

Case study

BNE ART

Details

What:

BNE ART is an independent digital visual arts guide created by Travis Dewan. The digital platform promotes and archives current arts information from Brisbane and is an access point for people wishing to learn more about Brisbane's visual art sector.

Funding from Arts Queensland supported the further development of the BNE ART platform during 2014. Funds were used to update and develop the mobile application available for iPhone and Android, and the website content management system.

The BNE ART platform is available through iPhone, Android, Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, Google+ and the Web.

The new development has seen an increase in the number of users to the website and mobile applications.

The next step for the BNE ART platform is to continue archiving and promoting information for another year while focusing on growing the user network across various social media. By the end of 2015, BNE ART will have archived 5 years of exhibitions, opportunities, artist profiles and art spaces from Brisbane.

When:

2014

Where:

Brisbane



BNE ART Mobile App

Key stats for year (2014–2015):

- Over 20 600 unique visitors to the website
- 83 482 page views
- 2210 downloads of the mobile app

Arts Queensland contribution:

\$8496 – Projects and Programs Fund

Contact for further information:

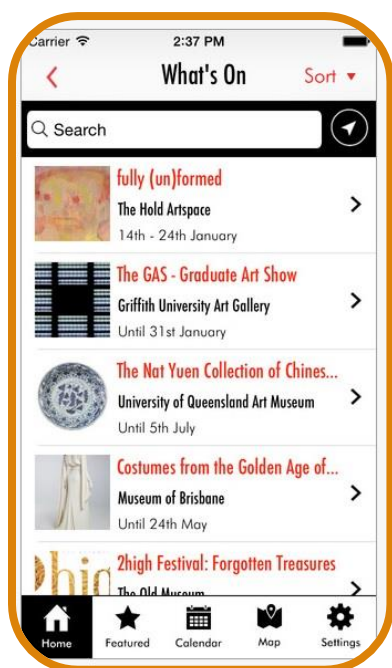
Email: info@bneart.com

Website: <http://bneart.com>

Facebook: <https://www.facebook.com/bne.art.guide>

Outcomes

- **Growth of user network:** Since May 2014 (the release of the new website) the BNE Art website has had over 30,000 visits. Of that, 20,643 are individual users from a local, national and international audience.
- **New collaborations:** BNE ART worked with current art history students from The University of Queensland. Current students reviewed exhibitions that were taking place in Brisbane and created short articles for the BNE ART website and mobile apps. Utilising the 'Arts Writing' archive on the BNE ART platform, young writers were able to publish work to a wide audience.
- **New audiences:** The BNE ART mobile app is now available to Android users. This will increase the number of people able to access the platform and information.



Screen shot of the What's On page.

Feedback

COMMENTS FROM USERS WHO DOWNLOADED THE MOBILE APPLICATION.

I'm so pleased Brisbane Visual arts guide exists. Great for artists, collectors and for those who simply want to enjoy beautiful/happenings.

Excellent and easy to use....all the info I need in one place.

Best app ever, love art and all it has stored for me!

Learnings and reflections

Travis Dewan had the following reflection on what he would do differently:

In the future I will work with a local app designer. I found using an international app developer to be at times challenging due to time differences and communication via email. This made the process of development slow.