

# Discover Portrait Play

## Turning Museum Visitors' Selfies into Masterpieces



Portrait Play™ was designed for the Phillips Collection exhibition *Gauguin to Picasso: Masterworks from Switzerland, The Staechlin and Im Obersteg Collection*. The app magically transforms the selfies of exhibition visitors into virtual masterpieces based on the style of four world famous artists whose works are part of the show: Paul Chagall, Ferdinand Hodler, Alexej von Jawlensky and Edouard Manet. Visitors can explore how their picture morphs into different artistic styles and becomes part of the exhibition. The selfie masterpieces will be projected to an interactive wall display in the Swiss Lounge, one of the exhibition rooms, and can be shared via social media.

The Portrait Play app™ was developed by appamics LLC for the Phillips Collection in partnership with the Embassy of Switzerland and Basel Tourism for the exhibition *Gauguin to Picasso: Masterworks from Switzerland, The Staechlin and Im Obersteg Collection*. The show runs at the Phillips Collection in Washington, DC, from October 10, 2015 to January 10, 2016.

### How it works

- Install the app via the QR code or download it on the App store at <https://goo.gl/DvyrNJ> for iPhones (4s and later).
- Take a selfie (guided by the app).
- Start your exhibition tour. There are four portrait paintings in the exhibition that will trigger the selfie transformation process. Whenever you approach one of the four paintings, the app will automatically transform your selfie into the style of the painting.
- Visit the Swiss Lounge at the end of the exhibition to see your portrait on a large screen and learn about Switzerland and its art hub Basel.
- Share your creations on social media, using the hashtag **#PhillipsGoesSwiss**. Tweet us as **@SwissEmbassyUSA**, **@phillipsmuseum** and **@appamics**!



### About appamics

Appamics empowers organizations across industries to engage consumers with innovative digital technology. The company offers smart applications and services for all types of screen environments, from TVs, tablets, smartphones and desktop environments. Its applications and services help clients to bridge the gap between multiple screens and bring the promise of the Internet of Things to life. Areas of expertise include IPTV, OTT, beacon ecosystems, second screen apps, multi-screen apps, and cloud services (PaaS, SaaS). The company was founded in 2012 and is headquartered in Basel, Switzerland. For more information, go to [www.appamics.com](http://www.appamics.com), or contact us at [marketing@appamics.com](mailto:marketing@appamics.com).