



FOR IMMEDIATE RELEASE

Contact: Kelly Wiehe
Director of Communications & External Affairs
(520) 616-2687
kwiehe@tucsonmuseumofart.org

TMA Awarded Flinn Foundation Grant to Develop Technology Plan

TUCSON, ARIZONA (January 2, 2018) – The Tucson Museum of Art and Historic Block has been awarded a grant of \$25,000 by the Flinn Foundation to conduct research and develop recommendations for integrating new technology into the museum’s programs.

The six-month Deeper Planning Grant award is part of the Flinn Foundation’s Initiative for Financial and Creative Health. According to the foundation’s website, the initiative, started in 2013, is intended “to help Arizona’s largest arts and culture organizations strengthen their ‘Programmatic Core’ – the products, services, connections, experiments and approaches that allow an institution to achieve its goals and carry out its mission at the highest level. The Initiative provides technical assistance and uses data from the Arizona Cultural Data Project to identify priority capitalization needs and design strategies to impact those needs.”

“This initiative will provide the Tucson Museum of Art the opportunity to formulate a framework for technological platforms intended to enhance visitor engagement,” said TMA CEO Jeremy Mikolajczak. “It will also guide the museum through data collection to learn about effective technologies and research new models for the advancement of arts education in a digital age.”

The grant proposal will have the greatest impact on TMA Learn!, the museum’s education department, through the realization of incorporating applicable technology into its programs for reaching current audiences and future ones. TMA Learn! plans to explore technology trends and practical applications that will integrate seamlessly into the museum’s offerings.

By researching best practices and utilizing new technology, the museum will further its mission of “Connecting Art to Life,” creating an environment focused on the changing needs and behaviors of audiences within an informed and engaged community.

The outcome of the grant will be to conduct research, compile technology recommendations, and to develop a campus-wide implementation plan and timeline for technology including wi-fi accessibility and simplification of data collection with tools to develop methods to improve revenue streams.

About the Flinn Foundation

Dr. and Mrs. Robert S. Flinn established the Flinn Foundation in 1965 as a privately endowed grantmaking organization for the improvement of the quality of life in Arizona. Robert Flinn, a cardiologist and one of Arizona’s leading medical practitioners, and Irene Flinn, a woman of considerable wealth and generous philanthropy, created the Foundation as a means to perpetuate their personal goodness and humanity in a way that would benefit the citizens of Arizona.

Museum Directions

The museum is located at 140 N. Main Avenue in historic downtown Tucson at the crossroads of West Alameda Street and North Main Avenue. Parking is free in the museum’s lot on West Washington Street.

Museum Hours

Tuesday through Sunday: 10:00 a.m. – 5:00 p.m.

Free First Thursday!: 5:00 – 8:00 p.m. Free admission for all, make, drink, and explore.

Second SundAZe @ TMA: 10:00 a.m. – 5:00 p.m. Free admission for Arizona and Sonora, Mexico residents every second Sunday of the month. Art-making activities and music. Fun for all ages.

Closed Mondays.

Admission

Adults, \$12; Senior (65+), \$10; Student (with college ID), \$7; Youth (13-17), \$7; Child (12 and under), free; Veteran and active military with ID, free; Museum Member, Free.

About the Tucson Museum of Art and Historic Block

The Tucson Museum of Art and Historic Block’s mission is Connecting Art to Life. The museum was founded in 1924 in the El Presidio Historic District of downtown Tucson. It is Southern Arizona’s premier presenter of fine art and art education programs.

The 74,000-square-foot museum features permanent and traveling exhibitions of Modern and Contemporary, Native American, American West, Latin American, and Asian art; and offers guided tours, education programs, and cultural opportunities in a unique setting. The museum’s

historic block of 19th and 20th C. adobe and Mission Revival-style buildings, encompassing an entire four-acre city block, includes the highly acclaimed museum restaurant Café a la C'Art, the Museum Store, children's Creative Space, and the museum's Education Center and Research Library. For more information, please visit www.TucsonMuseumofArt.org or call (520) 624-2333. Follow the latest events on Facebook, Instagram, and Twitter. TMA is a private 501(c)(3) charitable arts and education organization.