



#InterplayAkron: Art for All

COMMUNITY GROUP:

**Staff, Board,
Volunteers / Members**

**DEADLINE TO SUBMIT VIA EMAIL
SHARE ON YOUR ACCOUNTS**

**February 12
February 18**

CAMPAIGN DATES:

Now- March 1

WEBSITE:

<http://bit.ly/InterplayART>

VIDEO:

[See How It Works](#)

HASHTAG:

#InterplayAkron

 AkronArtMuseumOfficial	 @AkronArtMuseum	 @AkronArtMuseum
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DETAILS

Over the last few months, the Akron Art Museum and [BlueCadet](#) have been working with textile artist Adana Tillman. Together, we created a locally-inspired, textile-based augmented reality experience that connects participants to the fabric of the city and the joy of creation. The experience is easy to use—all it requires is a smartphone! Once you receive your poster, use your QR reader to scan. Then it's time to make it your own. As Adana said, "Yes, it's my artwork—but once you get done, it'll be a little piece of yours as well!" Users will be able to create and "remix" the poster.

As members of our community, you have all received posters. We'd love for you to help amplify the project through social media by sharing your remixes on February 18 in honor of our Third Thursday monthly art excursions.



TWO WAYS TO SHARE!

1. SHARE YOUR PHOTOS WITH THE MUSEUM

The Museum's Instagram will feature poster remixes from staff, volunteers, and members.

- To participate:
 - Remix the poster and take a screenshot.
 - Send the picture as an attachment in an email including your **first name** & your **connection to the museum**.
 - *Optional: Artist Adana Tillman has said this project is a "love letter to Akron." Write a sentence about your remix in your email, sharing your own Akron thoughts.*









Email rlynch@akronartmuseum.org & mvernon@akronartmuseum.org
By February 12 to be included in a Museum compilation

2. SHARE YOUR PHOTOS WITH YOUR FRIENDS & FAMILY

Did you know that you're an influencer too?! To your friends and family, you sure are. The most valuable social media posts are those that come from people they know and trust.

- Express yourself! Copy and paste one of the social media posts below and add your thoughts.
- Tag the museum @AkronArtMuseum and add hashtag #InterplayAkron to your post

Share on February 18 to collaboratively contribute to Third Thursday!

DO	DON'T
 Share family-friendly videos and pics that can be featured on the Akron Art Museum social accounts	 Include inside jokes, overly-academic jargon, regional terms or anything that might be misunderstood by an international audience
 Tag @AkronArtMuseum in your Instagram & Twitter or /Akron Art Museum Official in your Facebook posts	 Redirect users back to another page that is not the link
 Include the hashtag #InterplayAkron in all posts	
 Tag artist Adana Tillman's Instagram at @adanadeneice	
 Have fun and be creative—experiment with Reels and Stories if you are familiar with Instagram!	
 Email us with any questions	

EASY SOCIAL MEDIA POSTS TO COPY & PASTE SHARE WITH PHOTO

TWITTER

Akron is my home base. Check out my take on #InterplayAkron, a fun #AR experience from @AkronArtMuseum! ✉ What's your love letter to Akron?! <http://bit.ly/InterplayART>

Anyone can be an artist. I just added my piece to the fabric of Akron—will you? <http://bit.ly/InterplayART> #InterplayAkron @AkronArtMuseum

INSTAGRAM

Check out my take on #InterplayAkron. It's a fun augmented reality experience from @AkronArtMuseum designed by @adanadeneice. 💌 What's your love letter to Akron?! #InterplayAkron #AugmentedReality #TextileArt #WomenArtists #BlackArt

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Pause. Create. Collaborate. Check out my take on #InterplayAkron, an augmented reality art experience from @AkronArtMuseum designed by @adanadeneice! #InterplayAkron #AugmentedReality #TextileArt #WomenArtists #BlackArt

FACEBOOK

Akron is my home base. Check out my take on #InterplayAkron. It's a fun augmented reality experience from [Akron Art Museum](#) and artist Adana Tillman! ✉ What's your love letter to Akron?! <http://bit.ly/InterplayART>

Check out my take on #InterplayAkron, a new augmented reality experience from [Akron Art Museum](#) designed by Adana Tillman! Pause, create, and collaborate with me at home, school, wherever you are! <http://bit.ly/InterplayART>