



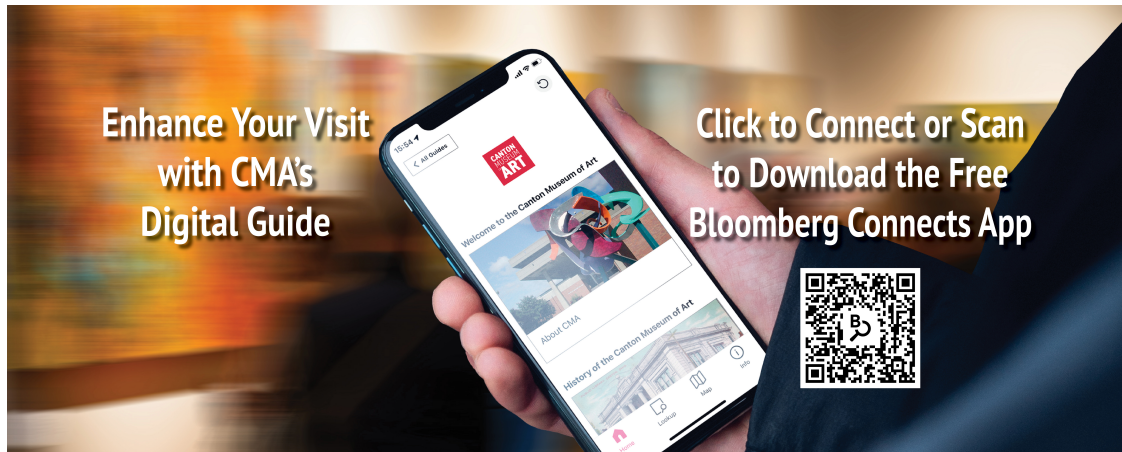
Office of the Director & CEO

## ***MEDIA RELEASE***

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## **Canton Museum of Art Launches New Digital Guide with App in Partnership with Bloomberg Philanthropies**

*Bloomberg Connects App provides digital access to the Museum's Collection, Exhibitions, and more for visitors to plan and enhance their visit*

FOR IMMEDIATE RELEASE: (June 27, 2025, Canton, OH) — The Canton Museum of Art (CMA) is pleased to announce the launch of its new Digital Guide on Bloomberg Connects, a free and easy-to-use mobile app created and supported by Bloomberg Philanthropies. By downloading the app, audiences can connect with CMA's Guide – and more than 900 other arts and cultural institutions – accessing digital tools to explore CMA's collections, exhibitions, behind-the-scenes details, educational materials, and more. Content is refreshed regularly, allowing visitors to return and explore more.

CMA's new Digital Guide can be accessed by downloading the Bloomberg Connects app to your phone, or accessing the Guide online at:

[guides.bloombergconnects.org/en-US/guide/CantonMuseumOfArt](https://guides.bloombergconnects.org/en-US/guide/CantonMuseumOfArt)

"We believe that technology provides greater access to share our exhibitions and collections, with audiences here and across the world, and to help people plan their visit and enhance their experience while here," said Max Barton, Director & CEO. "Our Guide on the app is a terrific extension of the Museum and part of our mission to make art and its inspiration accessible to all."

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Accredited by the American Alliance of Museums

Bloomberg Connects features interactive maps, photo galleries, audio and video, and stories behind exhibitions and featured artists. Whether walking the CMA galleries or exploring the app anywhere in the world, audiences can get content curated by Museum staff about current exhibitions or learn about watercolors and ceramics from the Museum's acclaimed Collection. There is even a "Date Night Scavenger Hunt" to explore works on exhibit, while learning more about your date through art.

User-friendly and intuitive, Bloomberg Connects has multiple accessibility features including image zoom, screen reader, multiple font sizes, and captions and audio in more than 50 languages.

Bloomberg Connects is free to download and available in the Apple App Store and Google Play. CMA joins a global community of over 900 cultural partners offering enhanced experiences for users on-site and off through the Bloomberg Connects app – with 5.1 million users across 37 countries. Bloomberg Connects provides digital guides to museums, galleries, gardens, public art, historic sites, and more, expanding access to arts and culture around the world. For more than two decades, Bloomberg Philanthropies has helped cultural institutions transform their visitor experience with new and emerging technology. As part of this ongoing support for arts and culture, the app is free for institutions to join and for visitors to use.

### **About Canton Museum of Art**

As one of Ohio's premier art museums, the Canton Museum of Art is recognized for powerful, original exhibitions focused on American art and its influences, hosting more than 50,000 visitors each year and making the exploration of art accessible to all. The Museum's education outreach programs, School of Art classes, and workshops bring art and creative spark to thousands of students of all ages, while its art therapy program promotes health and well-being across Stark County. CMA's acclaimed Collection focuses on American works on paper, primarily watercolors, and contemporary ceramics. The CMA Shop, featuring curated local and regional artisan made gifts, is open during regular Museum hours. Founded in 1935, CMA is celebrating its 90th Anniversary in 2025, Visit [CantonArt.org](https://CantonArt.org) and follow the Museum on Facebook® and Instagram® for updates.

*CMA operating, exhibition, education programs, and marketing support provided in part by: ArtsInStark, The Hoover Foundation, Institute of Museum and Library Services (IMLS), National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), Ohio Arts Council, Ohio Humanities, PNC Foundation, Stark Community Foundation; and Visit Canton.*

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