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Hammer Museum Launches Free Mobile App Available now via iTunes and Android Market



Los Angeles – The Hammer Museum is excited to introduce the Museum’s **free mobile app**, available now on [iTunes](#) and the [Android Market](#). Use the Hammer app to plan your visit, enhance your museum experience with robust exhibition content, and learn more about the Hammer’s wide array of exhibitions and collections. The free app is rich with content including interviews with artists and curators discussing specific works of art, videos of artists describing their practices, and excerpts from exhibition catalogues. The breadth of material on the app will be continually expanded. Compatible devices include Android (Android 2.2 and higher) and iPhone (must have iOS 4 installed).

FEATURES INCLUDE:

- In-depth exhibition audio guides
- Interviews with artists and curators
- Videos and images of works on view
- Exhibition catalogue texts
- Tools for planning your visit
- Interfaces with social networking sites and email

The Hammer’s app was developed with Toura (<http://toura.com>), a recognized leader in multi-media cross-platform app publishing. Toura has partnered with leading content creators around the world, including the Art Institute of Chicago, the Hirshhorn Museum and Sculpture Garden, and the Royal Academy of Arts, to create a variety of mobile applications.

ABOUT THE HAMMER MUSEUM

The Hammer Museum, a public arts unit of the University of California, Los Angeles, is dedicated to exploring the diversity of artistic expression through the ages. Its collections, exhibitions, and programs span the classic to the cutting-edge in art, architecture, and design, recognizing that artists play a crucial role in all aspects of culture and society.

The museum houses the Armand Hammer Collection of Old Master, Impressionist, and Post-Impressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. The Hammer's newest collection, the Hammer Contemporary Collection, is highlighted by works on paper, particularly drawings and photographs from Southern California. The museum also houses the Grunwald Center for the Graphic Arts, comprising more than 45,000 prints, drawings, photographs, and artists' books from the Renaissance to the present; and oversees the management of the Franklin D. Murphy Sculpture Garden on the UCLA campus. The Hammer presents major single-artist and thematic exhibitions of historical and contemporary art. It also presents approximately ten Hammer Projects exhibitions each year, providing international and local artists with a laboratory-like environment to create new work or to present existing work in a new context.

As a cultural center, the Hammer offers a diverse range of free public programs throughout the year, including lectures, readings, symposia, film screenings, and music performances. The Hammer's Billy Wilder Theater houses these widely acclaimed public programs and is the new home of the UCLA Film & Television Archive's renowned cinematheque.

HAMMER MUSEUM INFORMATION

For current program and exhibition information call **310-443-7000** or visit **www.hammer.ucla.edu**.

Hours: Tuesday, Wednesday, Friday, Saturday, 11am – 7pm; Thursday, 11am – 9 pm; Sunday, 11am – 5 pm; closed Mondays, July 4, Thanksgiving, Christmas, and New Year's Day.

Admission: \$10 for adults; \$5 for seniors (65+) and UCLA Alumni Association members; free for Museum members, students with identification, UCLA faculty/staff, military personnel, veterans, and visitors 17 and under. The Museum is free on Thursdays for all visitors. Public programs are always free.

Location/Parking: The Hammer is located at 10899 Wilshire Boulevard, at Westwood Boulevard. Parking is available under the Museum. Rate is \$3 for three hours with Museum validation. Bicycles park free.

Hammer Museum Tours: For group tour reservations and information, call 310-443-7041.