

## **PRESTIGIOUS MUSE MEDIA AND TECHNOLOGY AWARD**

### **WON BY SCHWARTZ & ASSOCIATES CREATIVE**

The Saint Louis Art Museum is pleased to announce that its Video iPod Multimedia Tour, “Remote Viewing: Invented Worlds in Recent Painting and Drawing,” produced by Schwartz and Associates Creative, received the American Association of Museum’s 2007 Silver MUSE Award in the museum tour category. Now in its 18<sup>th</sup> year, the MUSE awards competition recognizes outstanding achievement in museum media. The competition is an activity of the Media and Technology Standing Professional Committee of the AAM.

The judges said: Absolutely interesting and engaging. The structure of the tour is clear and easy to use, and its content both responds to and augments our experience of the works on view in the exhibition. Specially created video segments enhance the visitors’ understanding of the artists, providing deeper connections between artist and audience. The tour’s producers also opted for a “remote” sound quality to the artists’ voices, tying them emotively to the exhibition’s theme.

The producers said: In the summer of 2006, the Saint Louis Art Museum became one of the first museums in the world to offer all visitors a multimedia tour of an exhibition using iPod video technology. The free multimedia tour included engaging interviews with all eight artists featured in the exhibition “Remote Viewing (Invented Worlds in Recent Painting and Drawing),” as well as animated photos of the artists at work in their studios, an introduction by Saint Louis Art Museum Director Brent R. Benjamin, and connective commentary by exhibition curator Robin Clark. The tour placed audio/visual technology into the hands of visitors and provided them with the experience of walking through the exhibition guided by the artists themselves.

The Saint Louis Art Museum staff who contributed to the project included Louise Cameron, Head of Interpretation and Robin Clark, Associate Curator of Contemporary Art. The Museum also thanks the artists featured in the exhibition: Franz Ackermann, Steve DiBenedetto, Carroll Dunham, Ati Maier, Julie Mehretu, Matthew Ritchie, Alexander Ross, and Terry Winters. Photographer Jerry L. Thompson captured the artists’ artwork in their studios.

The MUSE Awards competition received nearly 200 applications from a wide variety of museums in North America, Europe, Australia and Asia. Entries included audio, cell phone, and interactive handheld tours, interactive kiosks and multimedia installations, podcasts, blogs, games, websites, online collection and image databases, videos, and e-mail marketing campaigns. This year MUSE Award winners were named from 11 distinct categories.

Thirty-eight judges – museum and media professionals from across the county – were involved in the process of selecting the winners. Winning entries were expected to demonstrate outstanding achievement in content quality; interface design; functionality; production quality; visual appeal; the user’s experience; and the intent to which new directions were charted or old challenges resolved

through technical innovation. A complete list of judging criteria and MUSE Award winners can be found on the Media and Technology website: <http://www.mediaandtechnology.org/>

The Saint Louis Art Museum was presented with the MUSE Silver Award for Audio/Video tours during a champagne reception on Sunday, May 13, 2007 at the 2007 American Association of Museums Annual Meeting in Chicago, Illinois. There to receive the award and represent The Saint Louis Art Museum was Louise Cameron, Director of Interpretation, and Dr. Elizabeth Schwartz, Executive Producer.

Schwartz & Associates Creative provides nationally and internationally recognized communications and brand positioning solutions to nonprofit, cultural, corporate, educational and entertainment sectors. The company works in all media, with projects ranging from audio and multimedia tours to interactive kiosks, and from theater and broadcast presentations to web-based educational outreach. For more information, visit ([www.sacreative.com](http://www.sacreative.com)).