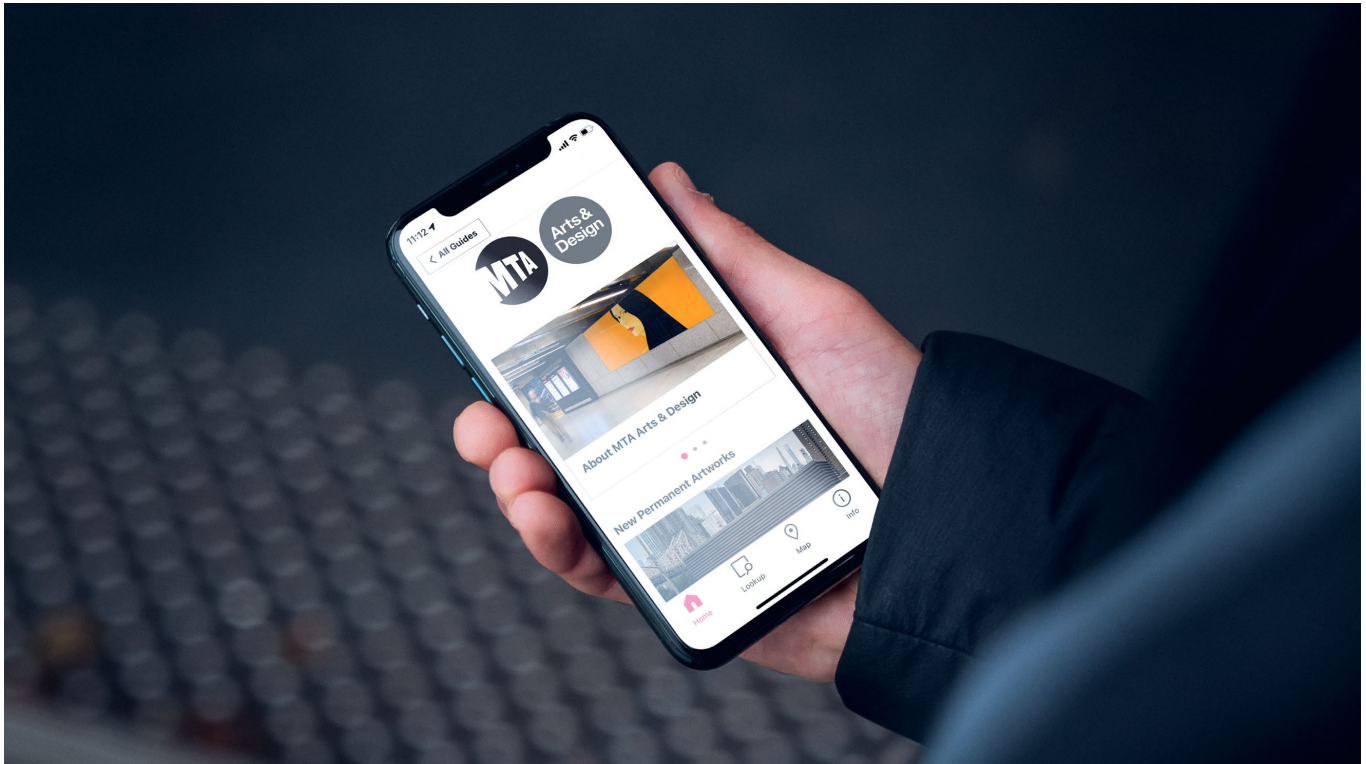




Media Announcement

MTA Arts & Design Launches Digital Guide on Bloomberg Connects, the Free Arts and Culture App

Free App Available in the Apple App Store and Google Play Store



(NEW YORK, NY — October 3, 2023) Metropolitan Transportation Authority (MTA) Arts & Design today launched its digital guide on Bloomberg Connects, the free arts and cultural app created by Bloomberg Philanthropies. The Arts & Design digital guide offers MTA customers and app users anywhere in the world, new ways of discovering the first-rate contemporary art collection located throughout the Metropolitan New York area served by New York City Transit, Metro-North Railroad, and Long Island Rail Road.

With the public release, MTA Arts & Design becomes the first transit art program in the world to launch its digital guide on the Bloomberg Connects app. Arts & Design's digital guide features the more than 400 permanent and temporary artworks in an interactive map. MTA customers will be able to embark on self-guided tours and explore curated content related to New York's underground art museum. Exhibitions within the guide will showcase the program's most-recent permanent art installations and temporary projects including the Digital Art, Photography, Posters, Poetry in Motion, and Music Under New York live performances.

"The new digital art guide is an easy and accessible way to connect our riders with information about each piece of art," **said MTA Chair and CEO Janno Lieber**. "I want to thank Bloomberg Philanthropies for giving our riders the opportunity to discover the many crown jewels in the MTA system."

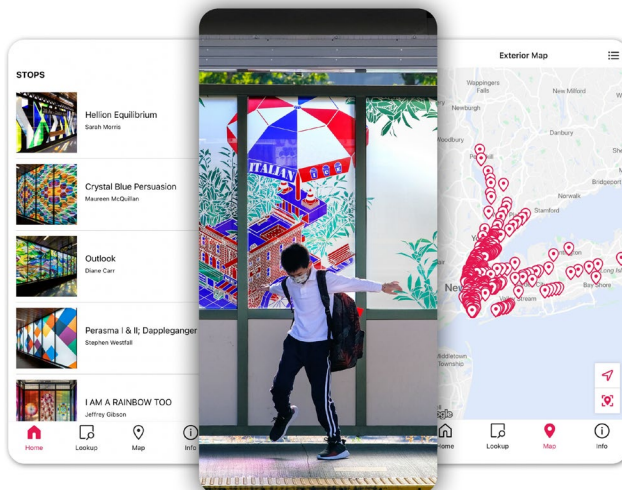
"For the first time, the entire collection of artworks commissioned by Arts & Design is fully accessible at one's fingertips and we are thrilled to be part of Bloomberg Connects' app," **said MTA Arts & Design**

Director Sandra Bloodworth. “The interactive map feature visually shares the MTA’s ever-growing contemporary art collection, joining world class art museums, in making New York’s underground museum available for everyone, everywhere.”

To start using the guide, download the free Bloomberg Connects app from the Apple App Store or Google Play Store, and search for “MTA Arts & Design” within the app.

About Bloomberg Connects

The Bloomberg Connects app is a free digital guide to cultural organizations around the world that makes it easy to access and engage with arts and culture from mobile devices, anytime, anywhere. The app offers information about current exhibitions at a portfolio of over 250 participating cultural partners through dynamic content tailored to each organization. Participating collections currently include botanical gardens, performance venues, outdoor sculpture parks, and world-class museums. Features include expert commentary, video highlights, pinch-and-zoom capability and exhibition maps. The app can be downloaded for free via Google Play or the App Store.



About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world.

About MTA Arts & Design

MTA Arts & Design encourages the use of public transportation by providing visual and performing arts in the metropolitan New York area. The Percent for Art program is one of the largest and most diverse collections of site-specific public art in the world, with more than 380 commissions by world-famous, mid-career and emerging artists. Arts & Design produces Graphic Arts, Digital Art, Photography, as well as live musical performances in stations through its Music Under New York (MUSIC) program, and the Poetry in Motion program in collaboration with the Poetry Society of America. It serves the millions of people who rely upon MTA subways and commuter trains and strives to create meaningful connections between sites, neighborhoods, and people.

PRESS CONTACT
MTA Press Office
(212) 878-7440

CONNECT
[MTA Arts & Design](https://www.mtaahq.org/arts)
arts@mtahq.org
[@MTAArtsDesign](https://www.instagram.com/MTAArtsDesign)
[#mtaarts](https://twitter.com/mtaarts)