Institution	**Association for Public Art Philadelphia, USA**
Type	**Public Art**
Social Media Platform	**Facebook**
	Instagram
	Twitter
Best Practice	**Museum without Walls: innovative audio multiplatform program, provides the audience the facility to appreciate a work of art without physically visiting it and also able to cover various art works, provide meanings to art works, why an is commissioned and installed in a particular location in philadephia.**
Content Synchronous or Asynchronous?	**Both: Synchronous – Virtual tour via Zoom Asynchronous: Self-Guided Public Art Tour available on their interactive website.**
Digital Media Activity	**Yes through transmedia storytelling: example recent return/installation of Gerhard Marcks' "Maja" which featured on video, featured in an article by Hidden City (2021) and also featured on museum without wall audio by aPA.**
Who is their audience?	**Local, international, artists, curators, local authority, etc.**
Do activities enhance international/intercultural conversation? Or create a new larger more representative community?	**Their activities enhance international/intercultural conversations through social media activities, use of foreign artists in some of their art design, conferences and annual meetings. Some activities are also in Chinese and Spanish languages.**

FRANCISCA MALACHY-NNAMDI – PUBLIC CULTURE AT A GLANCE