

cincinnati art museum

FOR IMMEDIATE RELEASE

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***Images Available Upon Request**

Click, create and commence personalized art hunts with Cincinnati Art Museum's *MyCAM*

CINCINNATI— The Cincinnati Art Museum debuted *MyCAM*, interactive touch tables that help visitors customize their museum experiences on October 12. Now, *MyCAM* is accessible both at the museum and on its website, cincinnatiartmuseum.org/mycam, making it just a click away.

MyCAM art hunts are personalized tours for museum goers of all ages. With over 320,000 possible artwork combinations, visitors can create a new art experience each time they visit. Start with a theme, browse and choose from hundreds of artworks currently on view, print and explore the galleries.

Art hunts can be created anywhere from the museum's website or upon arriving at the museum. Once complete, print the art hunt at home, or print at the museum and pick up at the Visitors Services desk in the main lobby.

No matter a visitor's age, *MyCAM* can be customized for both adults and children. Each printed art hunt comes with various in-gallery activities ranging from reflective poetry writing to sketching. Art hunt themes for children include: Amazing ArtVenture, Art Safari, Museum Mixup and Time Travelers. Adult themes include: All the Feels, Create Your Art Story, Curator's Choice and Museum Medley.

MyCAM is based on JourneyMaker, a family interactive experience designed and developed by the Art Institute of Chicago. The Cincinnati Art Museum worked with Paperplane Creative and Clifton Labs in Cincinnati, Ohio, to bring JourneyMaker to museum visitors in the tristate. *MyCAM* enhanced the brilliance of JourneyMaker by including adult hunts, something not found on the Art Institute of Chicago's program.

"*MyCAM* goes hand-in-hand with the Cincinnati Art Museum's strategic plan, focusing on resources that inspire individuals and connect communities," says Cincinnati Art Museum Director of Learning & Interpretation Emily Holtrop. "Now that it's accessible on the art museum's website, *MyCAM* extends beyond the walls of the museum, opening up new and unique opportunities for art education."

MyCAM is free and open to the public, located in the newly renovated Schmidlapp Gallery on the first floor. To learn more, visit cincinnatiartmuseum.org/aboutmycam.

About the Cincinnati Art Museum

The Cincinnati Art Museum is supported by the generosity of individuals and businesses that give annually to Artswave. The Ohio Arts Council helps fund the Cincinnati Art Museum with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The Cincinnati Art Museum gratefully acknowledges operating support from the City of Cincinnati, as well as our members.

Free general admission to the Cincinnati Art Museum is made possible by a gift from the Rosenthal Family Foundation. Special exhibition pricing may vary. Parking at the Cincinnati Art Museum is free. The museum is open Tuesday – Sunday, 11 a.m.–5 p.m. and Thursday, 11 a.m.–8 p.m.

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