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FOR IMMEDIATE RELEASE

**SEE ART, STAY FIT, HAVE FUN**  
**New iPhone Application "Take It Artside!" Allows**  
**Users to Interact with Public Art**

The Central Kentucky Museum Without Walls Project presents: *Take it Artside!*, Kentucky's first public art smart phone application. This is a FREE application available at iTunes as of November 30<sup>th</sup> and will continue to be free as long as it has community sponsorship. It is currently available for iPhone users, as well as iTouch and iPad users wherever Wi-Fi is available. *Take it Artside!* will be available for Android users in early 2011.

The project has grown out of a commitment to collaborative, cross-disciplinary, community-engaged research and the project leaders' vision for enhancing the value of the region's vibrant and growing public art initiatives. "This new iPhone app to locate and interact with public art in Central Kentucky has the potential to connect our public art efforts and broaden the audience for our public art. As a Town Gown project, it introduces an educational facet into our local arts scene that will engage our community in new and exciting way. The lesson plans and gaming features are particularly important to our goal of building a new 21st-century workforce that values the arts. The app is a great way for Lexington to celebrate and encourage artists' work, to let visitors and residents alike see what great cultural resources we have to offer" says Mayor-elect Jim Gray.

Through the use of the iPhone application and web-based activities users are be able to actively enjoy Central Kentucky's public art. The iPhone application, *Take it Artside!*, includes images of local public art, along with a brief description of each piece, artist information. Each piece is identified on a map by GPS location. There is a unique game that can test your passion for public art. The corresponding website includes many of the same features as the app as well as featured tours for users and interdisciplinary lesson plans for teachers to use in their classroom. The lesson plans are targeted towards middle and high school students. They will give students the opportunity interpret a piece of public art in their own way and compete for a spot on the application and website.

You can experience all of this and more when you download *Take It Artside!* from the Apple Store. Coming soon in Version 2 *Take It Artside!* will include:

- "Artfit!", a game that incorporates fitness in seeing Central Kentucky's public art
- two-minute video clips (examples at <http://www.youtube.com/user/TakeltArtside>) with local artists so that you can meet them right there on your phone while viewing the artwork
- student submissions from the winners of our uniquely-designed lesson plans
- crowd-sourcing feature for future condition reporting.

Keep your application updated so you will have the latest version!

The *Take It Artside!* app is for your use and enjoyment. With your help, the contents of the app will grow richer. If you notice an error, omission, or problem with any of the app's functions or content, don't hesitate to let us know by emailing [projectteam@kentuckymuseumwithoutwalls.com](mailto:projectteam@kentuckymuseumwithoutwalls.com) and we'll take care of it so that you can enjoy taking it artside!

**About The Central Kentucky Museum Without Walls Project:**

CKMWW is a collaborative project originally made possible by a Commonwealth Collaborative grant from the University of Kentucky. The project team hopes to build an inventory of Central Kentucky's public art and then use this catalog to promote education and enhance the public's interaction with the art around them. This project strives to do so through creating smart phone applications, developing processes of conservation and record keeping, engaging in research, and producing tools for education. It is a result of the combined efforts of Christine Huskisson (University of Kentucky Department of Art) and Lisa Broome-Price (University of Kentucky Gaines Center for the Humanities), as well as students from Georgetown College.