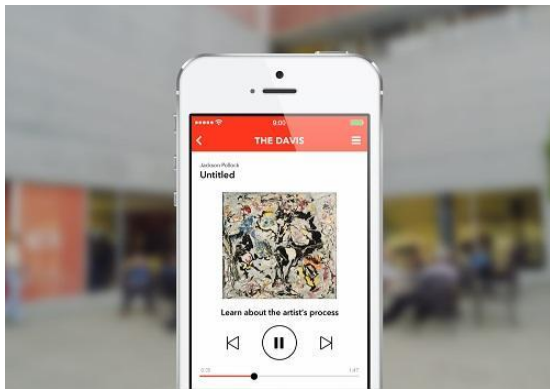


FOR IMMEDIATE RELEASE
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THE DAVIS MUSEUM AT WELLESLEY COLLEGE ENHANCES ENCOUNTERS WITH ART BY ADOPTING CUSEUM MOBILE APP

New Visitor Experience to Launch with Unveiling of Reinstalled Galleries



WELLESLEY, Mass. – The Davis Museum at Wellesley College will provide visitors with a new way of encountering art using a mobile app powered by [Cuseum](#). This new app features tours of the galleries, educational content, and location-based notifications.

“In thinking about the reinstallation of our permanent collections galleries, the Davis team considered lots of ways to offer more content—without interfering in the pleasures of first-hand encounters with art. This app is a terrific new way for visitors to engage beyond the

traditional wall texts and labels,” said Dr. Lisa Fischman, Ruth Gordon Shapiro ’37 Director of the Davis Museum at Wellesley College. “We are excited to offer visitors a more personalized approach to visiting art at the Museum, and look forward to adding new information and features over time.”

The Davis Museum will launch the application at this same time as the unveiling of *the Davis. ReDiscovered*, the Museum's reinstallation project, on September 28, 2016. The app will include a ReDiscover tour as well as a tour of the exhibition *Charlotte Brooks at LOOK, 1951-1971*. For the ReDiscover tour, several interns from the Davis each chose two or three objects from the Davis collection and gave their own interpretation of the work of art. The objects featured in the tours can be viewed in any order, and users can select only their preferred objects for a customized experience.

“It is thrilling to be collaborating with one of the finest academic art museums in the country,” said Brendan Ciecko, CEO & Founder of Cuseum. “We share The Davis’ passion for inspiring and deepening the public’s connection with art, and are honored to assist in driving visitor engagement through the new mobile guide.”

By next year, visitors to the Davis Museum using the app will be greeted with an introduction, and will be able to pick the path through the galleries that interests them. In addition, as viewers get close to a particular work of art, rich content about a work of art can be delivered to their device. This feature is powered by iBeacon technology to enable notifications and provide a “digital docent” experience.

The app can be found on the App Store as well as online at: app.thedavis.org

ABOUT CUSEUM

Cuseum powers mobile-first experiences that help museums engage their visitors. Cuseum software platform makes it easy for museums, cultural institutions, and public attractions to publish mobile apps, manage their collections, access visitor analytics, and generate new revenue opportunities.

ABOUT THE DAVIS MUSEUM

One of the oldest and most acclaimed academic fine arts museums in the United States, the Davis Museum is a vital force in the intellectual, pedagogical and social life of Wellesley College. It seeks to create an environment that encourages visual literacy, inspires new ideas, and fosters involvement with the arts both within the College and the larger community.

DAVIS MUSEUM GENERAL INFORMATION

Location: Wellesley College, 106 Central St., Wellesley, Mass.

Museum Hours: Tuesday–Sunday, 11 a.m.–5 p.m. Closed Mondays, holidays, and Wellesley College recesses.

Admission is free and open to the public.

Telephone: 781-283-2051

Website: www.theDavis.org

ABOUT WELLESLEY COLLEGE AND THE ARTS

The Wellesley College arts curriculum and the highly acclaimed Davis Museum are integral components of the College's liberal arts education. Departments and programs from across the campus enliven the community with world-class programming— classical and popular music, visual arts, theatre, dance, author readings, symposia, and lectures by some of today's leading artists and creative thinkers—most of which are free and open to the public.

Since 1875, Wellesley College has been the preeminent liberal arts college for women. Known for its intellectual rigor and its remarkable track record for the cultivation of women leaders in every arena, Wellesley—only 12 miles from Boston—is home to some 2,400 undergraduates from 49 states and 58 countries.

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Image credit line:

Screen shot of Cuseum app for Davis Museum.

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High-resolution images and interviews available upon request