



Image from Bloomberg Connects

Become an instant art connoisseur with Bloomberg Connects

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Bloomberg Connects is a free location-based app that offers visitors unparalleled access to Amsterdam's most iconic museums upon arrival, with in-depth information and visuals of specific artworks, custom introductions by curatorial directors and everything you need to know about accessibility.

A new way to experience arts and culture



Image from Bloomberg Connects

Part of any good trip is absorbing as much information as you can. With [Bloomberg Connects](#), you'll be taken on a full 360-degree tour of the museum (or cultural space) you visit. Once you arrive at the museum of your choice, click through to the museum page where you'll be privy to exclusive introductions by museum directors, available in audio and transcript, and a full guide to the current exhibition. Think of it as a complimentary guide to what the museum offers itself and a way to fully immerse yourself in not just what's on show but in the making of both exhibitions and the museums themselves.

Receive an exclusive welcome

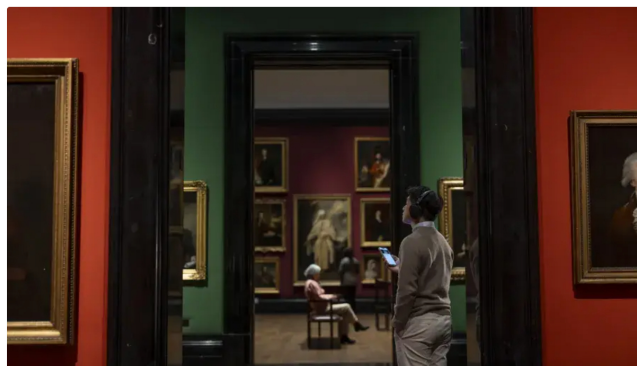


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So much work goes into curating an exhibition, and Bloomberg Connects helps bring that to life. With the app, you'll be privy to exclusive introductions by museum directors and a personal welcome, all available in audio in the native language and transcript in English. You can also read about the museum's history in the Welcome section for those of you curious to see how the space has developed.

Get a personal guide and route



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Exhibitions are fascinating, but they can also be overwhelming. That's why with the app, you can join a customised tour of the exhibition of your choice. You'll be given a step-by-step audio (and written) guide of the space, voiced by artists and cultural insiders, plus a description of each work and a custom map, all curated by the museum itself, meaning the information is always trustworthy, expert-driven and up-to-date. Explore the Nieuwe Kerk, for example, where you'll be taken on an audio tour of the angels perched throughout the 600-year-old church. While at H'ART Museum, the Take a Closer Look exhibition encourages you to explore individual works, with short 30-second audio to understand better what you're looking at. Better yet, if there's a work or piece you want to know more about, enter the number posted near the object or scan the QR code for more via the 'Lookup' page at the bottom of the app.

Cater to your accessibility needs



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For anyone with certain accessibility needs, the app helps adapt the exhibition to them. Whether that's through voiceovers, captions, audio transcripts or image zoom and font size adjustments, there are plenty of ways to ensure that nobody misses out on the experience.

Explore lesser-known spaces



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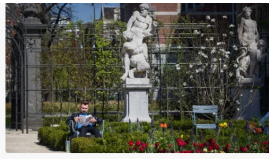
Museums are often so much more than just exhibitions. Discover the historic heart of every space, like the Amstelhof Garden at H'ART, or explore the museum's other facilities, like the shop and café, or in the case of the Portuguese Synagogue, the oldest working Jewish library in the world. It's a map in your pocket and an app allowing a virtual tour of spaces you otherwise might miss.

Download the app for free via the [Apple](#) and [Google Play Store](#), or the [link here](#).

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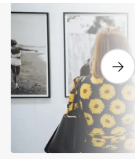
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