

**The Aga Khan Museum partners with Bloomberg Philanthropies as the first Canadian Institution to launch a new digital guide that enriches both on-site and off-site visits**

**The free guide joins more than 100 cultural institutions around the globe on the Bloomberg Connects app**

TORONTO, CANADA – November 2022. Today, the Aga Khan Museum launched a new, digital guide on [Bloomberg Connects](#), the free arts and cultural app created by Bloomberg Philanthropies. The Bloomberg Connects app, available for download from Google Play or the App Store, makes the Aga Khan Museum accessible for either on-site or off-site visits through photos, audio, and videos, providing insight into the Museum Collections, current and upcoming special exhibitions, and a host of public programming.

The Aga Khan Museum's digital guide offers visitors a unique experience, taking them behind the scenes with exclusive content highlighting current and upcoming exhibitions such as *Afghanistan My Love*, the Museum's newest contemporary show featuring murals, textiles, and paintings by art collective, ArtLords, as well as contemporary artist, Shaheer Zazai. Visitors can take a closer look at the exhibition with insightful descriptions and commentary directly from the Special Project Curator — bringing the wonder of the Museum into the palm of their hand.

The digital guide is filled with engaging video content to enhance the visitor experience, including a special introduction from the Museum's Director and CEO, Dr. Ulrike Al-Khamis. Introductions to the Museum's educational and performance programming, Shop, and Diwan restaurant give visitors an idea of what they can expect from a day at the Museum. Audio tours such as the *Diversity Tour*, offer an interactive and accessible way to learn more about the Museum Collections.

"We are immensely excited to be partnering with Bloomberg Philanthropies in creating this engaging new access opportunity for our visitors both in the Museum and at home," says the Director and CEO of the Aga Khan Museum, Dr. Ulrike Al-Khamis. "We are proud to feature on the Bloomberg Connects app as the very first Canadian institution, and we are grateful for the opportunity to bring our mandate of connecting cultures and fostering intercultural understanding through the arts to a truly global audience alongside other world-class cultural organizations."

Bloomberg Connects offers free digital guides to cultural organizations around the world. The app platform is part of Bloomberg Philanthropies' longstanding commitment to supporting digital innovation in the arts. Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices when visiting in person, or anytime from anywhere. With dynamic content exclusive to each partner organization, the app provides a range of features including video, audio, and text; expert commentary; and way-finding maps. Follow Bloomberg Connects on [Instagram](#), [Facebook](#), and [Twitter](#) for updates on new guide launches, exhibit highlights, and more.

[Click here](#) to download the Bloomberg Connects app or scan the QR code below



#### About the Aga Khan Museum

The Aga Khan Museum in Toronto, Canada, has been established and developed by the Aga Khan Trust for Culture (AKTC), which is an agency of the Aga Khan Development Network (AKDN). The Museum's mission is to foster a greater understanding and appreciation of the contribution that Muslim civilizations have made to world heritage while often reflecting, through both its permanent and temporary exhibitions, how cultures connect with one another. Designed by architect Fumihiko Maki, the Museum shares a 6.8-hectare site with Toronto's Ismaili Centre, which was designed by architect Charles Correa. The surrounding landscaped park was designed by landscape architect Vladimir Djurovic.

#### About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 941 cities and 173 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world. In 2021, Bloomberg Philanthropies distributed \$1.66 billion. For more information, please visit [bloomberg.org](https://bloomberg.org) or follow us on [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and [Twitter](#).

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