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New Insights into Picasso and Braque Paintings Revealed on iPad App Debuts during ***Picasso and Braque The Cubist Experiment, 1910-1912*** Exhibition

July 25, 2011 - Visitors to the upcoming Santa Barbara Museum of Art (SBMA) exhibition ***Picasso and Braque The Cubist Experiment, 1910-1912*** will be able to use a specially created iPad application to delve more deeply into Cubism. SBMA and the Kimbell Art Museum have been working with MegaVision, a digital-imaging company based in Goleta, CA, to capture spectral images of select pieces in the exhibition. The quality of spectral imaging surpasses that of normal professional photography, and it allows options for ultraviolet and infrared, which can reveal features invisible to the human eye.

Affectionately titled ***iCubist*** the app was designed specifically for the ***Picasso and Braque*** exhibition. It will showcase the spectral images along with three other original activities and will be made available to exhibition visitors, free of charge, on preloaded iPads.

The ***iCubist*** activities allow users to:



View and study works with a level of detail and precision never before possible for museum audiences. Users will have the ability to manipulate a succession of digitized spectral images that show the artworks at different light frequencies (ultraviolet and infrared), revealing the most minute details. Such fascinating views of the paintings uncover important decisions made by the artists in developing their compositions.



Deconstruct a Cubist composition and attempt to put it back together. By rebuilding these composite reproductions, visitors learn first-hand about the intellectual and creative processes employed by Picasso and Braque in their paintings. The physical act of moving visual elements emphasizes compositional choices made by the artists to create, for example, a sense of balance or movement. It also highlights recognizable elements and describes their significance.



Compare digital reproductions of paintings by the featured artists, Picasso and Braque, by clicking on markers that pop up to explain key aspects of their individual styles. This interactive activity will help visitors exercise connoisseurship to distinguish between the artists' hands, despite their close similarity during the Cubist years.



Explore the history of Cubism by means of an illustrated timeline that includes vintage photography of the artists and their friends and reproductions of key works of art.

The **iCubist** app was designed and produced by Reza Ali for the Santa Barbara Museum of Art and the Kimbell Art Museum.

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The Santa Barbara Museum of Art is a privately funded, not-for-profit institution that presents internationally recognized collections and exhibitions and a broad array of cultural and educational activities as well as travel opportunities around the world.

Santa Barbara Museum of Art, 1130 State Street, Santa Barbara, CA.
Open Tuesday - Sunday 11 am to 5 pm. Closed Monday.
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