

Case in Point: Building Media Buzz for an Event

LA Mobile Arts Festival: New Application for a Hot Technology

Smartphones have transformed the world around us in a very personal way, expanding possibilities like never before. The contemporary art world is one industry that is evolving to embrace mobile technology. What began as just a fun diversion - taking photos with your phone and playing with apps - has turned into an art form at the nexus of art and technology. Mobile art, or iPhoneography, is a new art form coming forth that brings old and new ideas together.



The first years of the growing mobile arts movement came to a culmination with the inaugural LA Mobile Arts Festival (LA-MAF), an eight-day event that showcased the best in iPhoneography and other forms of mobile digital art. LA-MAF was the first-of-its-kind for the mobile arts and the largest mobile art event to date, featuring over 225 artists from over 30 countries and 25 U.S. states, exhibiting well over 600 images, sculptures, films and installations.



LA-MAF knew the art world inside and out, but recognized that they needed outside assistance to generate the buzz and interest to make the inaugural LA Mobile Arts Festival a success. LA-MAF enlisted Lages & Associates to heighten awareness in the weeks leading up to the event and build buzz to attract both media and the general public to the Festival and get people interested and talking about iPhoneography.



Bridging the Gap between Art and Tech

No doubt Lages had the tech media expertise, but venturing into the art world was new territory. Lages had to convince skeptics from the art world that this budding art form was just that – a true art form and not just editing photos taken with an iPhone.

To the tech media, the focus needed to be on the growing capabilities of technology and how greatly it has become infused into our lives and culture.

The Program: Preparing for Success

Recognizing hot trends in the tech world, Lages saw LA-MAF as an opportunity to get involved with something topical and exciting. Envisioning the potential of such an event, Lages was ready for the challenge of building buzz for iPhoneography to the tech and consumer audiences, and getting media excited about the upcoming LA Mobile Arts Festival.

Working with events requires agility, timeliness, responsiveness, and extreme attention to detail. Preparedness is essential to executing a flawless event. To prepare for LA-MAF, a repository of content was assembled for media outreach including images, artwork, artist profiles, back stories, spokespersons and a variety of other supporting collateral.

To capture the attention of the tech and Apple media, iPhoneography was positioned as the latest and greatest innovation to come forth from the capabilities of the iPhone and its dedicated Apple community. Educating media and sharing striking iPhoneography images would be key for captivating and convincing media that the mobile arts is a true and real emerging art form. An additional focus was placed on local media in Southern California, inviting them to attend and cover LA-MAF, and to extend the invitation to their readers as well. A timely news release announcing the upcoming event and providing background information would also be used as a piece of collateral to reach target audiences.



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The Results: Seeing is Believing

In the case of iPhoneography, to see was to believe. Once media saw the art and learned about the skill and vision behind its creation, they were hooked. As anticipated, preparedness was a key to the success of the LA-MAF event. With a foundation of resources in place before media outreach began, Lages was able to respond with immediacy to the flood of incoming media requests for interviews, artwork, and additional resources. Media were segmented by the type of outlet and delivered with messaging tailored to the specific interests of their audiences.

Within three days of initiating media outreach, top tier coverage was secured in Huffington Post. Top coverage continued to post in the days leading up to the event. By responding with immediacy to media, more coverage was able to publish leading up to the event and throughout the 8 days that the event took place. A number of key media were requesting to attend LA-MAF to see the art in person.

"Photo buffs, grab your smartphones: The era of iPhone fine art has arrived." –Barron's

"Last Saturday I stopped by the first ever Los Angeles Mobile Arts Festival... to see all of the various works on display, from nature photography and digital painting to a full wall of iPad displays and even a car wrap covered in art created on an iPad." –TUAW

"If you're going to be in the Los Angeles area this week, you should really check out The LA Mobile Arts Festival. Tons of artists will be at Santa Monica Art Studios celebrating iPhoneography and the underground mobile arts movement with tons and tons of cool art installations that were all made with an iPhone." –Cult of Mac

"Never heard of iPhoneography? It's an up-and-coming mobile art form that's catching the eyes and talents of iPhone-toting established and citizen artists worldwide." –CNET

"What is believed to be the world's largest iPhone arts festival is headed to Santa Monica on Saturday, unifying a community dedicated to making art on its mobile devices for the first time at this scale." –LA Times

"Forget Instagram! There are much more profound ways of sharing your iPhone snapshots. One of those ways is through the LA Mobile Arts Festival." –Huffington Post

"The thought, dedication, and hands-on support that went into Lages & Associates' approach to promoting the inaugural LA Mobile Arts Festival helped put this international event on the map. We'd like to thank Lages & Associates in particular for helping us spread the word. The avante garde show drew more than 1,500 attendees during its 8 day run, as well as national and international media attention." – Daria Polichetti, Producer of LA-MAF and Co-Founder of iPhoneArt.com

*CNET, Huffington Post, TUAW,
Barron's, Network World,
AppAdvice, Cult of Mac, InfoWorld,
Computerworld, 148 Apps,
The Gadgeteer, Los Angeles Times*

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