

## Press Release

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### **The Fundació Joan Miró, Barcelona, is first Spanish institution in Bloomberg Connects**

**Barcelona, 8 May 2023.** The Fundació Joan Miró, Barcelona, is as of today the first Spanish cultural institution in the free Bloomberg Connects digital app. The app will offer its users and visitors dozens of hours of value-added content in the form of audios, videos and texts to help explore not only the museum and its activities but also its accessibility.

Bloomberg Connects is an arts and culture app created by Bloomberg Philanthropies that offers free digital guides to 185 cultural institutions around the world. It can be downloaded completely free of charge from [Google Play](#) or the [App Store](#) and can be used without an online connection.

The app will enable the Fundació Joan Miró to provide both its in-house as well as its online visitors with stories and contents presented from unique points of view: expert analyses; behind-the-scenes anecdotes related to the artworks; and detailed explanations of the work processes of one of the most influential 20<sup>th</sup>-century artists. In addition, the guide will help users discover some of the most important works from the Fundació Joan Miró Archive, including Miró's preparatory drawings, as well as original sketches and blueprints of the museum building design by architect Josep Lluís Sert and his team.

Other topics of the guide, which aims to be an experience in itself for both visitors and offline users, include the music the artist listened, guide maps and accessible audios of Fundació Joan Miró exhibitions and spaces. In addition to the content at its launch, the Fundació Joan Miró will add new and exclusive content each month to update, expand and enrich the guide.

Bloomberg Connects offers free digital guides to cultural organizations around the world. The app platform is part of Bloomberg Philanthropies' longstanding commitment to supporting digital innovation in the arts. Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices when visiting in person, or anytime from anywhere. With dynamic content exclusive to each partner organization, the app provides a range of features including video, audio, and text; expert commentary; and way-finding maps. Follow [Bloomberg Connects](#) social media channels for updates on new guide launches, exhibit highlights, and more.

You can download the guide by using the QR code below.



## **About the Fundació Joan Miró**

The [Fundació Joan Miró](#) was set up by the artist himself and opened its doors to the public in 1975. It contains a unique collection of Joan Miró's work, his personal library and an archive with all his preliminary sketches, making it a landmark centre for research, dissemination and promotion of the artist's work and legacy.

Since its opening as the first museum in Barcelona devoted to modern and contemporary art, the Fundació Joan Miró has shared the artist's work and his legacy with the world. With the support of public and private institutions, it has promoted and run many international projects and temporary exhibitions, as well as digital and audiovisual initiatives to promote the positive impact of art on people's lives. It has also backed Espai 13, one of the first venues devoted to emerging artists and curators, and an active educational space concentrating on promoting creativity and a better understanding of modern and contemporary artistic practices.

## 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.

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