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## ASIA SOCIETY LAUNCHES ITS FIRST IPHONE APP FOR *YOSHITOMO NARA: NOBODY'S FOOL*

*iPhone App, Enabled by Toura, Offers In-Depth Content*



NEW YORK, NY; September 8, 2010--Asia Society today announced the release of its first mobile application, created for its highly anticipated exhibition *Yoshitomo Nara: Nobody's Fool*, on view to the public from September 9 through January 2, 2011. Yoshitomo Nara, a Japanese artist, is one of the most influential and internationally renowned Neo Pop artists working today. The exhibition comprises more than 100 paintings, sculpture, drawings, and large-scale installations, emphasizing the relationship of Nara's art to rock and punk music, an ongoing source of inspiration and prevailing reference point in his work. Details about the exhibition are available at <http://www.asiasociety.org/yoshitomonara>.

The Yoshitomo Nara app provides an overview of the exhibition and its themes, images of Nara's work—many of which are not included on the exhibition website—translations of select Nara quotes and writings, and up-to-date information about public programs and events related to the exhibition including concerts, performances, film screenings and lectures, as well as a community section with slideshows, special offers and more. The app's icon was specially designed by Nara.

The Yoshitomo Nara app is available in the iTunes App Store for download globally at a price of \$2.99 and may also be accessed at <http://asiasociety.org/nara-iphone>.

“Asia Society developed the Yoshitomo Nara iPhone app to provide our visitors with an interactive way to experience and learn about this one-of-a-kind exhibition,” said Melissa Chiu, Director of Asia Society Museum. “The distribution of our iPhone app reflects Asia Society's interest in and commitment to making our shows accessible

to a broader audience outside of the museum.”

Using Toura for its iPhone application demonstrates Asia Society’s ongoing commitment to educating and empowering a global audience in an increasingly information-driven culture. With Toura’s application technology, the museum will be able to offer smartphone tours for additional exhibitions in the future. Following the launch of this iPhone application, Asia Society, in conjunction with Toura, will make the application available on Google’s Android Marketplace.

### **About Asia Society**

Asia Society is a leader in identifying and fostering the latest contemporary Asian and Asian American artists and engaging new audiences with their work. In the early 1990s, the Society was one of the first American museums to establish an ongoing program of exhibitions devoted to contemporary Asian art and artists. Founded in 1956 by John D. Rockefeller 3rd, Asia Society is a nonprofit educational institution with offices in Hong Kong, Houston, Los Angeles, Manila, Melbourne, Mumbai, New York, San Francisco, Seoul, Shanghai and Washington, D.C. Through exhibitions and related public programs, Asia Society provides a forum for the issues and viewpoints reflected in both traditional and contemporary Asian art. For more information visit [www.AsiaSociety.org](http://www.AsiaSociety.org)

Asia Society and Museum is located at 725 Park Avenue (at 70th Street), New York City. The Museum is open Tuesday through Sunday from 11:00 A.M–6:00 P.M. and Friday from 11:00 A.M–9:00 p.m. Closed on Mondays and major holidays. General admission is \$10, seniors \$7, students \$5 and free for members and persons under 16. Free admission Friday evenings, 6:00–9:00 p.m. The Museum is closed Fridays after 6:00 P.M. from Independence Day to Labor Day. [www.AsiaSociety.org/museum](http://www.AsiaSociety.org/museum)

### **About Toura**

Toura is creating the leading technology platform for the efficient and cost-effective creation and launch of smartphone-based mobile guides for the travel and tourism industry and its customers around the world. Toura mobile guides entertain and educate on-site and off-site visitors to a broad range of travel and tour attractions, including museums, galleries, zoos, parks, historic sites, trails, stadiums, universities and others. Toura is headquartered in New York and has operations across the United States and Europe. Visit <http://toura.com> and follow [@touramobile](https://twitter.com/touramobile).

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