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Harn Museum of Art at the University of Florida releases Digital Membership Card App

GAINESVILLE, Fla, Jan. 23, 2015— The University of Florida’s Harn Museum of Art released its digital member card app on January 16, 2015. The Harn Museum is among the first art museums in the country to issue membership cards digitally through a mobile application.

“Utilizing new technologies to provide engaging, art-centered experiences is a part of the Harn’s strategic plan,” says Harn Museum of Art Director, Rebecca Nagy. “Not only does the app provide a more efficient way to connect with our members, it also expands the value and relevance of Harn membership to new constituents.”

The Harn Digital Member Card App, produced by Echo Interaction Group of Orlando, Florida, features the user’s individual membership card, a general information page and a complete interactive list of museums in the North American Reciprocal Membership (NARM), Reciprocal Organization of Associated Museums (ROAM) and College & University Art Museum Reciprocal (CUAM) networks through both free and donation requirements. Members can use the app when traveling to the 800 museums located in these networks. App users can locate museums nearest to their geographic location using GPS proximity and track museums visited via a checklist feature. The app is available for iOS and Android phones and can be downloaded for free from the App Store and the Google Play Store. University of Florida Harn interns were vital to the app’s development, identifying contact information and GPS locations for the reciprocal museum networks, as well as testing and providing feedback prior to its launch.

The Harn Museum of Art’s recently launched free membership program experienced a 300% increase in membership from 1,000 to 4,000 members in just eighteen months. This project provided the opportunity for the Harn to fulfill its strategic plan goal of *Innovation through Technology*. The Digital Member Card App enables the Harn to deliver museum access in an innovative way to its increasing membership base, which includes UF students, faculty, alumni and friends.

About Echo Interaction Group

Echo Interaction Group is an award-winning mobile application development firm founded in 2008. It has an impeccable reputation for creating mobile applications for organizations varying from Fortune 500 companies to the federal government. Echo is a 100% certified minority-owned technology firm and was created by CEO Carlos Carbonell, an alumnus of the University of Florida. In January 2014 Carbonell received the Governor’s Business Ambassador Award for Echo’s commitment to creating jobs in Central Florida.

Echo is one of the largest mobile development companies in Florida. Its in-house team of developers and designers includes experts in native iOS and Android development. The company’s portfolio contains more than 60 mobile apps for dozens of clients. Echo’s clients have been featured by Apple’s editorial team and recognized by the CTIA wireless association for mobile innovation. The Harn Museum of Art is proud to partner with Echo Interaction Group in the development of this innovative project.

About the Samuel P. Harn Museum of Art

Founded in 1990, the Harn Museum of Art is an integral part of the University of Florida. The Harn contributes to an interconnected, international community by integrating the arts and culture into curricula throughout the university's system of colleges and centers. Its holdings include more than 9000 works in five main collecting areas: Asian art, African art, photography, modern art of the Americas and Europe, and international contemporary art. The museum also has noteworthy collections of Oceanic and Ancient American Art and works on paper. In addition to rotating installations drawn from its permanent collection, the Harn organizes traveling exhibitions, public lectures, panel discussions, academic symposia, and educational programs for adults, students, and children.

The Harn Museum of Art, at 3259 Hull Road in Gainesville, Florida, is part of the University of Florida's Cultural Plaza, which is also home to the Florida Museum of Natural History and the Phillips Center for the Performing Arts. Admission is free. Hours are 11 a.m. to 5 p.m. Tuesday through Friday, 10 a.m. to 5 p.m. Saturday and 1 to 5 p.m. Sunday. The museum is open until 9 p.m. the second Thursday of every month for Museum Nights. The Camellia Court Café is open Tuesday through Saturday 11 a.m. to 2 p.m. For more information call 352-392-9826 or visit www.harn.ufl.edu.

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