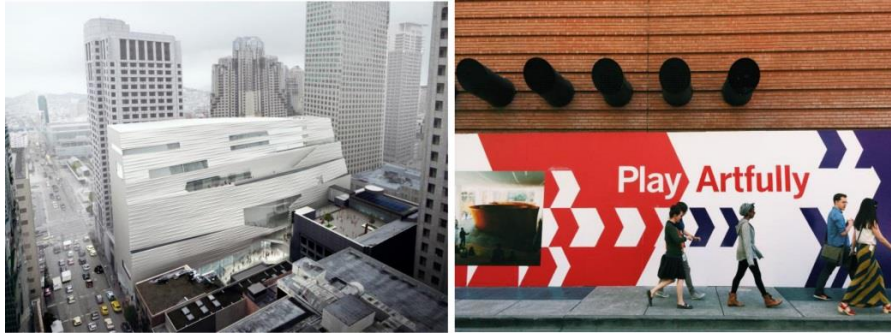




## MEDIA ALERT

For Immediate Release, May 18, 2015

### ***SFMOMA Wins Two Gold MUSE Awards At This Year's American Alliance of Museums Conference***



#### **WHAT:**

- SFMOMA's **#PlayArtfully** digital campaign was presented with the Gold MUSE Award in the Digital Communities category at the 2015 American Alliance of Museums (AAM) Annual Meeting.
- SFMOMA's ***Where Art Can Take You: Transforming SFMOMA*** microsite was also presented with the Gold MUSE Award in the Public Outreach category.

#### **WHY:**

- An innovative campaign focusing on ideals of playfulness and generosity, **#PlayArtfully** engaged audiences online and in the real world with accessible, fun, shareable games that inspired participants to think creatively, and to see art in the everyday world.
- The ***Where Art Can Take You: Transforming SFMOMA*** microsite tells stories of the changing museum as it redefines itself during the closure. Using a narrative format supported by immersive imagery, detailed architectural renderings and behind-the-scenes video, [future.sfmoma.org](http://future.sfmoma.org) reveals the spirit of the new SFMOMA, a museum where the art for our time is made accessible to people of all backgrounds.

**WHEN/WHERE:** Honors were awarded Sunday, April 26 in Atlanta during AAM's Annual Conference.

**ADDITIONAL NOTE:** **#PlayArtfully** was also awarded an Honorable Mention at the Museums and the Web annual conference; ***Where Art Can Take You*** was awarded an Honorable Mention at the annual Webby Awards.

#### **INTERVIEW OPPORTUNITIES:**

- **#PlayArtfully:** Linda Butler, marketing manager, SFMOMA
- ***Where Art Can Take You:*** Keir Winesmith, head of web and digital platforms, SFMOMA

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