

PRESS RELEASE

If We Are Digital — Exploring the Digital Strategies of Art Museums in Sweden, the UK & the States

If We Are Digital is a website hosting a series of conversations between art professionals about how to engage online art audiences. Participating institutions include Moderna Museet, Bonniers Konsthall, Magasin 3 Konsthall, Tate, SFMOMA, Sveriges Riksställningar, Artipelag, and more...

Follow the conversation:

IfWeAreDigital.com

Facebook.com/ifwearedigital

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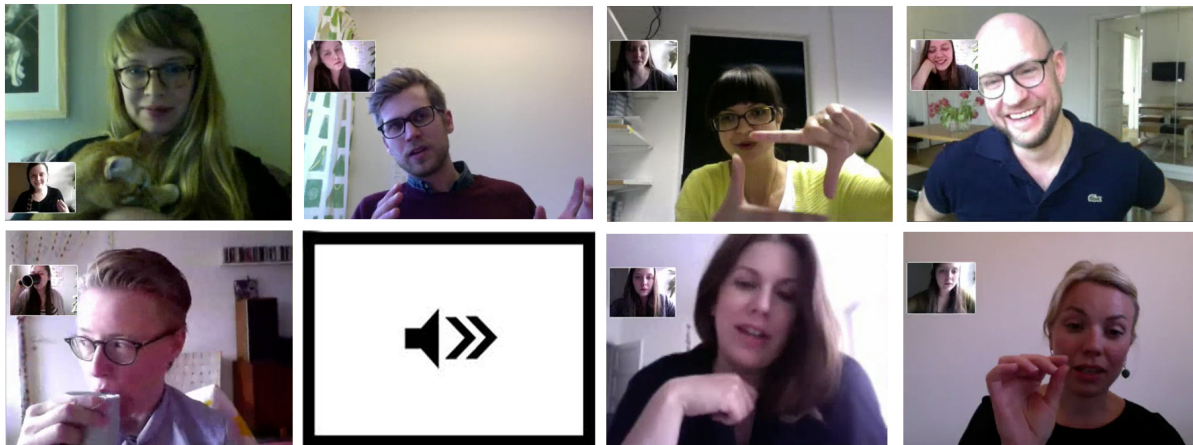
Come watch the videos in the gallery:

23/5_16-21, 24/5_10-17, 25/5_10-14

Please join the Site Launch Party on Wednesday, May 23, 2012 @ 18.00 - 21.00.

Place: Glasburen, E-Building, Södra huset, Stockholm University's Frescati Campus

Launch party will be joined by live Google+ Hangouts from NYC, Boston, San Francisco, London, Brisbane & more...



If We Are Digital investigates the many questions that surround our digital engagement with museums. What exactly are we doing when we go to museums and take pictures of artworks? When we scan QR-codes to access wall labels? When we “like” an exhibition hall and elect to receive their updates on Facebook? When we engage in 140-character-long debates with strangers about contemporary art issues over Twitter? When we watch Damien Hirst’s assistants painting through a live-stream feed on his website? When we glide through the galleries of the Hermitage on Google Art Project?

As the art world becomes increasingly globalized and digitized, a museum website, app, or social media page is often the first way some audiences will encounter an institution. The avenues of participation between art and its audiences are no longer necessarily housed in the artwork or within the museum’s walls.

What happens between us, art, and its supporting institutions... if we are digital?

Press information:

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Or send a message through Twitter (@jenlindblad) or the project’s Facebook page.

Notes to Editors:

If We Are Digital gathers information, thoughts, and experiences about how art institutions use social media channels and other digital tools to engage audiences. In the spring of 2012, **Jennifer Lindblad** conducted a series of Skype interviews with curators, educators, communications managers, and producers of interactive media at leading art institutions in Stockholm and abroad. As more institutions join the conversation, the website will expand as a resource and discussion space.

Jennifer Lindblad is a Stockholm-born, New York-raised arts writer and curator. After earning a BA at Smith College in Art History, Jennifer managed More North, a commercial art gallery in Manhattan devoted to promoting contemporary Scandinavian artists. For the past four years, she has been a staff writer and editor at Art Observed, where she has written exhibition reviews and interviewed some of the most prominent international artists working today. Having interned recently at the San Francisco Museum of Modern Art, Jennifer also has a background in museum education, public programs, and interactive educational technologies.

If We Are Digital is the presentation of Jennifer Lindblad's graduation project for the Stockholm University International Masters Programme in Curating Art.

