

PRESS RELEASE**NEW DIGITAL EDUCATION OFFER: PREPARING
YOUR EXHIBITION VISIT WITH THE DIGITORIAL**

(Frankfurt am Main, 16 September 2014) The Schirn Kunsthalle Frankfurt, the Städel Museum and the Liebieghaus Skulpturensammlung are launching a completely new digital education format with their digitorial: relying on an innovative form of storytelling, enlightening backgrounds, art-historical and historico-cultural contexts, as well as crucial exhibition contents are made easily accessible to all visitors interested in preparing their tour through the museum on a responsive website. Free of charge, the digital format in German and English allows the public to get into the right mood for the issues of the exhibition before visiting it. In order to make this familiarization possible, the digitorial presents instructive particulars, comprehensive relationships, and background stories combined in a novel visual way on the website. The multi-media linkage of image, sound, and text ensures a multiple interweaving of contents and permits entirely new forms of representing, describing and communicating art – whether at home, in a café, or on the way to the exhibition. The first digitorial was conceived for the exhibition “Helene Schjerfbeck” on show at the Schirn Kunsthalle Frankfurt as of 2 October 2014. The digitorial can be retrieved from the website www.schirn.de/schjerfbeck/en/ free of charge as of now.

“Until now, many visitors were only able to enjoy an exhibition in all its facets or experience artworks in their various contexts after they had read the catalogue or participated in a tour through the show. It is our concern to provide a mode of preparation based on digital technologies which is both accessible everywhere and easily taken in. The digitorial can be retrieved free of charge by all people interested in it; we will also use the offer directly in the communication with our future visitors: just imagine that you are booking an online ticket for your planned visit and are sent the digitorial as a link. You may use your time on the train to the exhibition, for example, to make yourself familiar with the essentials of the exhibition’s contents presented to you in an intelligent way. As the scope of your knowledge will be different when you arrive at your destination, your experience of the exhibits will be more complex, profound, enjoyable, and richer. With our new digitorial as a preparatory introduction to and a tutorial for the exhibition, we rely on the possibilities granted by recent digital developments to implement measures in keeping with the times in the fields of education and communication. From 2015 on, digitorials will be available for major exhibitions in all three institutions,” emphasizes Max Hollein, Director of the Schirn Kunsthalle Frankfurt, the Städel Museum, and the Liebieghaus Skulpturensammlung, in regard to the concept behind the new digital education offer.

The digitorial for the exhibition “Helene Schjerfbeck” – www.schirn.de/schjerfbeck/en/ – is responsive to desktop, tablet and smartphone display and thus provides an optimal viewing experience on all common devices. Sharing functions invite the user to communicate the contents in the social networks and embed them there. Everyone buying an online ticket is sent the link to the website. The digitorial for the exhibition “Helene Schjerfbeck” presents itself as an introduction into the daring pictorial world of one of the most important women artists of Finnish Modernism and comprises in-depth, compactly edited contents and context information on various levels. Highly

acclaimed and celebrated as a national icon in Finland, Helene Schjerfbeck created an extensive, impressive work pivoted on the human figure in her career that spans more than sixty years. This is why the digitorial starts with a number of central self-portraits by the artist, which, visually overlapping, outline the painter's development from a realistic artist to one taking a modern, avant-garde approach. Schjerfbeck's oeuvre is not least characterized by the repetition of certain motifs and the use of visual source material such as paintings by old masters. Drawing on various examples and details, the digitorial examines this aspect in a surprisingly different way and thus unfolds relevant art-historical analogies the user is invited to explore. Discovering the artist's principles of composition, the subjects of her works, and her language of forms and colors, the user will also come upon unexpected aspects like Helene Schjerfbeck's interest in the fashion of her time. A picture gallery in the digitorial confronts the artist's outstanding portraits of women with illustrations from French fashion magazines that inspired her. The digitorial also shows how these portraits have influenced today's Scandinavian fashion scene several decades later. Future visitors will also receive a concrete hot tip for their tour through the exhibition besides this and further telling background information. This kind of preparation will turn their stay into a both knowledge-based and enjoyable aesthetic experience.

In the fields of digital education and communication, the Schirn Kunsthalle Frankfurt, the Städel Museum, and the Liebieghaus Skulpturensammlung rank among the pioneers in Germany. For more than five years, they have made use of various social media channels, produced elaborate films on shows and artists, launched reports on exhibition events and the art scene and cultural life via the Schirn Magazine and the Städel Blog, and developed apps for selected special presentations. In 2015, the Städel Museum is going to implement its Digital Extension program on the occasion of its bicentennial. This broadly conceived initiative extends the museum's education and communication mission into the digital space. In addition to the digitorial, a comprehensive digital exhibits platform for both intelligent and intuitive "strolls" through the collection of the institution is presently installed among other things. Innovative and educative computer games for children are being conceived.

Digitorial for the exhibition "Helene Schjerfbeck" online at: www.schirn.de/schjerfbeck/en/

Technical requirements: The digitorial has been optimized for the operating systems iOS 7+ and Android 4+ (for Chrome) and the browsers Internet Explorer (version 10+), Safari (version 6+), Chrome (version 37), and Firefox (version 31).

Social media: The digitorial and the exhibition will be communicated in the social web with the hashtags #digitorial und #schjerfbeck.

The next digitorial will be available in February 2015 to accompany the special exhibition "Monet and the Birth of Impressionism" (11 March – 21 June 2015) in the Städel Museum. It will also be free of charge.

YOUR PRESS CONTACTS FOR THE DIGITORIAL

SCHIRN KUNSTHALLE FRANKFURT

Pamela Rohde (press officer), SCHIRN KUNSTHALLE FRANKFURT, Römerberg,
D-60311 Frankfurt, phone: +49 (0)69 29 98 82-148, fax: +49 (0)69 29 98 82-240,
e-mail: pamela.rohde@schirn.de, www.schirn.de, www.schirn-magazin.de (texts,
images, and films to be downloaded under PRESS)

STÄDEL MUSEUM AND LIEBIEGHAUS SKULPTURENSAMMLUNG

Silke Janßen (deputy head of Press and Public Relations), Städel Museum, Dürerstraße 2,
D-60596 Frankfurt, phone: +49 (0)69 60 50 98-234, fax: +49 (0)69 60 50 98-188,
e-mail: janssen@staedelmuseum.de, www.staedelmuseum.de (texts, images, and films
to be downloaded under PRESS)