Bloomberg
Connects

The free arts and culture app

"Everyone should have the opportunity to experience all that the arts have to offer, and technology can help make that possible by putting so much information right at our fingertips."

- Michael R. Bloomberg

Wallace Collection (UK)

Noguchi (US)

ICA Boston (US)

Home Lookup Map Info

Greenwood Art Project (US)

Silver Eye (US)

Home Lookup Map Info

Rooted in Experience

1999

2007

2010

2019

2023

Bloomberg's support for digital initiatives starts with the Metropolitan Museum's *Key to the Met* Audio Guide

Apple launches the iPhone, opening new pathways for visitor engagement

The first in a series of 17 digital partnerships with cultural organizations debuts at the American Museum of Natural History

Bloomberg Connects app launches

Bloomberg Connects grows in popularity and global scope

Bloomberg Connects

The Bloomberg Connects app provides **free digital guides** to museums, galleries, gardens, public art, festivals, historic sites, and more, expanding access to arts and culture around the world.

With a clean design that showcases a wide range of content, and intuitive ease of use on both the app side and the backend, Bloomberg Connects has been built with collections of all kinds, visitors, and staff in mind.

The innovative portfolio design offers hundreds of institutions on one platform, giving you a powerful way to serve your audience, while also reaching a diverse and growing group of users.

Noguchi (US)

The Burrell Collection (UK)

Magazzino (US)
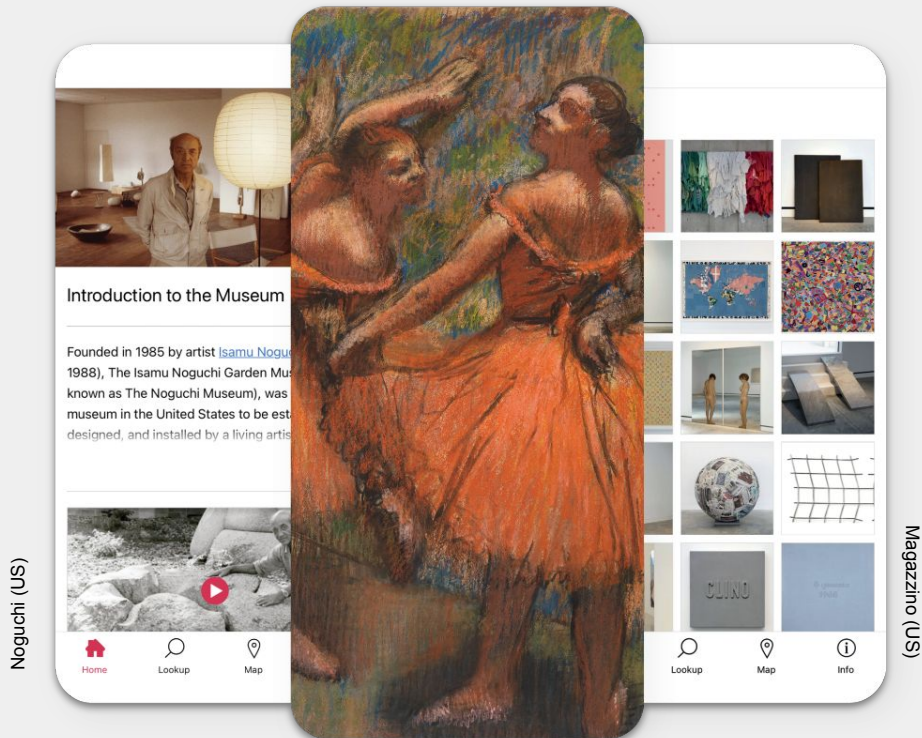
By the Numbers

Bloomberg Connects brings content from global cultural organizations of all sizes and disciplines to a rapidly expanding user base.

400+
Partner organizations from 24 countries on 5 continents

3.1M+
Lifetime users

+130%
1 year user growth
April 2023 - April 2024

Users by region

30%
UK

6%
Europe

5%
Rest of the world

59%
US

Partners Include

MOUNTS BOTANICAL GARDEN OF PALM BEACH COUNTY

MAD museum of arts and design

HERMITAGE

Asphalt Art Initiative

eye

SITC

מוזיאון תל אביב לאמנות Tel Aviv Museum of Art

HIGH LINE

HUNTINGTON

Jewish Museum

STORM KING ART CENTER

The Courtauld

NYC HEALTH+ HOSPITALS

PITTSBURGH glass CENTER

Artangel

Touchstones Rochdale

The Morgan Library & Museum

anne frank house

THE HISPANIC MUSEUM & LIBRARY
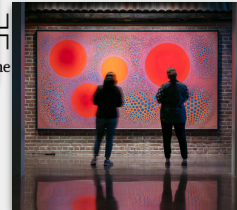
HAMMER MUSEUM

MA

Whitechapel Gallery

YSP

The Aldrich

BROOKLYN BOTANIC GARDEN
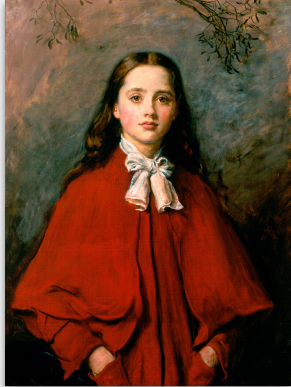
Turner Contemporary

MISSISSIPPI MUSEUM OF ART

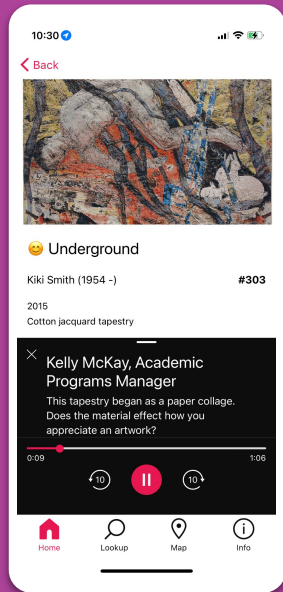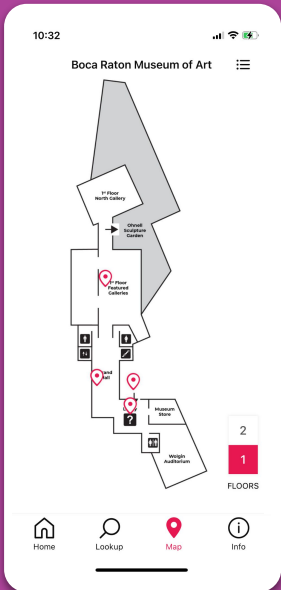The Kitchen

HAYWARD GALLERY

DE MORGAN COLLECTION

FRICK MADISON

JUDD

ARTICHOKE

Silver Eye

GREENWOOD ART PROJECT
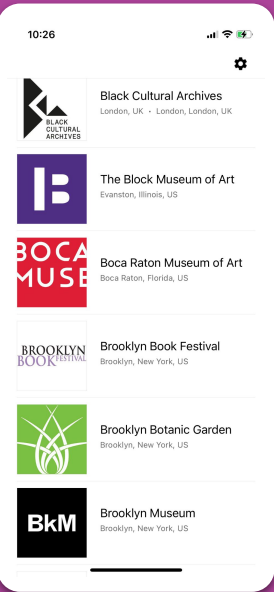
Appealing, Easy-to-Use Interface

**Bloomberg Connects brings your mission
to life for visitors, whether on-site or around the world**

Innovative portfolio design presents your organization as part of a global cultural community, yet allows for clear organizational branding, identity and messaging.

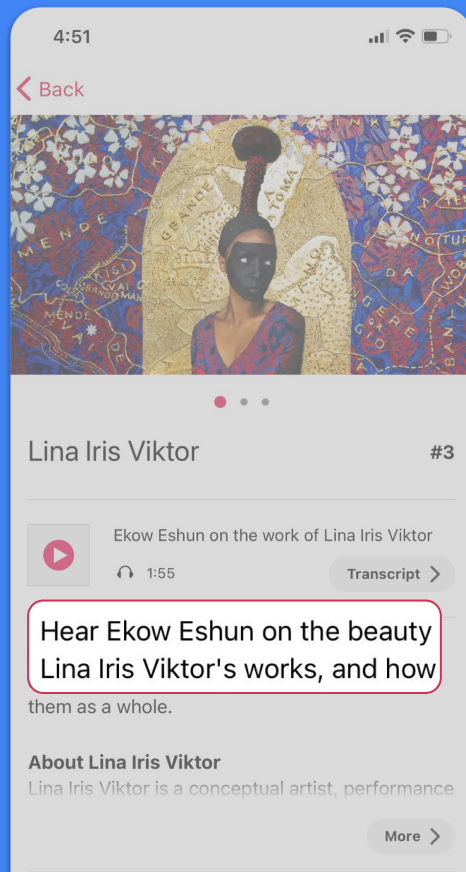Maps and amenity information help users plan their visit and navigate on-site.

Audio and video allow you to offer expert insights to users while highlighting the unique voices of artists, staff and community.

Best-in-Class Accessibility

Affirms your commitment to a welcoming experience for all visitors

- Accessibility features include screen reader support, zoom, font size adjustment, transcripts, subtitles, alt-text, and more.

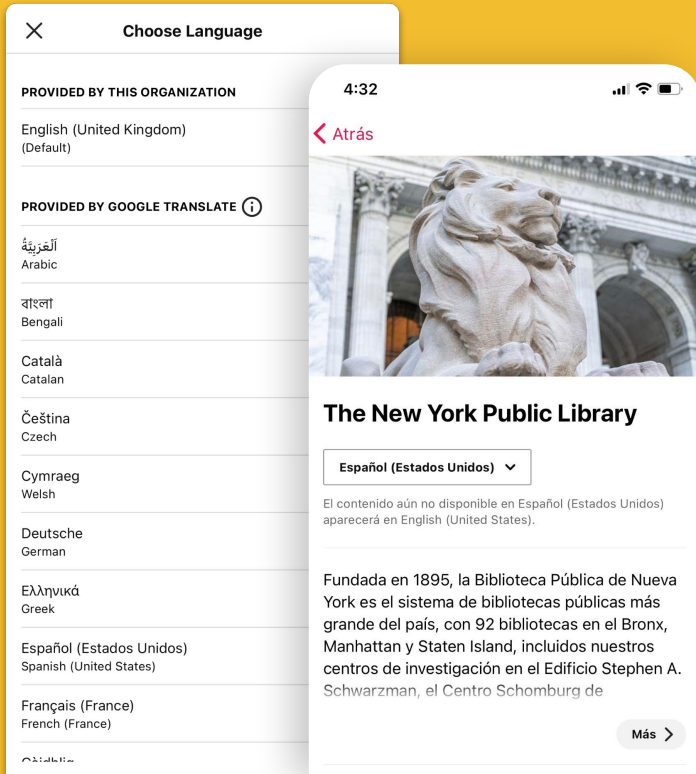- Complimentary transcription services and expert guidance make accessibility simple.

4:51

‹ Back

Lina Iris Viktor   #3

▶ Ekow Eshun on the work of Lina Iris Viktor
🎧 1:55   Transcript ›

Hear Ekow Eshun on the beauty
Lina Iris Viktor's works, and how
them as a whole.

About Lina Iris Viktor

Lina Iris Viktor is a conceptual artist, performance

More ›

Hayward Gallery (UK)

The New York Public Library (US)

Multilingual Support

Via human translation or Google Translate

- Multiple language options mean you can share content in your institution's key language(s).

- Language switching capabilities let you offer app users multilingual content created by your team and auto-generated translations from Google Translate.

- The app makes clear what content has been translated by your organization and what is being offered via Google Translate.

Complements Your Strategy

Bloomberg Connects fits seamlessly into your digital strategy. Draw from and reinforce exhibition, web, and social media messaging.
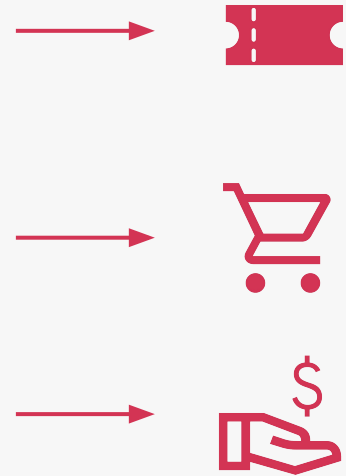
Link out to additional content to offer access to all your digital offerings

Drive traffic to your ticketing, membership, and fundraising platforms – providing a robust experience while maintaining data privacy.

MoMA PS1 (US)

5:20   5G

Info

MoMA PS1

Tickets must be reserved online.

Entry is by advance timed ticket only and capacity is limited. Tickets remain free for all New York City residents, made possible by The Horace W. Goldsmith Foundation.

Easy-to-Use CMS

- Bloomberg Connects has an easy-to-use web-based content management system (CMS)

- Online help and training is always available: *Preview it here.*

- Comprehensive training and support ensure your team can navigate the launch process with confidence; regular webinars ensure you're always up-to-date.

- Internal Mode lets you preview your content every step of the way
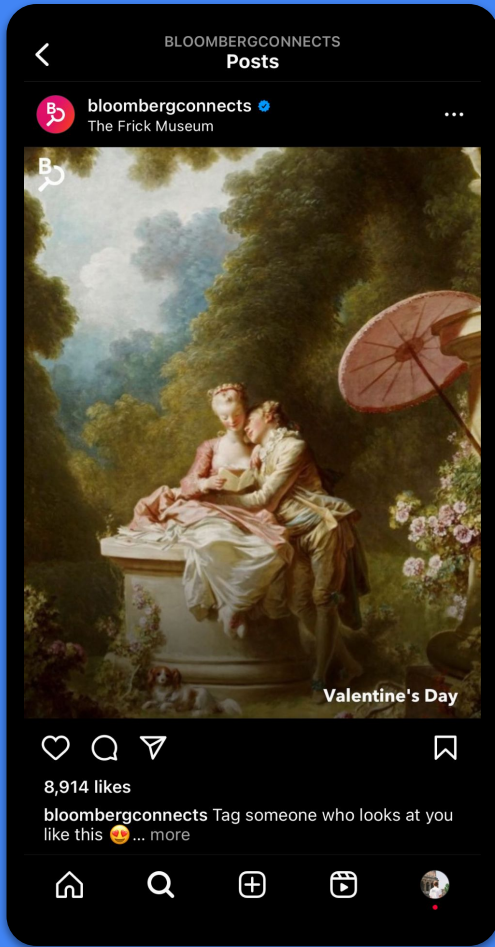
Driven by Data

**Big-picture and fine-grained reporting
to guide content and marketing decisions**

- Generate custom reports to see how your guide
  is performing, with engagement data on every piece
  of content

- The Connects team regularly shares insights from
  aggregate data for a field-wide perspective

- We provide marketing strategy and tools, with trackable
  links and QR codes for all materials, along with regular
  reports to help you understand what's working – and
  what's not

Expert Help to Market Your Guide

- 24/7 paid and organic marketing campaigns help make sure that arts and culture lovers download the app and discover your organization.

- Our social media campaigns can amplify your efforts at key moments.

- Our team will work with you to make sure you have the best practices and tools to market your digital guide to visitors, whether they are on-site or virtual.

A Network of Cultural Colleagues

As part of the Bloomberg Connects portfolio, you are part of a vibrant and growing cultural community, sharing best practices and helping drive our field forward together.

Access a global network of cultural colleagues through our skill-building webinars, local meet-ups, Slack workspace, and more.

We're In! What's Next?

1 Identify a point person on your team. Your staff will be paired with a Connects Partnership Manager. To guide you every step of the way

2 Create a plan. Outline your guide's content and strategize your launch with our marketing team.

3 Build your guide. Assemble and produce text, audio, video, and image assets.

4 Review and refine. Take advantage of our free resources to maximize impact.

5 Launch and share. Collaborate on digital and on-site marketing to integrate Bloomberg Connects into the visitor experience and reach new audiences.

6 Update and refine content based on learnings from your programming and user data.

Our Commitment

Bloomberg Connects is a philanthropic partnership. We bring a dedicated, multi-disciplinary team to work with you every step of the way.

- **Ongoing Technical Support**
  Engineers, UX designers and researchers work continuously to enhance the app experience

- **Research and Analysis Insights**
  Data experts help develop best practices and suggest app enhancements

- **Content Support and Guidance**
  Product experts and copy editors with deep knowledge of arts and culture can help train your staff and shape your story for the best possible guide experience

- **Marketing Services**
  Designers, writers and strategists can help develop creative assets, provide planning guidance, or even handle printing and installation of materials

- **Global Promotion**
  Our always-on advertising campaign is designed to bring new users to the app and our dedicated social media channels help us reach new audiences

Your Commitment

To ensure the app fulfills its potential for your organization, we ask that you:

- **Create Great Content**
  Develop and continuously refresh engaging - and accessible - guide content

- **Project Leadership**
  Identify core team members from various departments to work with our team before and after your launch

- **Share with your Audiences**
  Leverage your marketing and communications channels to promote your guide for onsite and remote use

- **Make it a Core Part of the Visitor Experience**
  Deploy on-site signage and other materials so visitors can easily access your guide

20+ YEARS

Rooted in Experience.

Bloomberg Philanthropies has been partnering with – and learning from – cultural organizations for 20+ years.

Driven by Data.

With real information on institutions and audiences, we know what works – and what doesn't.

Created for Culture.

Bloomberg Connects is an easy-to-use tool built in collaboration with organizations like yours to serve and broaden your audiences – not stress out your staff.