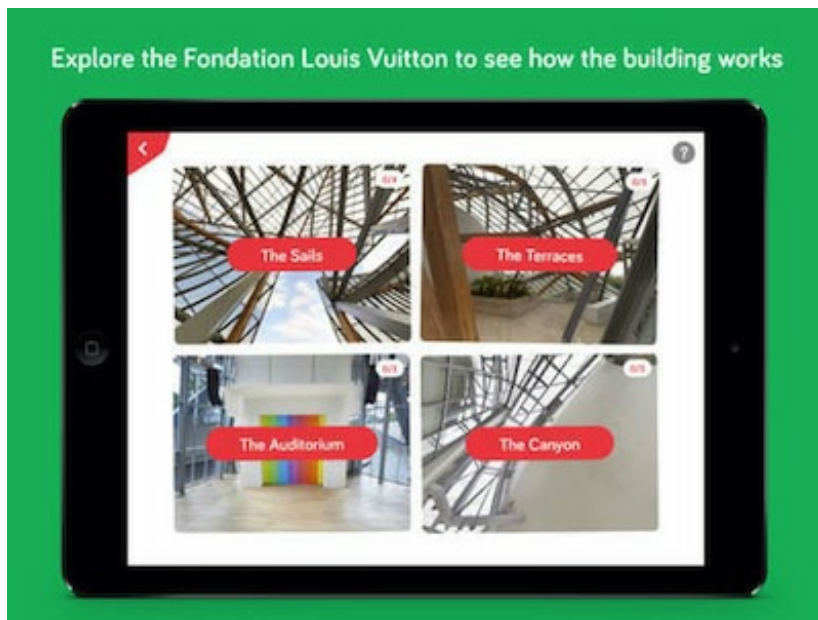
To optimize the experience, both “Architectural Tour” and “Artwork Discovery” can be optimized through media downloaded exclusively from the Fondation Louis Vuitton. In depth discovery is encouraged through a sharing and bookmark option as well.

Available in both French and English, the Fondation Louis Vuitton app has had a response rate of 20 percent since the building opened last year.

For younger guests, Fondation Louis Vuitton introduced the ArchiMoi, apprentice architect app.

The interactive app allows children ages 6 to 12 to explore the Fondation Louis Vuitton building through self expression inspired by the designs of Mr. Gehry.

ArchiMoi, awarded the “Best of the Web” prize at the International Conference “Museums & the Web” in April of this year, allows the parent and/or guides to introduce the artworks found at Fondation Louis Vuitton to the children visiting. Children are encouraged to “look up” at the building and become “apprentice architects.”



Fondation Louis Vuitton's ArchiMoi iPad app for children

The app engages children through the use of game-like activities that reflect the growing number of young tablet users. Through the app children will learn the architectural process and the Fondation Louis Vuitton building.

Using the tablet, on lend for free at the Fondation Louis Vuitton's front desk, makes active use of the device's features such as gyroscope and camera for the app's six games, exploring the six pedagogical means of learning.

Two of the featured games creatively use 2D and 3D while another requires patience and concentration. A fourth game is pure fun with a focus on construction and the final two play off observations.

As a cultural institution, the children's app for Fondation Louis Vuitton furthers the education interaction with the building and its featured artworks. For teachers preparing to visit with their classes, the app can be used to introduce the space to young guests while making a stronger impact in person.

Embedded Video: <https://player.vimeo.com/video/116332293>

Fondation Louis Vuitton – ArchiMoi

Similar to the adult version, the ArchiMoi app is available in English and French. Fondation Louis Vuitton has found that 80 percent of children entering the museum who borrow Apple iPads play with the "digital nanny."

Both the **Fondation Louis Vuitton** app and **ArchiMoi** can be downloaded for free from the Apple App Store.

Children of the future

By catering to the interest of young consumers, brands are more likely to be part of the child's memories thus being linked to nostalgia which in turn may spur loyalty as they age.

For example, German automaker Porsche worked with toymaker Playmobil to introduce

its iconic 911 model to a younger audience.

Playing off the nostalgia of childhood remote control and matchbox cars, automakers often work with toy brands on collaborative models that can be enjoyed by children or coveted by collectors. For young consumers who interact with luxury brand model cars, a relationship is established at an impressionable age and may turn into a lifetime affinity ([see story](#)).

"Bringing visitors into the story of the art is particularly important when it comes to children who are less likely to stand in front of a long plaque and read it. The app is particularly strategic for children and it's therefore no surprise that it is seeing a high engagement rate amongst young visitors," Ms. Lowy said.

"Location sensors available within mobile also allow museums to give consumers better directions to and around the museum. Instead of just handing people a map or an address consumers can be directed to where they need to go based on their current location," she said.

"But perhaps the most important value proposition of an app is that it allows the museums to ensure the consumer has takeaways through which to continue the inspiration. The app will remain on the phones of visitors of the Fondation Louis Vuitton—allowing them to go back into it at a later point and remember the inspiring works they encountered. The Fondation app features a My Favorites section in which users can store their favorite pieces and come back to it later."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/az0sLmskkgY>

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