

EL MUSEO DEL BARRIO

EL MUSEO DEL BARRIO DEBUTS THE FIRST FULLY BILINGUAL (ENGLISH-SPANISH) DIGITAL GUIDE ON THE BLOOMBERG CONNECTS APP, AVAILABLE ON AUGUST 7, 2021

The Museum joins dozens of iconic cultural institutions around the globe with a content rich Guide featuring its on-view exhibition ESTAMOS BIEN - LA TRIENAL 20/21, the Permanent Collection, and more

NEW YORK, NY, August 3, 2021 - El Museo del Barrio is delighted to debut the first-ever, fully bilingual English-Spanish, multimedia digital guide, on the Bloomberg Connects App on Saturday, August 7, 2021. Expanding on *El Museo en tu Casa*, an online bilingual initiative conceived during the pandemic, the growing guide features content related to the Museum's history, El Barrio (East Harlem), the Permanent Collection, exhibitions (current and past), recent virtual public programs, and more. The Bloomberg Connects app makes it easy to access and engage with El Museo de Barrio from mobile devices, anytime, anywhere. The app can be downloaded for free via [Google Play](#) or the [App Store](#).

"With the support of Bloomberg Philanthropies, both English and Spanish speakers can now experience highlights of El Museo del Barrio, anytime, anywhere. We hope this digital experience deepens your understanding about our beloved institution and sparks new ideas on the importance of diversity, representation, and self-determined narratives." - said Patrick Charpenel, Executive Director, El Museo del Barrio

EL MUSEO GUIDE HIGHLIGHTS

ESTAMOS BIEN - LA TRIENAL 20/21

Arts enthusiasts can now explore El Museo's first national large-scale survey of Latinx contemporary art, *ESTAMOS BIEN – LA TRIENAL 20/21*, anytime anywhere, on the Bloomberg Connects app. El Museo's bilingual guide includes a virtual tour of the exhibition by the Curators, information about the featured artists and their works on view, as well as past programs such as the La Trienal Talks Series, and more.

PERMANENT COLLECTION

Ranging from Pre-Colombian to modern and contemporary art, El Museo del Barrio's Permanent Collection is a unique cultural resource that offers an in-depth perspective on Latino art and visual culture in the U.S., Latin America, and the Caribbean. As part of the Bloomberg Connects app, El Museo will debut new re-envisioned thematic sections of the Collection, which include: Urban Experiences; Expanded Graphics; African and Indigenous Heritages; Folk Intersection; Women

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Artists; and Representing Latinx Bodies. Linked to exhibitions and other supplemental content, additional works will continue to be added to the app in the coming months.

WATCH & LISTEN

El Museo en Tu Casa, the Museum's online bilingual initiative, is now accessible via the Bloomberg Connects app. Visitors are encouraged to browse through a growing selection of education and public programs for all ages. The section also features information and related live performances about the Museum's time-honored cultural celebrations: Three Kings Day and Día de Muertos.

IN-PERSON PUBLIC LAUNCH

To celebrate the debut of El Museo's new bilingual Digital Guide, El Museo will host an interactive photo booth, in the Museum's lobby, on Saturday, August 7 and Sunday, August 8 from 11am to 5pm (open hours). Photo booth participants will then be able to see themselves in El Museo's guide on the Bloomberg Connects app for a limited time. The event is free and open to all ages.

ABOUT EL MUSEO DEL BARRIO

El Museo del Barrio, founded by a coalition of Puerto Rican educators, artists, and activists, is the nation's leading Latino and Latin American cultural institution. The Museum welcomes visitors of all backgrounds to discover the artistic landscape of these communities through its extensive Permanent Collection, varied exhibitions and publications, bilingual public programs, educational activities, festivals, and special events.

Currently on view is *ESTAMOS BIEN – LA TRIENAL 20/21*, El Museo's first large-scale national survey of Latinx art. Featuring 42 artists and collectives from across the U.S. and Puerto Rico, La Trienal addresses such on-going issues as identity politics, gentrification and displacement, climate change, as well as the particular effects of the global pandemic—especially as it relates to Latinx populations.

The Museum is located at 1230 Fifth Avenue at 104th Street in New York City. The Museum is open for limited hours until further notice: Saturdays and Sundays from 12:00pm – 5:00pm. Pay-what-you-wish. To connect with El Museo via Social Media, follow us on Facebook, Instagram and Twitter. For more information, please visit www.elmuseo.org.

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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 the ability to learn about current exhibitions at a portfolio of participating cultural partners through dynamic content tailored to each organization. Participating collections 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](#).

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