



Diana Cano
MFA Media art and design
WS 2012/2013

Mobile Culture and Urban Spaces
By Joatan Preis Dutra



Home Place

Museum of Modern Art New York

What is the relation of this app with cultural purposes?

MOMA

Carry **MoMA** in your pocket!



MoMA

Art and Artists



Calendar



Contents

- Art and Artists
- Art Terms
- Cultural events

How it interacts with the environment / urban spaces?

MoMA



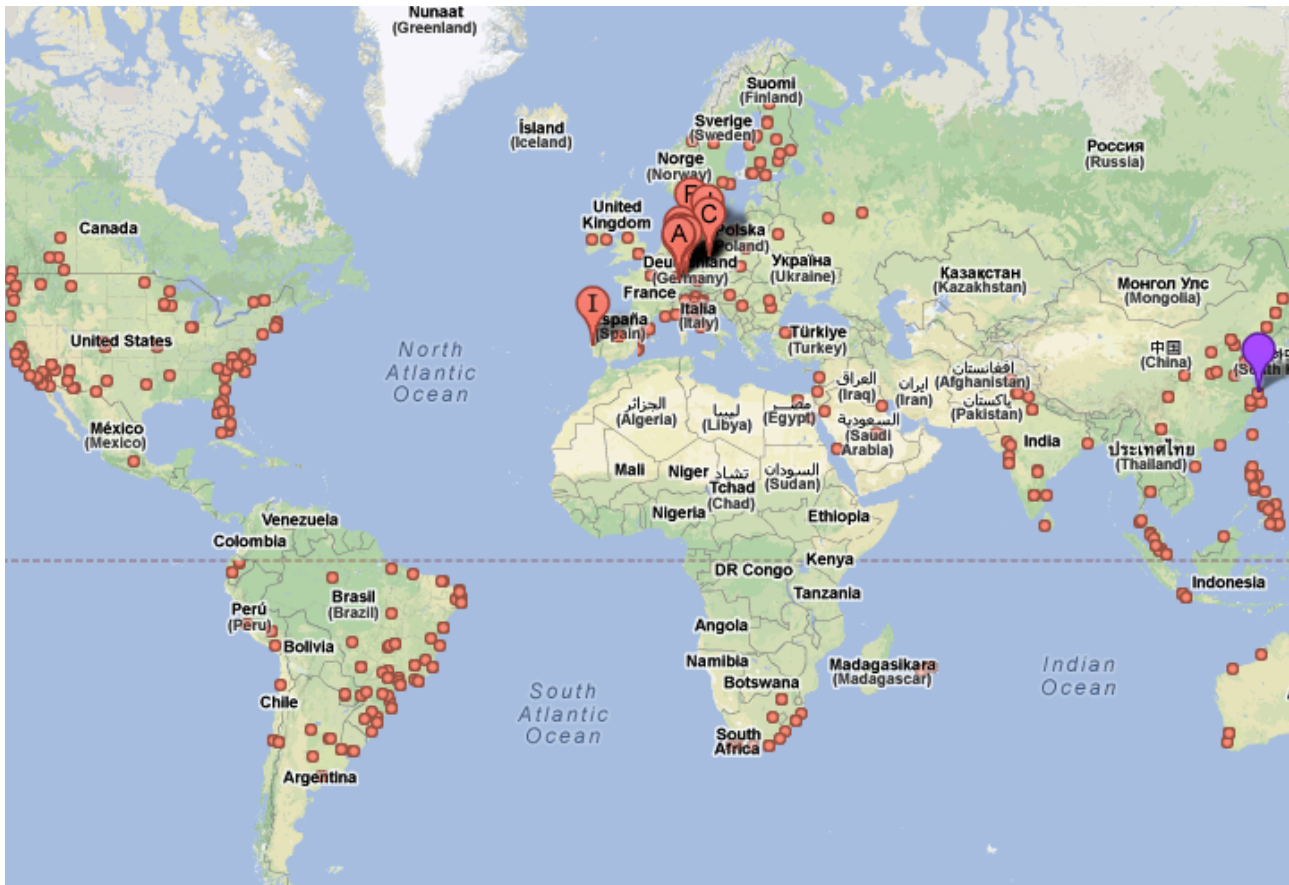
- Tours
- Audio guides
- Art collection
- Artists
- Events
- Location

New York City – MoMA App



- Events
- Location
- Opening Hours

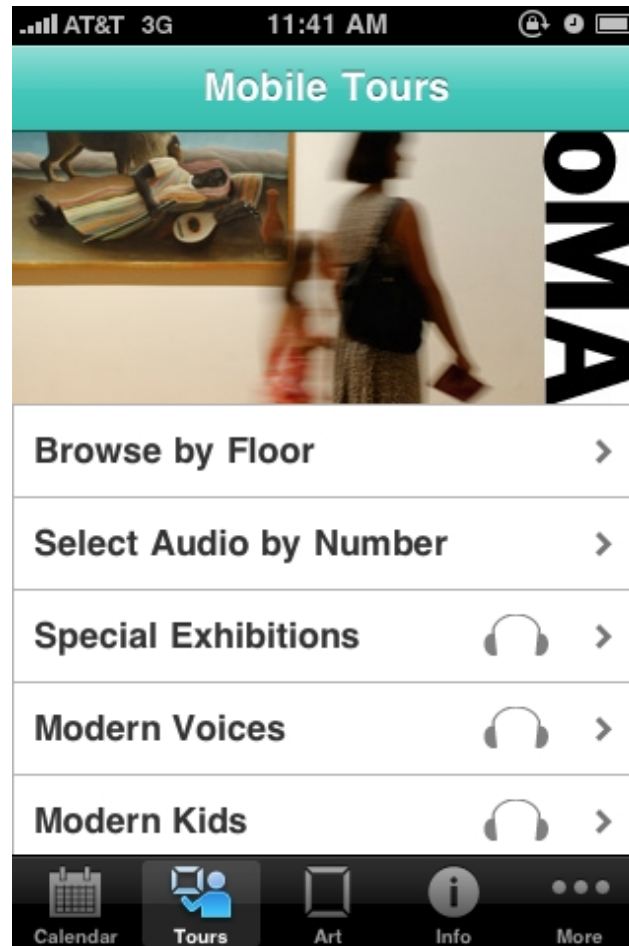
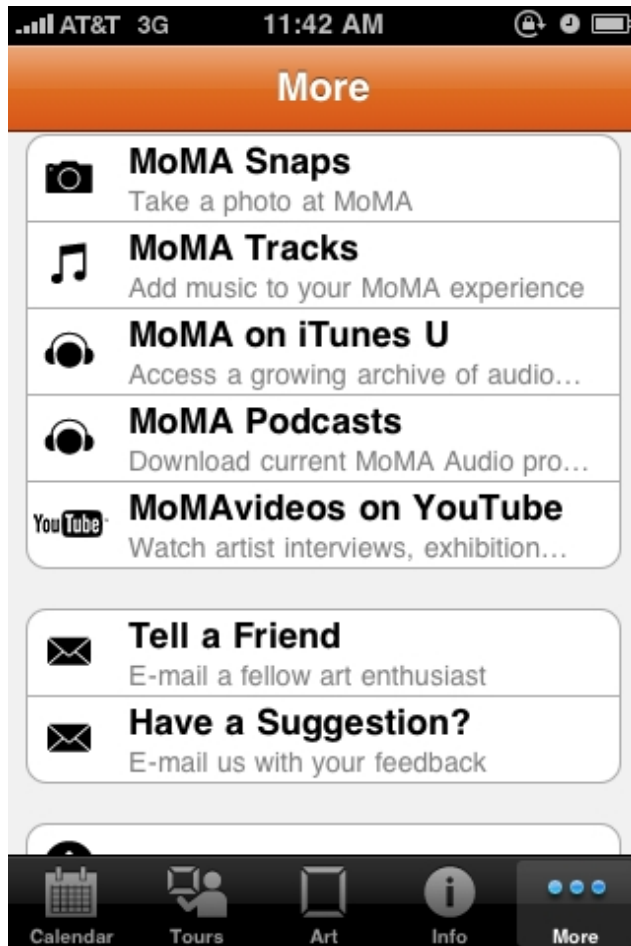
Anywhere - MoMA App



- Open book about modern art
- Newsletter about the Museum and contemporary art

How the user can interact or contribute with the content?

User - Content



- Share information
- Send Postcard
- Send Suggestion
- Snaps
- Scanner
- Tracks
- Take a Tour
- and more...

MONA

How the user can navigate?



Main menu



Calendar >

Mobile Tours >

Art and Artists >

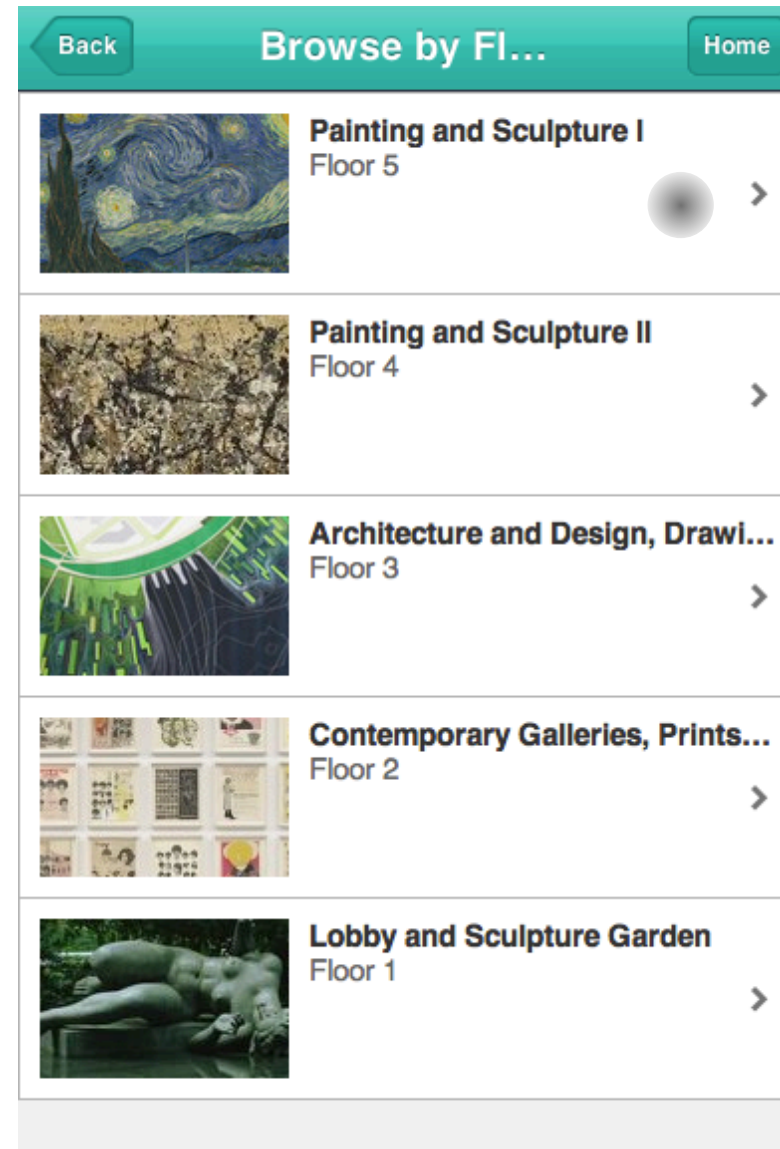
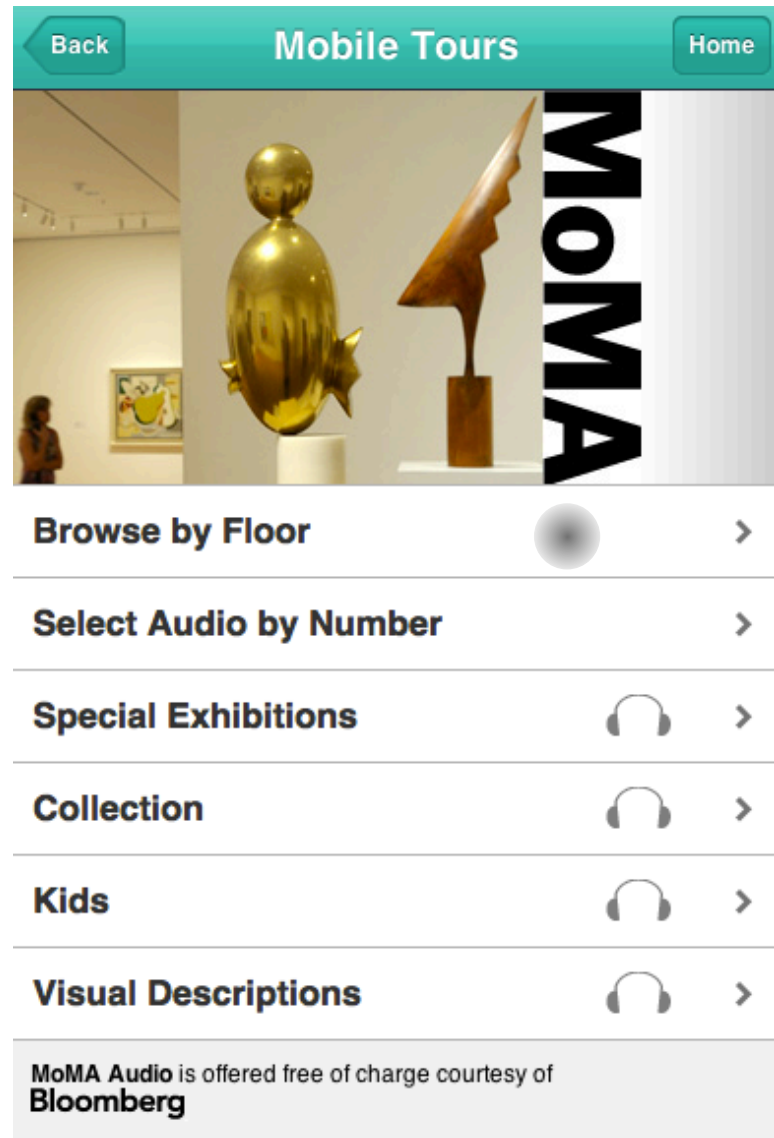
Info >

Buy Tickets >

Full Website >


The Museum of Modern Art
Today's Hours: 10:30 a.m.-5:30 p.m.

Tours




By Floor


[Back](#)[Home](#)




Vincent van Gogh. *The Starry ...*
Gallery 1




Paul Cézanne. *The Bather. c. 1...*
Gallery 1




Paul Gauguin. *The Moon and t...*
Gallery 1



Georges-Pierre Seurat. *Evenin...*
Gallery 1




Alberto Giacometti. *The Palace...*
Gallery 12




Meret Oppenheim. *Object. Pari...*







Gallery 1



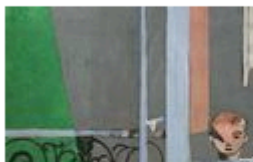
Georges Braque. *Man with a G...*
Gallery 2




Pablo Picasso. *Les Demoiselle...*
Gallery 2



Gino Severini. *Dynamic Hierogl...*
Gallery 3




Henri Matisse. *The Piano Lesso...*
Gallery 6



Henri Matisse. *Dance (I). Paris, ...*
Gallery 6

Art Work and Artist

[Back](#)[Home](#)



Pablo Picasso. *Les Femmes d'Alger* (O.J.).
Paris, June-July 1907
Gallery 2

56 - Visual Descriptions

502 - Collection

View in the Collection


Pablo Picasso

***Les Femmes d'Alger* (O.J.)**


[Back](#)[Home](#)

(Spanish, 1881–1973)


More about this artist




Pablo Picasso
Brooding Woman (recto), Thre...
NOT ON VIEW




Pablo Picasso
Meditation (Contemplation). (la...
NOT ON VIEW



Pablo Picasso
La belle qui passe. (1904)
NOT ON VIEW




Pablo Picasso
The Frugal Repast (Le Repas ...
NOT ON VIEW



Pablo Picasso
Les Femmes d'Alger (O.J.)
NOT ON VIEW

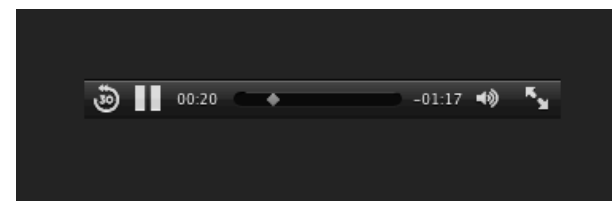
[Back](#)[Home](#)

Pablo Picasso



***Les Femmes d'Alger* (O.J.)**
Pablo Picasso. *Les Femmes d'Alger* (O.J.).
Paris, June-July 1907. Oil on canvas, 8' x 7' 8"
(243.9 x 233.7 cm). Acquired through the Lillie
P. Bliss Bequest. © 2012 Estate of Pablo
Picasso / Artists Rights Society (ARS), New
York

Audio Program excerpt
MoMA Audio: Collection
2008
Curator, Ann Temkin: This painting is titled,
Les Femmes d'Alger (O.J.), "The women of
Alger"



Main menu



Calendar



Mobile Tours



Art and Artists



Info



Buy Tickets



Full Website




The Museum of Modern Art

Today's Hours: 10:30 a.m.-5:30 p.m.

MOMA

Art

[Back](#)[Home](#)



[Search the Collection](#) >

[On View](#) >

[Artists](#) >

[The Collection](#) >

[Art Terms](#) >

[Back](#)[Home](#)

[Architecture and Design](#) >

[Drawings](#) >

[Film](#) >

[Media and Performance Art](#) >


[Painting and Sculpture](#) >


[Photography](#) >


[Prints and Illustrated Books](#) >


[All Works On View](#) >


[Back](#)[Home](#)

**František Kupka**
Admiration. (c. 1899) >
ON VIEW

**František Kupka**
View from a Carriage Window. (c.... >
ON VIEW

**Giorgio de Chirico**
Euripides. 1921 >
ON VIEW

**Yves Tanguy**
Untitled. 1926 >
ON VIEW

**Yves Tanguy**
Untitled. 1926 >
ON VIEW

Main menu



Calendar



Mobile Tours



Art and Artists



Info



Buy Tickets



Full Website

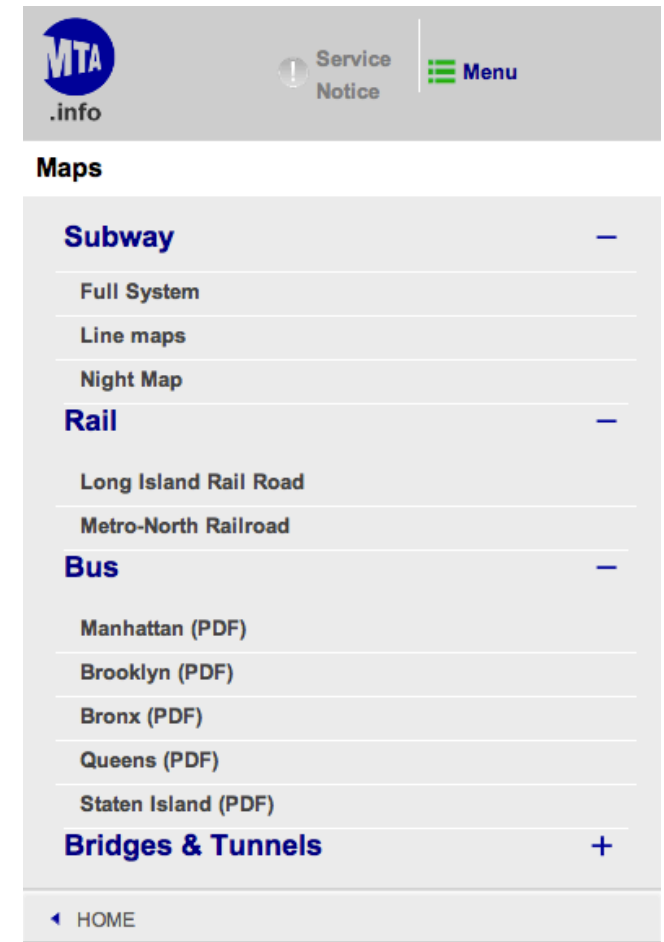
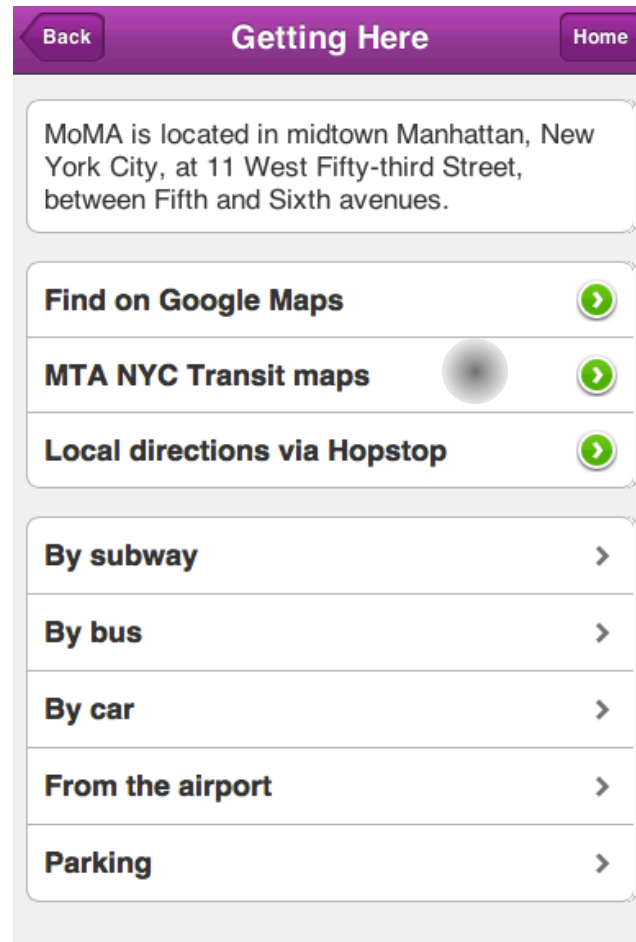
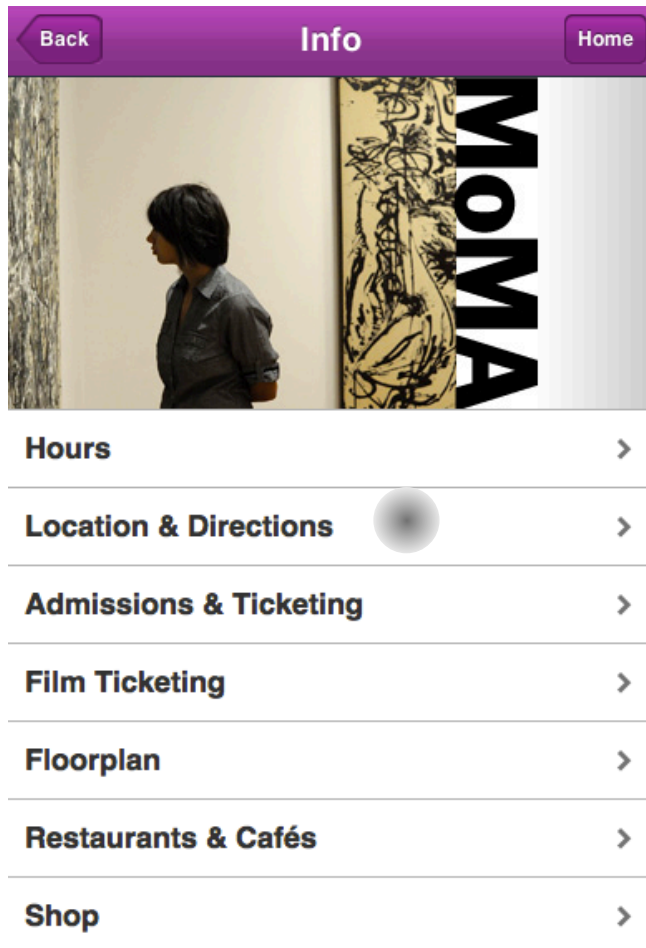


The Museum of Modern Art

Today's Hours: 10:30 a.m.-5:30 p.m.

MOMA

Location and Direction



Main menu



Calendar



Mobile Tours



Art and Artists



Info



Buy Tickets



Full Website




The Museum of Modern Art

Today's Hours: 10:30 a.m.-5:30 p.m.

MOMA

Event

[Back](#)
[Home](#)



[Today at MoMA](#)

[Pick a Day](#)

[Buy Tickets](#)

[Exhibitions](#)

[Film Exhibitions](#)

[Film Schedule](#)

[Programs](#)

[Back](#)
[Today](#)


November 2012


S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	


[Back](#)
[Home](#)


November 15...

[Exhibitions](#)
[Film](#)
[Events & Screenings](#)



Quay Brothers: On Decipherin...
 August 12, 2012–January 7, 2013


Edvard Munch: The Scream
 October 24, 2012–April 29, 2013


Artist's Choice: Trisha Donnelly
 November 9, 2012–April 8, 2013



Projects 98: Slavs and Tatars
 August 15–December 10, 2012

The Artist in Place: The First 10 Years of MoMA PS1
 October 24, 2012–January 1, 2013


Eyes Closed/Eyes Open: Rece...

[Back](#)
[Home](#)

Alina Szapoc...


Alina

Szapocznikow: Sculpture Undone, 1955–1972
 October 7, 2012–January 28, 2013
 Special Exhibitions Gallery, third floor

A sculptor who began working during the postwar period in a classical figurative style, Alina Szapocznikow radically reconceptualized sculpture as an imprint not only of memory but also of her own body. Though her career effectively spanned less than two decades (cut short by the artist's premature death in 1973 at age 47), Szapocznikow left behind a legacy of provocative objects that evoke Surrealism, Nouveau Réalisme, and Pop art. Her tinted polyester casts of body parts, often

Monday, November 12, 2012
 11:30 a.m.
 LECTURES & GALLERY TALKS | GALLERY CONVERSATIONS
Alina Szapocznikow: Sculpture Undone, 1955–1...

Saturday, December 1, 2012
 1:30 p.m.
 LECTURES & GALLERY TALKS | GALLERY CONVERSATIONS
Alina Szapocznikow: Sculpture Undone, 1955–1...

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Share on Twitter

Image: Alina Szapocznikow. *Petit Dessert I (Small Dessert I)*. 1970–71. Colored polyester resin and glass, 3 3/16 x 4 5/16 x 5 1/8" (8 x 11 x 13 cm). Kravis Collection. © The Estate of Alina Szapocznikow/Piotr Stanisławski/ADAGP, Paris. Photo by Thomas Mueller, courtesy Broadway 1602, New York; and Galerie Gisela Capitain GmbH, Cologne

What are the technical background and requirements?

App's Name and Version	The MoMA App Android V. 1. 0. 13 iOS V. 1. 0. 3
Context / Category	Museum / Education
Operational System (OS)	Android, iOS, Web
Screen- resolution	----
OS version required	Android: 2.0 or new iOS: iPhone, iPod touch and iPad (iOS 3.1 or new)
Native or Web-app	Native
Free or Paid	Free
Available on	AppleStore and GooglePlay

* Require internet connection

MoMA

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Thank you!