

The British Museum brings objects from around the world to the palm of your hand with their new *Audio App*

Press images: <https://tinyurl.com/ycysd4pz>

A visit to the British Museum's world-famous collection can begin from the comfort of your own home thanks to a brand-new app available to download now.

The *British Museum Audio* app brings a wealth of information about the Museum's collection to people's smartphones and helps those planning a visit to make the most of their time before they arrive. Audiovisual content and expert commentary from the Museum's curatorial team is included to help users learn more about over 250 key objects in the collection and where to see them at the swipe of a phone screen.

The app – which has been developed in partnership with digital agency Tapart – is available to download from the Apple App and Google Play stores. It is currently in five languages – English, Chinese, French, Italian and Spanish. It also features a BSL guide.

Containing audio introductions to 65 of the Museum's galleries, the app allows users to explore its collection by culture and theme. Users can browse through pictures of the objects and see how they are displayed within the Museum's galleries. The app also features a self-guided journey around some of the galleries with an interactive map feature, so that you can feel like a visitor inside the museum even while accessing the app remotely...

The *British Museum Audio* app will be available to download in Chinese app stores at the end of April and will include an audio tour for The Citi exhibition *China's hidden century*, which will open from 18 May – 8 October 2023.

Hartwig Fischer, Director of the British Museum said: *“We’re delighted to offer this brand new way for visitors to make the most out of their experience. The British Museum Audio app puts extraordinary objects and dozens of fascinating galleries in the palm of your hand and allows people to engage with the Museum both before, during and after their visit.”*

Sietze de Jong, Managing Director of Tapart said: *“We are proud to work with the British Museum to launch its first audio app. The app is built with Tapart’s fully customizable, easy-to-use digital solution, tailored to reflect the British Museum’s brand identity. Designed with the end user in mind and prioritising accessibility, audiences can now enjoy many of the museum’s highlights straight from their pockets.”*

Notes to editors

Visitors should look out for the audio guide symbol when in the galleries for audio commentaries and other information.

The full bundle per language costs £4.99 (introductory offer). Themed tour per language costs £1.99–£2.99.

Tapart

Tapart is a creative development agency based in Groningen, the Netherlands. It specialises in the design and development of powerful multi-channel and cross-platform storytelling experiences for museums, galleries, heritage sites and tourist destinations. Tapart proudly works with local and international clients within and across the cultural sectors and visitor economy, including the British Museum in London and the Van Gogh Museum in Amsterdam. Offering a range of unique digital solutions, fully customisable and branded to each client, Tapart’s services consist of strategy, ideation, digital design, development, content production services, hardware delivery, advice, and project management.

The British Museum Audio app is an example of Tapart's Mediaguide – created to provide high-quality digital storytelling solutions for clients of all sizes to meet accessibility, inclusivity, and engagement requirements.



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Further information

Contact the Communications team
communications@britishmuseum.org

High resolution images available here: <https://tinyurl.com/ycysd4pz>