



NRW-FORUM *DÜSSELDORF*

The NRW-Forum Düsseldorf shows changing exhibitions that challenge each subject within their cultural context. Exhibitions include themes of photography, media, fashion, communication, mobility or lifestyle.



The museum offers its visitors a mobile app that keeps the user updated on current and forthcoming exhibitions as well as holding some mobile specific goodies that supplement NRW Forum's existing web services.



NRW-FORUM APP

Besides offering general information for all visitors the app also contains data on current exhibitions, an audio guide, a Google Maps location guide for Düsseldorf, a video blog, Twitter and Facebook interfaces as well as exclusive iPhone wallpapers.



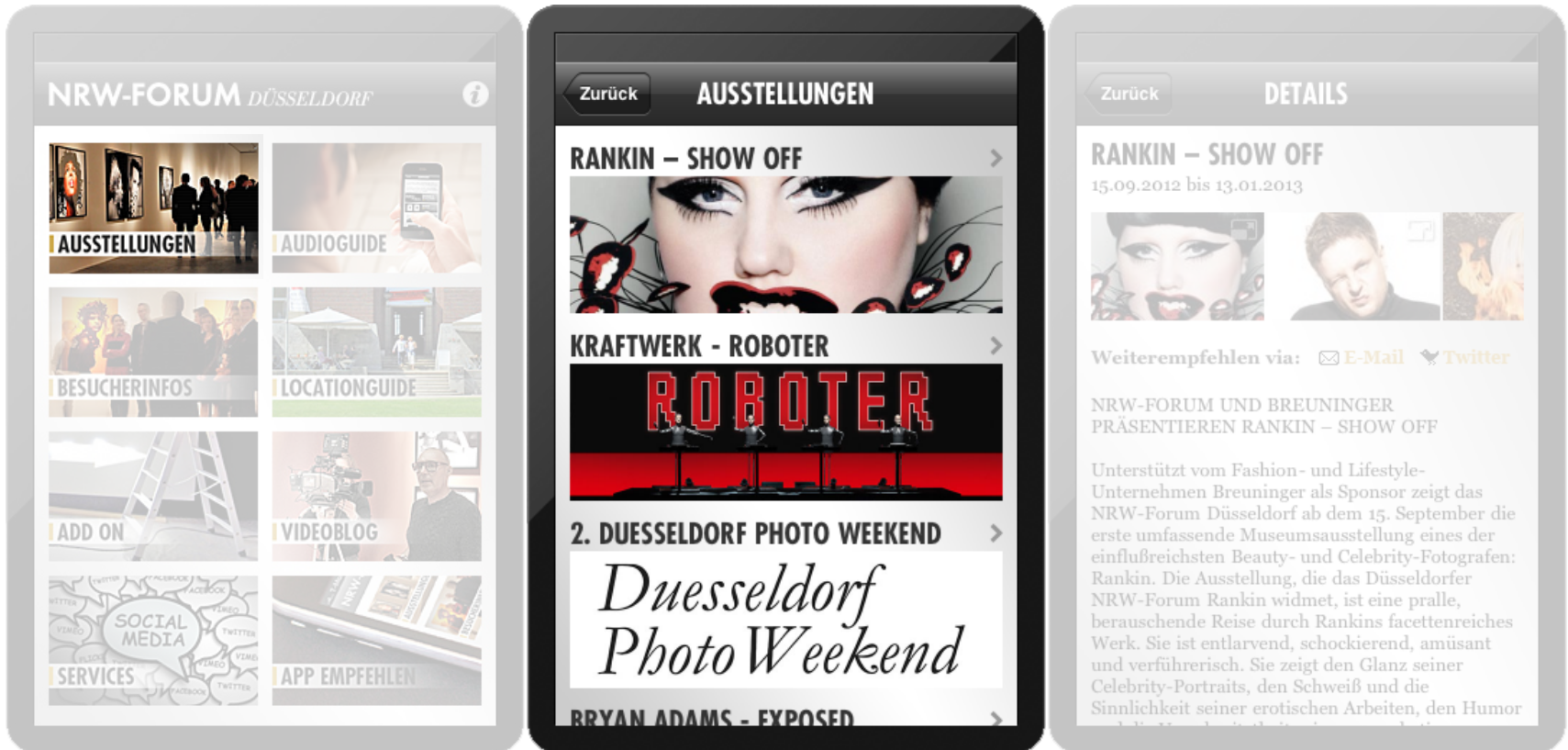
CULTURAL ASPECTS

1.



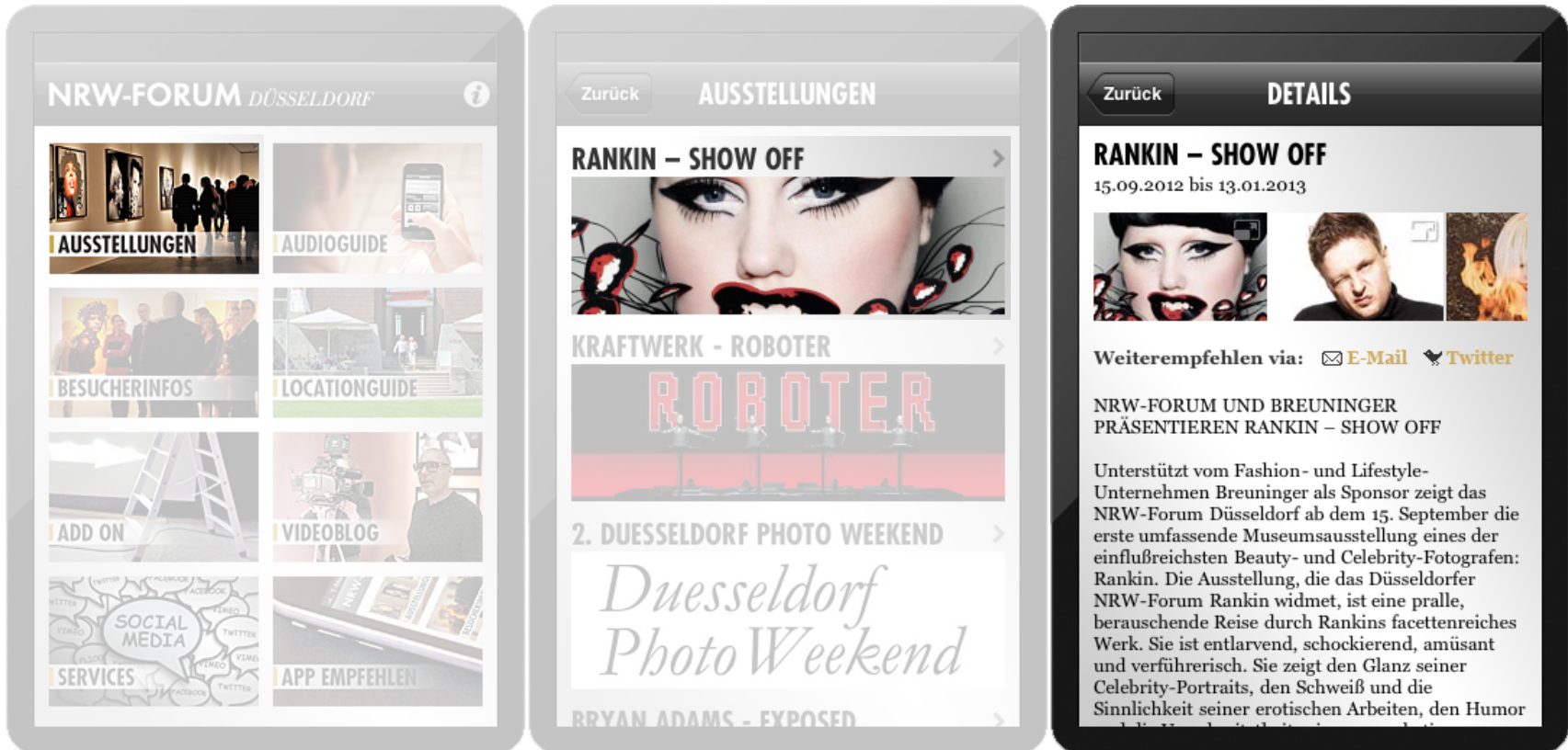
main menu

2.

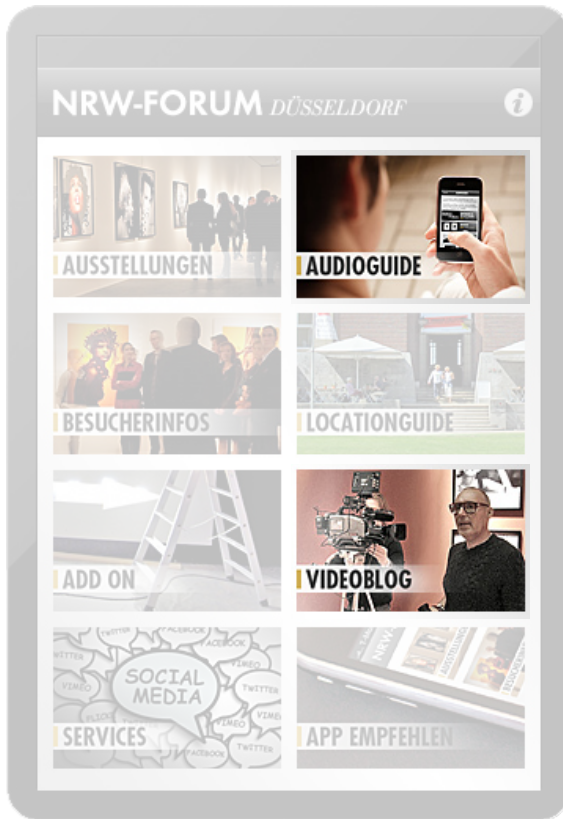


submenu (exhibitions)

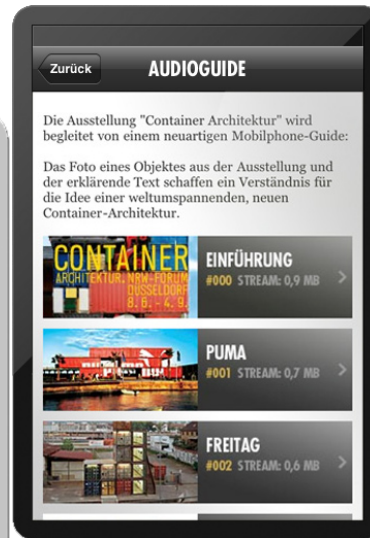
3.



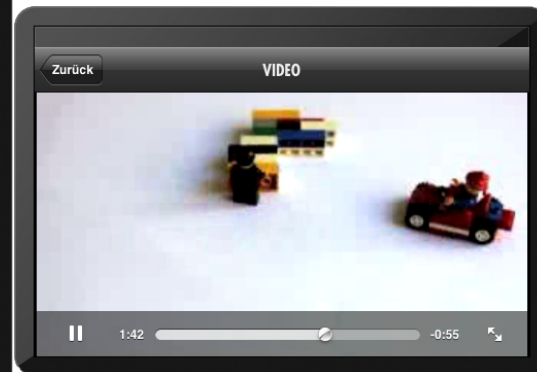
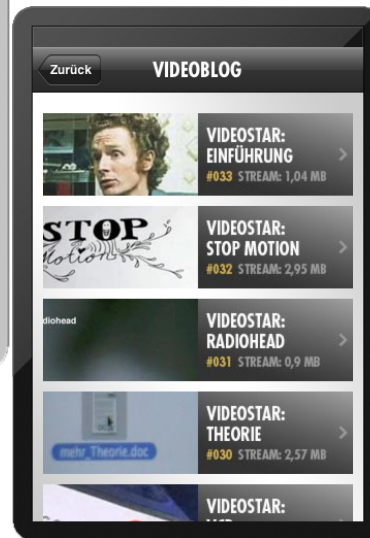
details (exhibition)

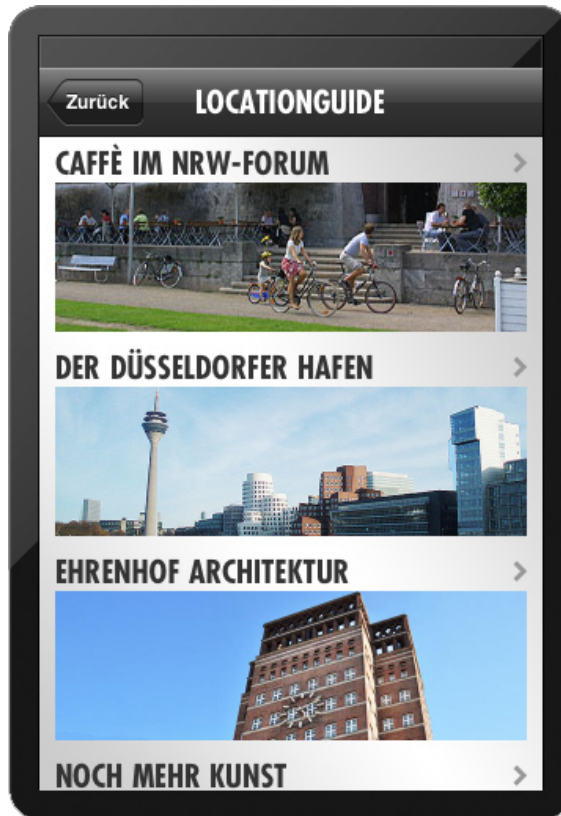


main menu



audio guide
video blog

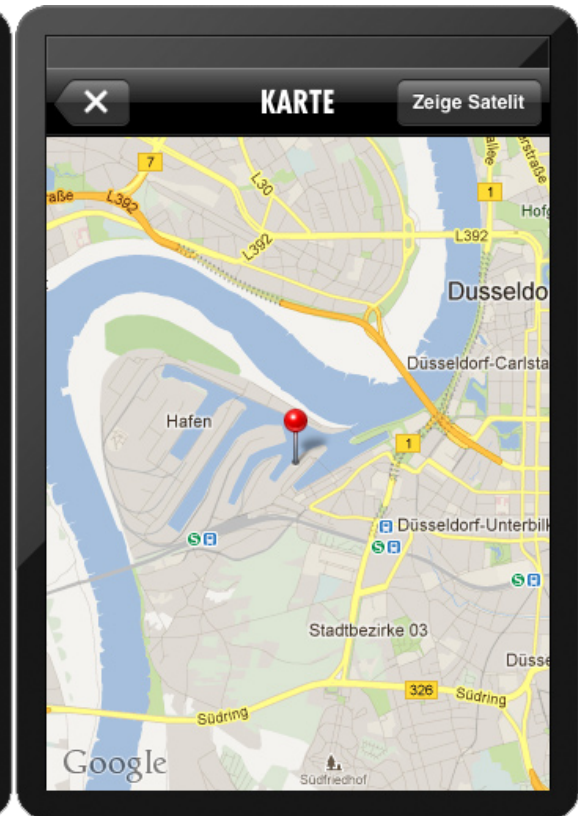




main menu > location guide



details



Google Maps

>> <http://vimeo.com/18115795>



VIDEO DEMONSTRATION

Acknowledged with the following awards:



AUSGEZEICHNET IM
ANNUAL MULTIMEDIA
Award 2011



communication
design
award

2011



Designpreis
Deutschland
2012

NOMINIERT



RECOMMENDATION

The NRW-Forum app was developed for iOS and is free of charge. Since the beginning of 2010 the native app is available for download in the iTunes App Store. It is compatible with iPhone, iPod touch and iPad. The requirements are iOS 3.1 or later and at least a screen resolution of 640×960. The language is German.



Items	Answer
App's Name + Version	NRW Forum v1.5
Type	Museum, Lifestyle
Operational System (OS)	iOS
Minimum screen-resolution required	640×960
Minimum OS version required	iOS 3.1
Native or Web-app	Native
Free or Paid	Free
Where it is Available	iTunes App Store (https://itunes.apple.com/de/app/nrw-forum/id353917335)

MANDATORY TABLE

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THANKS.

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REFERENCES