

PRESS RELEASE

FREE WIFI IN THE SCHIRN AND THE STÄDEL

(Frankfurt am Main, February 04, 2015) Starting with the new exhibition year 2015, the Schirn Kunsthalle Frankfurt and the Städel Museum offer free-of-charge WiFi throughout their premises; visitors of both art institutions will have free access to the Internet as of February 05, 2015. The Schirn and the Städel are the first two venues of this size in Germany, which provide free-of-charge and unlimited WiFi in all their exhibition areas. During their visit, users will be able to communicate online, inform themselves about contents and subjects of the presented shows, exchange views in the social media, for instance, as well as capture special experiences and share them directly and rapidly. In addition, visitors may download digital educational offers such as the digitorials, apps, and audio guides for specific shows and collections successfully used by both institutions, and run these offers on their own devices. In addition, articles and videos from the Schirn magazine, the Städel blog, and the YouTube channels of both houses are easily accessible for use online during visits of the Schirn and the Städel. The Schirn's WiFi will be available with the start of the exhibition "Poetry of the Metropolis. The Affichistes" from February 05, 2015. The Städel's WiFi can also be used as of February 05, 2015.

Both art institutions run by Max Hollein rank among Germany's pioneers when it comes to education and communication projects based on digital media. Starting with its WiFi offer, the Schirn will realize a number of online measures and digital projects in 2015. New digitorials, audio guide apps, and digital campaigns will be developed for selected exhibitions. The Städel Museum celebrates its bicentennial in 2015 by implementing its digital extension. This manifold initiative expands the museum's education and communication program into the digital realm. Besides a digitorial for the exhibition "Monet and the Birth of Impressionism" available as of February 04, 2015 (www.monet.staedelmuseum.de), the range of measures includes a Städel app, online art history courses, educative computer games, and a comprehensive digital exhibits platform inviting users to "roam" the collection intelligently and intuitively.

ALL DETAILS ON THE WIFI OFFER IN BOTH INSTITUTIONS:

available as of February 05, 2015, free-of-charge, area-covering, high compatibility (supports all WiFi standards in the 2.4 and 5 GHz bands), broadband Internet access thanks to fiberglass infrastructure, all services usable

YOUR PRESS CONTACTS IN WIFI MATTERS:

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STÄDEL MUSEUM AND LIEBIGHAUS SKULPTURENSAMMLUNG

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