| Seyedeh Golriz Behgoo |
| Mobile Culture & Urban Spaces |
| By Joatan Preis Dutra |
| MFA Media Art &Design |
| Winter Semester 2012 / 2013 |

İSTANBUL MODERN
COMMUNICATION AND TECHNOLOGY SPONSOR
TURKCELL
İSTANBUL MODERN
İSTANBUL MODERN

# What is istanbul Modern?

## * | Museum of Modern Art |

- Hosts **modern** and **contemporary art** exhibitions and Interdisciplinary events.
- Share **Turkey**'s artistic creativity with wide audiences.
- Promote its **cultural identity** in the international art world.

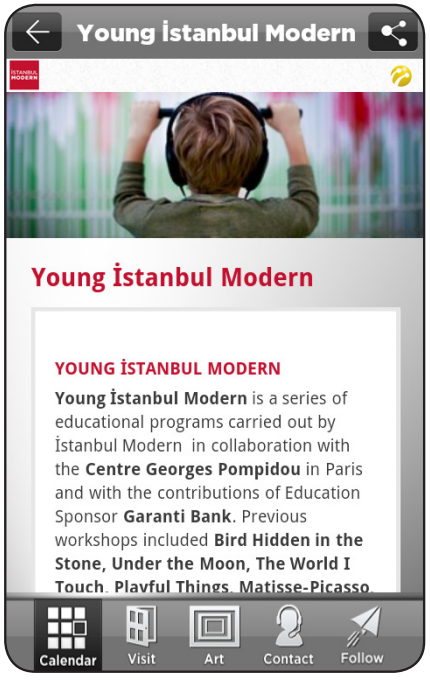
## * | Mobile App |

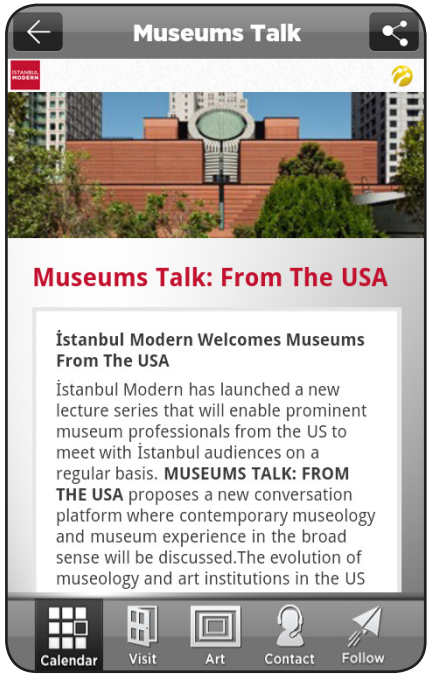
- Designed to make your museum visits more **interactive**.
- Allows you to access **exhibitions**, **events**, **cinema** and **educational programs** any time on your mobile.

| What is the relation of |
| this app with cultural purposes? |

# * | Contents |

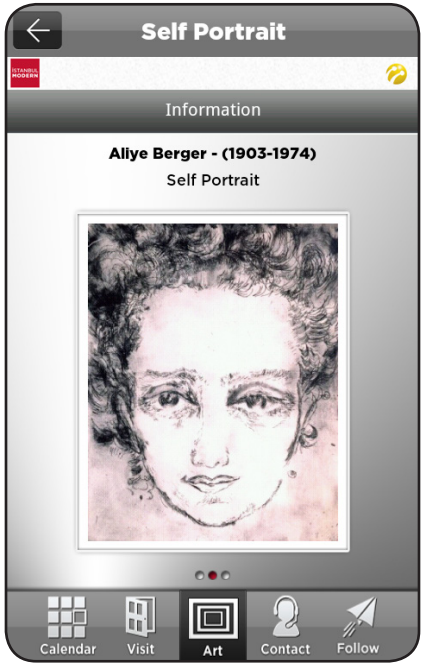
- Art and Artists (Modern & Contemporary Art)
- Art History
- Cultural events | Exhibitions | Current Activities
- Educational & Social Programs
- Publications
- Cinema | Library

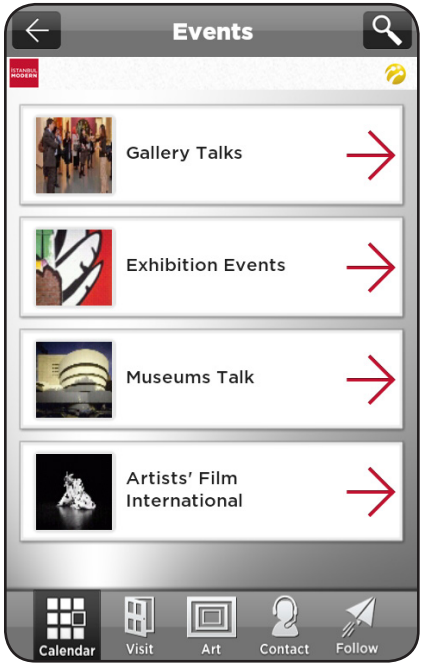


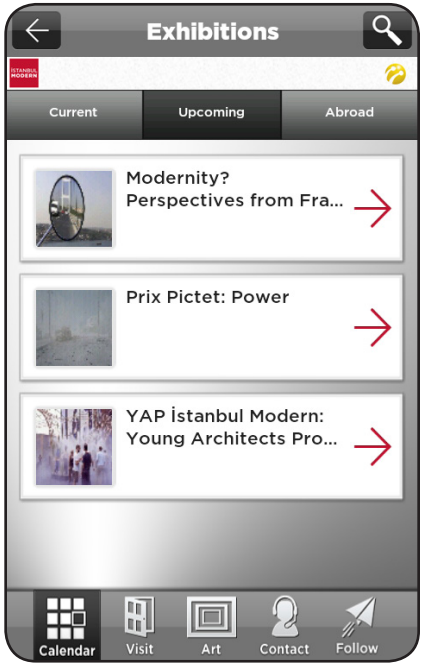



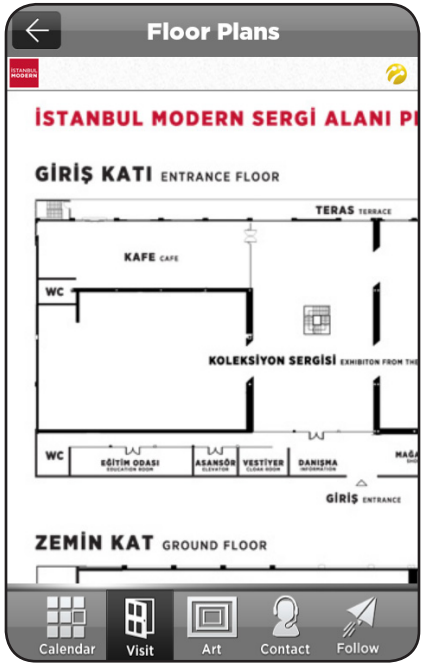
| How it interacts with the |
| environment / urban spaces? |

- Art Collections
- Art News & Events | Museum and City (Istanbul)
- Exhibitions | Turkey & Abroad
- Informative App



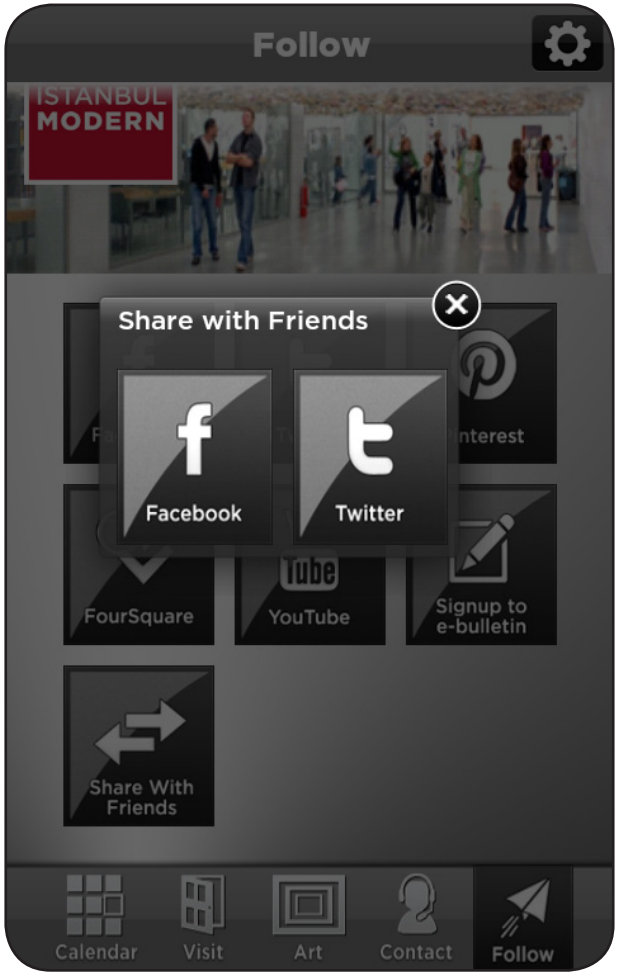



| How the user can interact |
| or contribute with the content? |

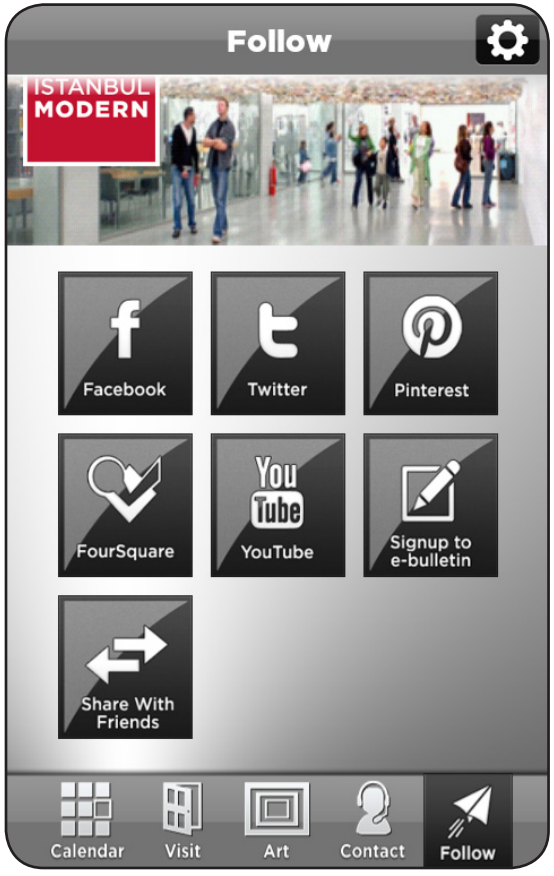
- Share Information
- Give Suggestions

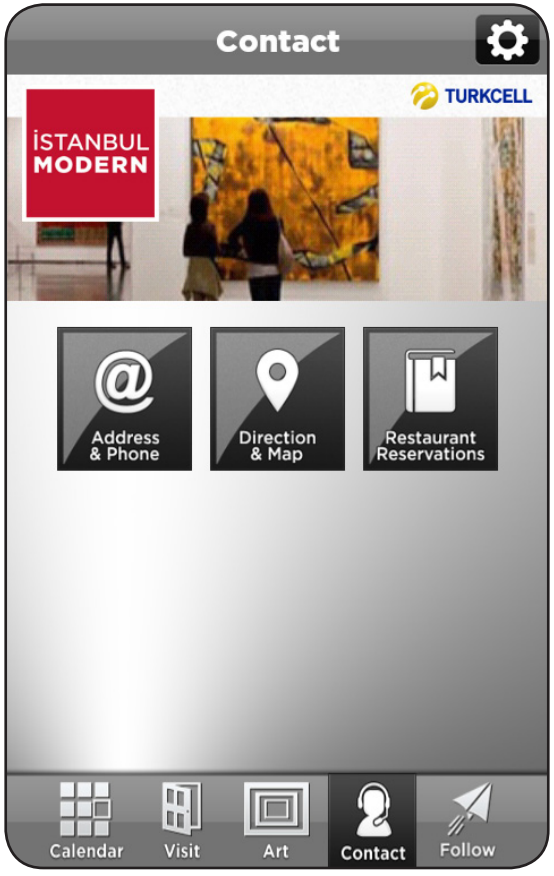


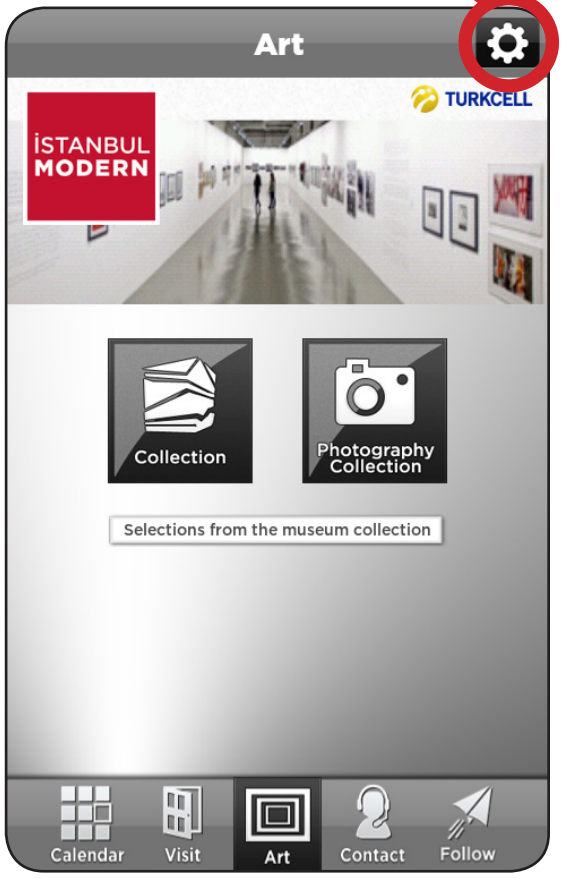
# Navigation

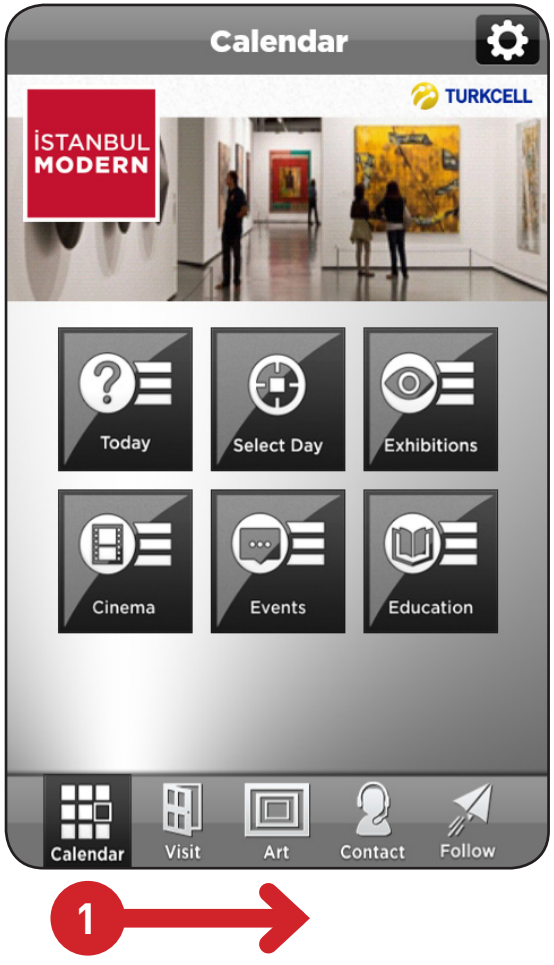
The Second Menu

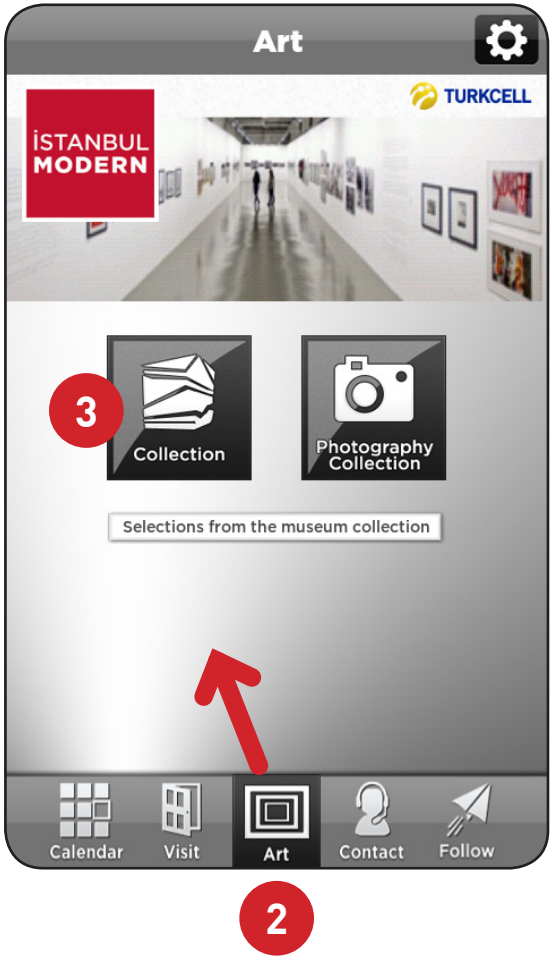
The Main Menu


Follow
İSTANBUL MODERN
Facebook
Twitter
Pinterest
FourSquare
YouTube
Signup to e-bulletin
Share With Friends
Calendar
Visit
Art
Contact
Follow

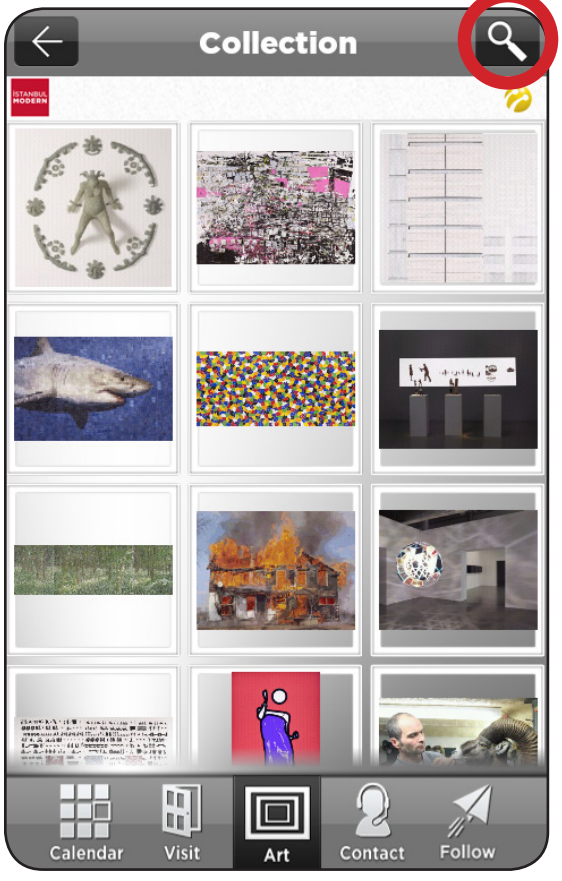

Contact
TURKCELL
İSTANBUL MODERN
Address & Phone
Direction & Map
Restaurant Reservations
Calendar
Visit
Art
Contact
Follow


Icon for Settings
Art
TURKCELL
İSTANBUL MODERN
Collection
Photography Collection
Selections from the museum collection
Calendar
Visit
Art
Contact
Follow


Calendar
İSTANBUL MODERN
TURKCELL
Today
Select Day
Exhibitions
Cinema
Events
Education
Calendar
Visit
Art
Contact
Follow
1

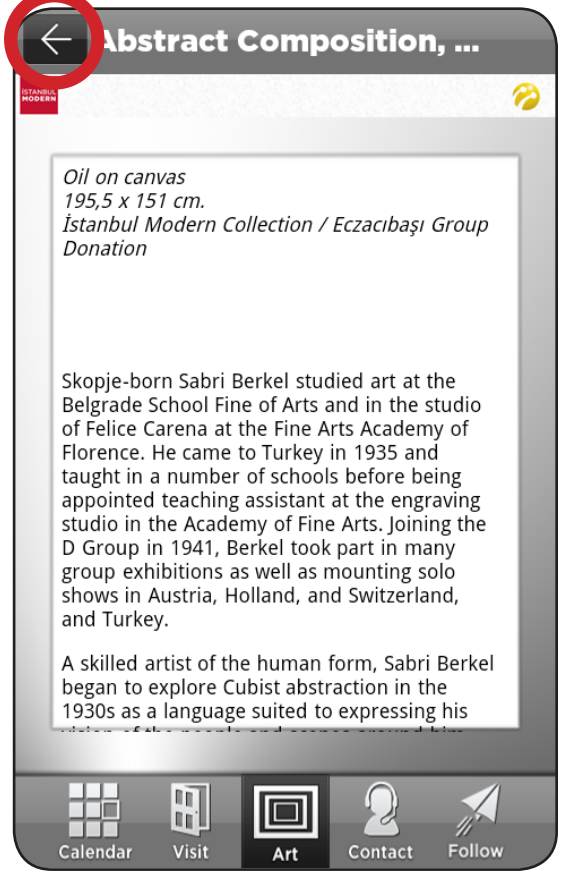

Art
İSTANBUL MODERN
TURKCELL
3
Collection
Photography Collection
Selections from the museum collection
Calendar
Visit
Art
Contact
Follow
2

Search Icon




3

Back Icon




5

# My Impression

- Collect, preserve, exhibit & document works of modern & contemporary art
- Make art accessible to art lovers
- Sharing Turkey's artistic creativity | Promoting cultural identity
- Informative
- Simplicity
- Easy to use
- Good interface
- Poor in the matter of interacting with user
- Need to work

# Technical Background

| | |
|---|---|
| Application Name \| Version | istanbul Modern \| v 2.0.1 |
| Type | Museum \| Education |
| Operational System (OS) | iOS \| Android |
| Minimum screen-resolution required | — |
| Minimum OS version required | Android \| 2.1 & up<br>iOS \| 3.0 & up |
| Native or Web-app | Native |
| Free or Paid | Free |
| Where it is Available | Google play \| Apple app store |

- The application was made possible thanks to the contributions by İstanbul Modern’s Communication and Technology Sponsor, Turkcell.
- Developer | KIRAZZ TECHNOLOGY

# THANK YOU