

Solution Press Release

Introducing the cultural experience of the future

The City of Munich develops a new innovative way to experience its cultural offerings

Friday, 15th of May 2021 Munich: The City of Munich launched a new online platform where you can access all of the museums in Munich. You can feel a new virtual experience and adventure in guided tours by experts. The tours can be modified to match your own interests and tastes. It is accessible anywhere, anytime.

"There was an exhibition at the "Deutsches Museum" over the weekend that I wanted to see, but my kids got suddenly sick, so I had to cancel my plans. With this new app I was able to see the exhibition in a new virtual experience in my own home! It was a really fun and easy experience for the kids also." - Maria, single mother.

In a culture rich city like Munich, there are still people struggling to experience its cultural offerings. "We have made it easier to access museums in Munich for people who are too busy, far away or somehow obstructed to visit in person." - Mark, Museum employee. For the art enthusiasts we have a podcast and a forum for discussion, "It really livens up my daily commuting when I listen to experts talk about Ernest Barlach's paintings," said David Geller, frequent museum visitor. "It's really frustrating sometimes when you can't remember certain facts of sculptures or artefacts, but now I can just ask the experts in the live chat for help." - Brandon Wheeler, history enthusiast.

"We wanted the people to have a place or platform where they can access the culture from anywhere. We feel like a comprehensive way to experience museums, will give new perspectives on enjoying Munich culture, so that more people would be interested in art, history and the city itself."- CEO of Deutsches Museum.