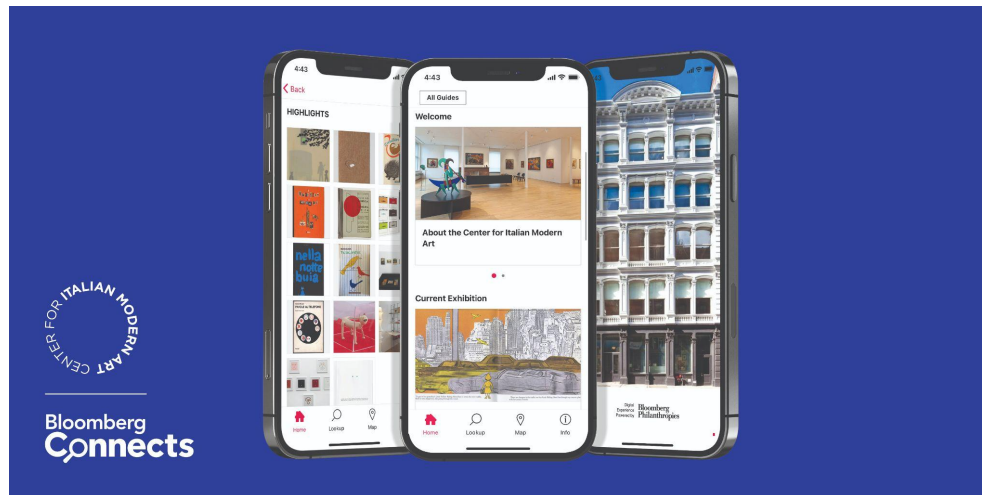


CENTER FOR ITALIAN MODERN ART (CIMA) LAUNCHES NEW DIGITAL GUIDE TO ENRICH BOTH ONSITE AND OFFSITE VISITS

THE FREE GUIDE JOINS MORE THAN 100 CULTURAL INSTITUTIONS AROUND THE GLOBE ON THE BLOOMBERG CONNECTS APP



Today, the Center for Italian Modern Art (CIMA) launches a new, digital guide on [Bloomberg Connects](#), the free arts and cultural app created by Bloomberg Philanthropies. The Bloomberg Connects app, available for download from Google Play or the App Store, makes CIMA accessible for either onsite or offsite visits through photo, audio and video features offering insights into the institution's current exhibition, ***Bruno Munari: The Child Within***.

CIMA's digital guide on Bloomberg Connects features

- **video introduction from CIMA Managing Director Nicola Lucchi
- **map, installation views, highlights and overview of CIMA's current exhibition *Bruno Munari: The Child Within*
- **videos of past discussions and events held at CIMA & calendar of upcoming events
- **curator videos
- **descriptions, highlights, photos, and text from past exhibitions (*Staging Injustice: Italian Art 1880-1917*, *Facing America: Mario Schifano 1960-65*, *Marino Marini: Arcadian Nudes*)

"We are excited about our partnership with Bloomberg Philanthropies and grateful for their generous support. It is an honor to join other important cultural institutions around the world on Bloomberg Connects," **says Laura Mattioli, CIMA Founder and President.** "The application greatly aids CIMA's goal to promote the appreciation of modern Italian art. Bloomberg Connects enhances the experience of our visitors and allows those who are far to access our exhibitions, public programming, and our multiple resources."

Bloomberg Connects offers free digital guides to cultural organizations around the world. The app platform is part of Bloomberg Philanthropies' longstanding commitment to supporting digital

innovation in the arts. Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices when visiting in person, or anytime from anywhere. With dynamic content exclusive to each partner organization, the app provides a range of features including video, audio, and text; expert commentary; and way-finding maps. Follow Bloomberg Connects on Instagram, Facebook, and Twitter for updates on new guide launches, exhibit highlights, and more.

The Bloomberg Connects app, available for download from [Google Play or the App Store](#) or by scanning the QR code here:



About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 941 cities and 173 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: Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world. In 2021, Bloomberg Philanthropies distributed \$1.66 billion. For more information, please visit [bloomberg.org](https://www.bloomberg.org) or follow us on [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and [Twitter](#).

About CIMA:

Founded in 2013, CIMA is a public non-profit dedicated to presenting modern and contemporary Italian art to international audiences. Through critically acclaimed exhibitions—many of them bringing work to U.S. audiences for the first time—along with a wide variety of public programs and substantial support for new scholarship awarded through its international fellowship program, CIMA situates Italian modern art in an expansive historic and cultural context, illuminating its continuing relevance to contemporary culture and serving as an incubator of curatorial ideas for larger cultural institutions. These installations bring the art of inspiring masters into dialogue with contemporary artists, illustrating its impact and ongoing resonance today.

CIMA ON THE WEB:

Website | Facebook | Instagram | Twitter | Vimeo | LinkedIn

PRESS KIT:

<https://shorefire.com/roster/cima>

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