

“Selected Works”, Best Cultural App in Spanish in the first international Amazon-Appstore competition

- This is the first app in the Museo Thyssen-Bornemisza’s Programme of apps and digital publications, created thanks to the exclusive support of Fundación BBVA
- “Selected Works” has been conceptualised and produced by TF Interactiva
- The Museum is taking part in Re-Invent, a forum for app designers organised by Amazon Web Services in Las Vegas



Amazon Appstore has singled out the Museo Thyssen’s “Selected Works” app as one of the winners in its first international competition for the best app in Spanish. From among 450 apps from more than 16 countries, the jury of the international Amazon Appstore competition has awarded prizes to three apps from the Spanish-speaking world, singling out their “user experience, innovation and degree of integration with Amazon Appstore, use of technology and benefit to the user.”

Developed thanks to the exclusive sponsorship of Fundación BBVA, “Selected Works” is an app devised and designed by the Museo Thyssen-Bornemisza team and created by TF Interactiva. “Giovanna”, “Thyssen Kiosk”, “Experiment Now!”, “Chrononauts” and the smartphone version of the Museum’s website, museothyssen.org, are other apps and digital publications produced

by the Museum and Fundación BBVA, which has been involved in this project since its launch in January 2013.

Together with “Selected Works”, the other prize-winners are “Preguntados”, designed by Etermax in Argentina (creators of the celebrated “Apalabrados”), and “Pocoyó Pic & Sound” by the Spanish firm Zinkia Entertainment.

As a result of this award, the Museo Thyssen-Bornemisza will be present at Re-Invent, a forum for app designers organised by Amazon Web Services in Las Vegas between 9 and 15 November. The 3 prize-winning apps will be the subject of respective marketing campaigns on the Amazon Appstore and in the context of The App Date. In addition, the 50 participating apps that obtain most opinions on Amazon.es (with a minimum of 3 stars) will be singled out for a week on the Amazon Appstore with the aim of reaching new users.



“Selected Works” is an app for tablets that encourages users to travel through the history of art, starting with the late medieval Italian Primitives, continuing with the Renaissance and the Baroque and concluding with the key movements of the late 19th and 20th centuries such as Impressionism, Cubism, Surrealism and Pop Art, among others. Along the way users will encounter key artists including Rembrandt, Rubens, Holbein, Caravaggio, Degas, Monet, Picasso, Kandinsky,

Rothko and Hopper. A combination of biographies and explanatory texts written by the Museum’s curators and high quality images will provide more information on these artists and their works. The app also includes a video of the Museum’s director explaining how the collection was formed. Eight giga-pixel photographs reveal astonishing and minute details on an almost microscopic scale.

“Selected Works”, presentation video: <http://youtu.be/-M7EpKbxynI>