

PRESS RELEASE



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VIRGINIA MOCA BECOMES FIRST VIRGINIA ART MUSEUM ON BLOOMBERG CONNECTS APP

VIRGINIA BEACH, VA (July 6, 2023) – The Virginia Museum of Contemporary Art (Virginia MOCA) is proud to announce the launch of a new digital guide on Bloomberg Connects, the free arts and culture app created by Bloomberg Philanthropies, joining a global network of over 200 museums and cultural institutions, including the Metropolitan Museum of Art in New York, the Tate in London, and the Hammer Museum in Los Angeles. With insightful commentary and in-depth multimedia content, Bloomberg Connects enhances on-site visitors' experiences and brings Virginia MOCA's rich offerings to a worldwide audience.

"We are thrilled to partner with Bloomberg Philanthropies to create this new tool for connecting audiences near and far with the art, artists, and programs we present," said Gary Ryan, director and CEO of Virginia MOCA. "As the first art museum in Virginia to work with Bloomberg Connects, we are honored to join the extended community of world-class institutions on this leading cultural platform."

Through the free digital guide, users can plan and prepare for their visit, deepen their engagement through exclusive videos and audio interpretation, access detailed descriptions of individual artworks, virtually explore the Museum with interactive gallery maps, and more. The Museum's guide offers glimpses into current and upcoming exhibitions such as *Collector's Edition*, alongside deep dives into past exhibitions through narration by curators, video interviews with artists, and behind-the-scenes installation videos. A special section entitled "Five Staples of Virginia MOCA" highlights the Museum's unique initiatives and offerings, including ARTlab, the Boardwalk Art Show, and the juried art exhibition *Made in VA*.

"Being a part of Bloomberg Connects helps Virginia MOCA obtain more public access and recognition while also helping the Virginia MOCA brand," said Virginia Beach Councilman Worth Remick. "Bloomberg is synonymous with culture, philanthropy, and sophistication, and we will be in good company with many well-known museums and institutions around the world."

The Bloomberg Connects guide builds on and furthers Virginia MOCA's ongoing commitment to accessibility. Offering captions and audio transcripts, multiple language translation, voice-over capabilities, and other assistive technologies, the app works to eliminate barriers to experiencing art and culture. Content will be regularly refreshed in concert with Virginia MOCA's ever-changing exhibitions and programs, at once providing an enriching digital companion to in-person visits and making the Museum accessible from anywhere at any time.

"With this partnership with Bloomberg Philanthropies, Virginia MOCA continues to distinguish itself as well as Virginia Beach," commented Virginia Beach Council Member Michael Berlucchi. "The Museum's work to provide access to and connection through art is outstanding. Our community benefits from their efforts."

Click [here](#) to get the free Bloomberg Connects app, which is available for download from Google Play or the App Store.

About the Virginia Museum of Contemporary Art

An AAM accredited non-collecting museum, Virginia MOCA presents exceptional, locally relevant, and nationally resonant exhibitions that invite neighbors, strangers, students, families, communities, and cultures to explore our shared humanity through contemporary art, in all of its timeliness, restlessness, and beauty. For more information, visit virginiamoca.org. Follow Virginia MOCA at @VirginiaMOCA on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) to receive the latest updates.

About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world. In 2022, Bloomberg Philanthropies distributed \$1.7 billion. For more information, please visit bloomberg.org or follow us on [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#), and [Twitter](#).

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