

## FOR IMMEDIATE RELEASE

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High-resolution screen shots available for download on flickr.

## SAN FRANCISCO'S MOST COMPREHENSIVE EVENT-DRIVEN ART GUIDE NOW AVAILABLE ON IPHONES WORLDWIDE

SAN FRANCISCO, February 16, 2011 – San Francisco culture enthusiasts can now conveniently access content from one of the city's most comprehensive and trusted arts and entertainment resources, SFArts.org, with the tip of a finger. The **SF Arts Guide iApp**, available for free on iTunes (<http://bit.ly/ayBzfa>), enables users to navigate through thousands of arts events taking place throughout the city. Designed by SFArts.org architect Larry Larson and event-driven application pioneer Dan Zeitman, the user interface features a simple, intuitive design that makes it easy for arts lovers to browse events, purchase tickets, share information with friends and find locations. The iApp was developed with support from Grants for the Arts and the Wallace Foundation, and is compatible with iTouch, iPhone and iPad. An iPad-specific version will be launched this fall.

“The success of SFArts.org prompted us to consider how we might be able to take this project to the next level and provide even greater access to information about all of the incredible artistic and cultural resources in the city,” says Kary Schulman, director of Grants for the Arts. “With the ubiquity of smart phones, developing an iPhone app that was a comprehensive guide to the arts was too exciting to pass up.”

### How SF Arts Guide Works

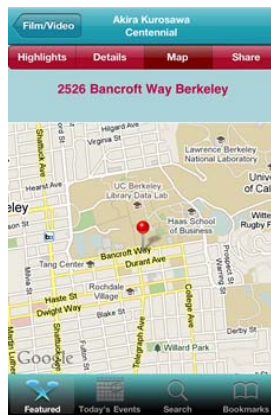
- Searchable in the iTunes store under “San Francisco Arts Guide” or “SF Arts Guide,” the pocket guide is a free iApp that lists and details over 1,200 San Francisco Bay Area events.
- The iApp works on Apple's iPhone, iPod Touch and iPad devices. The comprehensive arts and cultural information is curated by SFArts.org, and is updated frequently.
- Eleven event categories, from performing to visual arts, are presented along with images within the frame of the iApp's main menu view, making it quick and easy for users to find events of interest.
- The menu directs users to shortcuts for browsing “Today's Events,” searching and accessing bookmarked events.
- The iApp has several **robust search functions:**

- The “Search this Weekend” feature allows users making their weekend plans to quickly access information by selecting a discipline and tapping "GO."
  - "Search by Date" presents a familiar calendar interface to enable users to search activities by picking a specific date or a range of dates with an option to filter the search by discipline.
  - “Search by Key Word" enables users to identify events by entering a key word, such as an artist name, title, genre or performance type.
- Once an activity is selected, users are presented with the event title, date, time, description and price.
  - Each event has a detail view with event description, pricing and a quick "**At a glance**" information icons to indicate child-friendly events, special offers, student and senior discounts and half-price ticketing. If online ticketing is available, a button will be displayed to enable the user to conveniently place a ticket order within the iApp.
  - The iPhone App’s **bookmarking feature** makes planning easy. All event details may be "bookmarked" for later reference. This feature makes it convenient to quickly browse the listings for items of interest and bookmark them for later review. The bookmark icon will display the current number of bookmarked events to indicate when an event is bookmarked. Bookmarks are accessed via the main menu. The bookmark list can be edited and items may be deleted at the user's discretion. The bookmarking feature also works "off-line," ensuring uninterrupted access to saved event information, including the location map, so that users can continue to refer to their events when there is no service.
  - The **map feature** identifies where the event is located, and if users have their location function enabled, it shows them how to get there.
  - The “**Share**” tab allows users to invite friends to an event, chat about an event they just experienced, and forward their selected events across multiple web 2.0 platforms as well as email links.

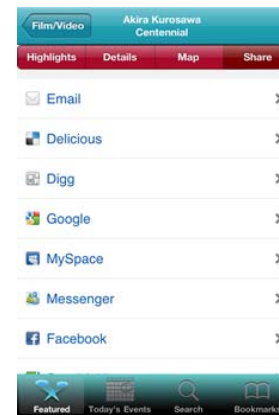
**SF Arts Guide Homepage**



**Map Feature**



**Share**



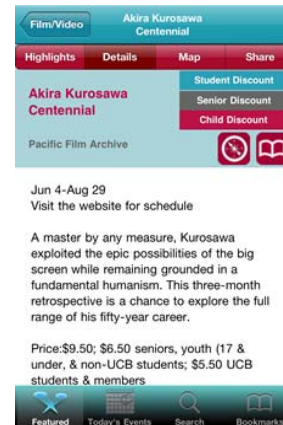
## Featured Events



## Highlights



## Event Details



The SF Arts Guide iApp was developed with MAC Xcode.

## About the Developers

### Dan Zeitman – DVPweb, San Francisco

Dan Zeitman is the founder and lead developer at DVPweb, a San Francisco-based web and mobile applications development company.

Founded in 1985, DVPweb was one of the first graphic design companies in the United States to offer Internet website development services. Today, DVPweb specializes in developing HTML5 / Flash / iPhone and mobile applications for events, the arts and the film industry.

DVPweb produces a series of popular iApps under the trademarked brand name of FilmFest: A Festival in your Pocket®. The FilmFest® Pocket Guides offer festival goers a comprehensive guide to festivals world-wide. The mission of FilmFest® is to create enabling technology to connect audiences with film festivals and filmmakers.

Other iApps by Dan Zeitman:

<http://itunes.apple.com/us/artist/dan-zeitman/id318813602>

### Larry Larson – Larson Associates, New York City

Founded in 1999, New York City-based Larson Associates has built complex database-driven websites and web applications for several prominent organizations in the cultural and educational sector, including Carnegie Hall, Warner Music/Nonesuch Records, the City of San Francisco/Grants for the Arts, the Library of Congress/Holy Names University, Chorus America, Opera America, Theatre Bay Area, the Center for Arts Education/NYC and Afropop Worldwide. It has also consulted on web strategy for major institutions including Minnesota Public Radio and WNYC in New York. Principal Larry Larson has a deep connection to San Francisco, and has worked in senior positions at the SF Opera and Symphony.

### **SF Arts Guide Sponsors**

Since its inception in 1961, **Grants for the Arts/San Francisco Hotel Tax Fund** (GFTA) has distributed over \$290 million to hundreds of nonprofit cultural organizations in San Francisco. Grants for the Arts/San Francisco Hotel Tax Fund revenue derives from a portion of the 14 percent room tax levied on local hotel and motel bills. Established through a combination of City and State legislation, and approved by the City's Board of Supervisors, GFTA has evolved into a national model of arts funding. The goal of the Fund is to contribute meaningfully to the presentation and enhancement of existing art forms while assuring the ability of others to experiment, to dare, and to find new as yet untested ways of adding to our cultural panorama.

The **Wallace Foundation** is an independent, national foundation dedicated to supporting and sharing effective ideas and practices that expand learning and enrichment opportunities for all people. The Foundation maintains an online library of lessons about what it has learned, including knowledge from its current efforts aimed at: strengthening educational leadership to improve student achievement; enhancing out-of-school-time learning opportunities; and building appreciation and demand for the arts. [www.wallacefoundation.org](http://www.wallacefoundation.org)

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