

## **FeedMagnet curation platform powers Magnum Photos online gallery celebrating Robert Capa's 100th Birthday**

*Austin, Texas - Oct. 22, 2013* - FeedMagnet, the leading social media content curation platform, has partnered with Magnum Photos to commemorate the 100th birthday of founder Robert Capa by asking photographers everywhere to "Get Closer."

For the next 100 days, leading up to the opening of the Capa in Color exhibition at the International Center of Photography, Magnum will be posting a set of two photos to <http://getcloser.magnumphotos.com/> One image will be a classic Robert Capa photograph, and the other a "response" photo from another professional photographer. Visitors to the site are invited to respond to the same theme daily by uploading their own images to Twitter, Instagram, Flickr or Facebook and tagging them with #GetCloser100.

FeedMagnet's curation engine allows Magnum to gather mentions of this hashtag from any platform, then organize and moderate the content on the gallery each day, through a user-friendly web interface.

"We saw it as a creative way to engage image-makers everywhere with Capa's work, but the secondary goal was to highlight social media as a tool capable of demonstrating the influence of great photography," said Gideon Jacobs, Creative Director at Magnum Photos in a recent interview with TIME magazine. "It's my hope that our social presence and crowd-sourced imagery positions our photographers as captains of an increasingly democratic medium."

In addition to the 100-day web hub, FeedMagnet will be used to populate an interactive display during the exhibition so that visitors to the International Center for Photography can review the image threads associated with Capa's inspirational work.

### **ABOUT FEEDMAGNET**

FeedMagnet provides a social media integration system empowering brands and organizations to create engaging marketing and sales experiences through real-time social content. Powered by its innovative aggregation and curation engine, FeedMagnet delivers social content from a wide range of sources to power web experiences with dynamic authentic content targeted to its client's objectives. FeedMagnet works directly with large clients and a network of digital and creative agencies to provide distinctive and engaging experiences. FeedMagnet's clients include Verizon, GE, Sephora, McDonald's and Starwood Hotels. For more information, visit [www.feedmagnet.com](http://www.feedmagnet.com).

Contact:

Frank Burns

[frank@feedmagnet.com](mailto:frank@feedmagnet.com)

PO Box 6382,

Austin, TX

78762

Ph: 1-(512)-576-0502

###