

April 23, 2013**IMMEDIATE RELEASE****Textile Museum of Canada recognized with international award for the mobile project TXTilecity**

Toronto – The Textile Museum of Canada has been recognized with a “Best of the Web” award for the initiative TXTilecity (www.txtilecity.ca) during the 17th annual Museums and the Web (MW2013) Conference held in Portland, Oregon, from April 17 – 20, 2013.

The Best of the Web annual competition recognizes leading digital platforms produced by museums internationally. This year the Textile Museum of Canada’s interactive website and app TXTilecity was unanimously chosen by the selection committee. Produced by the Textile Museum of Canada in collaboration with artist collectives Year Zero One and [murmur], TXTilecity is a website and mobile application for iPhone, Blackberry and Android platforms that brings Toronto to life in stories and memories that show the significant role textiles have played in shaping Toronto’s urban landscape.

Unique in its approach to interactivity and locative documentary content, the project was highlighted by the adjudicators for “the relaxed pace of the experience, the amount of original content, the inclusiveness of our multi-platform approach, and the design” – defining characteristics that have made the project an outstanding candidate for this year’s award. Extending the reach of the museum to engage the urban environment, TXTilecity was produced by the Textile Museum of Canada in collaboration with Year Zero One and [murmur] with the generous support of the Department of Canadian Heritage through the Canada Interactive Fund.

Offering a forum for developments in digital heritage, the annual Museums and the Web conference highlights the use of new technologies in the museum context. Established in 1997, Museums and the Web is the largest international conference devoted to the exploration of art, science, natural and cultural heritage online. Among the 12 awards distributed, international sites such as the Tate, the Smithsonian and the Rijksmuseum also received recognition during the presentation that was held in the Oregon Ballroom of the Portland Marriot Downtown Waterfront, on Friday, April 19, 2013. The full list of winners of Best of the Web awards in 2013 can be viewed at <http://mw2013.museumsandtheweb.com/best-of-the-web-winners/>.

About the Textile Museum of Canada

The Textile Museum of Canada is one of Canada’s most engaging visual arts organizations. With an international collection of cultural heritage representing more than 200 countries and regions and 2000 years of human history, the TMC is uniquely positioned to speak to global culture and to our increasingly global communities. The Museum offers a broad variety of exhibitions including thematic shows based on our permanent collection and contemporary exhibitions of the work of Canadian and international artists.

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For more information, visit www.textilemuseum.ca, or contact Ozana Gherman, Communications & Marketing Associate at 416-599-5321 x2239 or ogherman@textilemuseum.ca

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Museum Hours
Open 7 days a week 11 am – 5 pm
Wednesdays 11 am – 8 pm