

Press Release

Mobile magic puts art in your pocket

FWA Mobile of the Day June 13th

#1 New and Noteworthy in UK App Store

Top 10 Free Entertainment App** **Top 70 Free App** **75,000+ downloads

'Magic Tate Ball' is a new location-based mobile app from the world renowned [Tate](#) gallery and Bristol based digital agency [Thought Den](#). Taking inspiration from the iconic Magic 8 Ball, simply shake your phone and this clever app presents you with an artwork that is linked to your life at that moment.

Magic Tate Ball

Using date, time-of-day, geographical location, live weather data and ambient noise levels the app will select from a wealth of artworks from Tate's Collection for the best match.

With artworks from Damien Hirst, Tracey Emin, Pablo Picasso, Henri Matisse, Claude Monet and many more, Magic Tate Ball presents a new, playful approach to discovering art.

Jane Burton, Creative Director and Head of Content, Tate Media: "I love the serendipity of discovering art through Magic Tate Ball. We hope it will please both existing Tate fans and new audiences who are interested in a more playful experience than cultural institutions typically offer."

Wherever you are in the world, Magic Tate Ball will find an appropriate piece of art. On a sunny day, share in Constable's appreciation of the great British landscape; if its raining you might encounter Matisse's 'Snail'; or in a noisy pub you might get a Georg Baselitz sculpture made with a chainsaw. Each work comes with a twitter-sized informative write-up. A hidden bonus feature in the app can only be activated when the user visits Tate Modern.

Ben Templeton, Creative Director, Thought Den: "Magic Tate Ball is an everyday, playful way of reaching an audience outside the more formal environment of a gallery. For each artwork we wanted to find a trigger in the user's immediate surroundings which would help them engage with the work."

'Magic Tate Ball' is available in the Apple AppStore <http://tdn.lv/MTB-app> and Nokia OVI Store <http://tdn.lv/MTB-nokia> from the 11th May 2011.

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Reviews

"This is a fun way to pass the time, take a fresh look at old favourites or art that is new to you, and even maybe decide what to have for dinner." The Next Web

"This is a cool application for the art lover in each of us." Makeuseof.com

"Works well and fun to use." Creative Review

"Absolutely in love with the Magic Tate Ball" @MuseumTrekker

"Magic Tate Ball by @thoughtden for @tate is great. Every art choice for me has been scarily accurate!" @SannaHirvonen

***** by Lucie84

"I absolutely love this app! I'm a big art fan and visit Tate regularly, and think it's fantastic they've produced something that makes art accessible in such an amusing way."

***** by Jdiraus

"What a great app. Thoughtful and insightful but with a fun slant. Very much recommended."

Thought Den

Thought Den was founded in 2005 by Ben Templeton and Dan Course and has earned an increasingly far reaching reputation for designing playful digital experiences for online, offline or on the move. Part of the expanding digital sector in Bristol, their clients include Jack Daniel's, Wildscreen, JVC and the BBC.