

PRESS RELEASE

Minneapolis Institute of Art to launch free mobile app that turns the museum into a puzzle room

Called 'Riddle Mia This,' the project was the winner of the 2018 3M Art and Technology Award



Minneapolis Institute of Art
2400 Third Avenue South
Minneapolis, MN 55404
artsmia.org

MINNEAPOLIS—September 10, 2018— The Minneapolis Institute of Art (Mia) today announced the launch of “Riddle Mia This,” a free mobile application that uses augmented reality to transform the museum into a giant puzzle room. The app will be available to museum visitors starting September 14, 2018. It takes players through 12 puzzles, encouraging them to explore and interact with works of art as well as Mia’s physical space, as they search for clues across a dozen galleries and on two museum floors.

Winner of this year’s 3M Art and Technology Award, “Riddle Mia This” was created by technology architect Colin McFadden and digital preservation specialist Samantha Thi Porter of the University of Minnesota, Twin Cities. McFadden and Porter spent the past seven months collaborating with Mia staff, 3M, and GLITCH, a community driven arts and education center for emerging game makers, to develop the app.

“This project was a true adventure that involved just as much time exploring the museum’s galleries as sitting at a computer,” said Porter. “We’re extremely thankful for this unique opportunity to combine our interests in games, technology, and the arts and are excited to have finally brought it to life and share it with the world. We hope the public has as much fun playing ‘Riddle Mia This’ as we did making it.”

“Riddle Mia This” is free and available to download via the Apple App Store and Google Play. For those without a smartphone, compatible devices can be borrowed from the information desk in Mia’s Third Avenue lobby.

“‘Riddle Mia This’ offers a completely new and incredibly fun way to experience the museum,” said Douglas Hegley, chief digital officer at Mia. “It introduces visitors to artwork and galleries they may not have viewed before, encourages them to more closely examine objects as they attempt to solve puzzles, and highlights technology’s ability to enrich and deepen our relationship with art.”

The 3M Art and Technology Award is part of Mia’s commitment to promoting innovative museum experiences for visitors. “Riddle Mia This” was selected as the winner by an expert panel of technology industry leaders that included Kate Boeckman, director of TR Labs Engineering at Thomas Reuters; Tim

Mia

Brunelle, director, Content and Production at Land O'Lakes; Peter de Sibour, brand design manager at 3M; Jenny Holman, vice president of strategy and solutions development at Clockwork; Jasmine Kar Tang, Ph.D., co-director of the center for writing at the University of Minnesota; and Patrick Kennedy, media & entertainment digital transformation lead of Accenture. 3M is the title sponsor of the award, with additional generous support provided by Accenture.

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About The Minneapolis Institute Of Art

Home to more than 90,000 works of art representing 5,000 years of world history, the Minneapolis Institute of Art (Mia) inspires wonder, spurs creativity, and nourishes the imagination. With extraordinary exhibitions and one of the finest wide-ranging art collections in the country—Rembrandt to van Gogh, Monet to Matisse, Asian to African—Mia links the past to the present, enables global conversations, and offers an exceptional setting for inspiration.

General admission to Mia is always free. Some special exhibitions have an admission fee.

Museum Hours

Tuesday, Wednesday, Saturday 10am–5pm

Thursday, Friday 10am–9pm

Sunday 11am–5pm

Monday Closed

For more information, call + 1 612 870 3000 or visit artsmia.org

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