



Google Arts & Culture

Google™ CULTURAL INSTITUTE

February, 2011



...until recently, the act of enjoying art and culture was limited by geography. Unless you could visit a museum in person, it would be hard for you to appreciate a work, brushstroke by brushstroke. And to fully understand the legacy of someone like Van Gogh, you would have to go from Amsterdam to Chicago to New York to Tokyo to discover and marvel at all of his influences, works and successors.

Original 17 partner museums

Alte Nationalgalerie

Berlin, Germany

Freer Gallery of Art, Smithsonian

Washington, DC, USA

Frick Collection

New York, USA

Gemäldegalerie

Berlin, Germany

Museum Kampa

Prague, Czech Republic

Metropolitan Museum of Art

New York, USA

Museum of Modern Art

New York, USA

Museo Reina Sofia

Madrid, Spain

Thyssen-Bornemisza Museum

Madrid, Spain

National Gallery

London, UK

Palace of Versailles

Versailles, France

Rijksmuseum Amsterdam

Amsterdam, Netherlands

State Hermitage Museum

St. Petersburg, Russia

State Tretyakov Gallery

Moscow, Russia

Tate Britain

London, UK

Uffizi

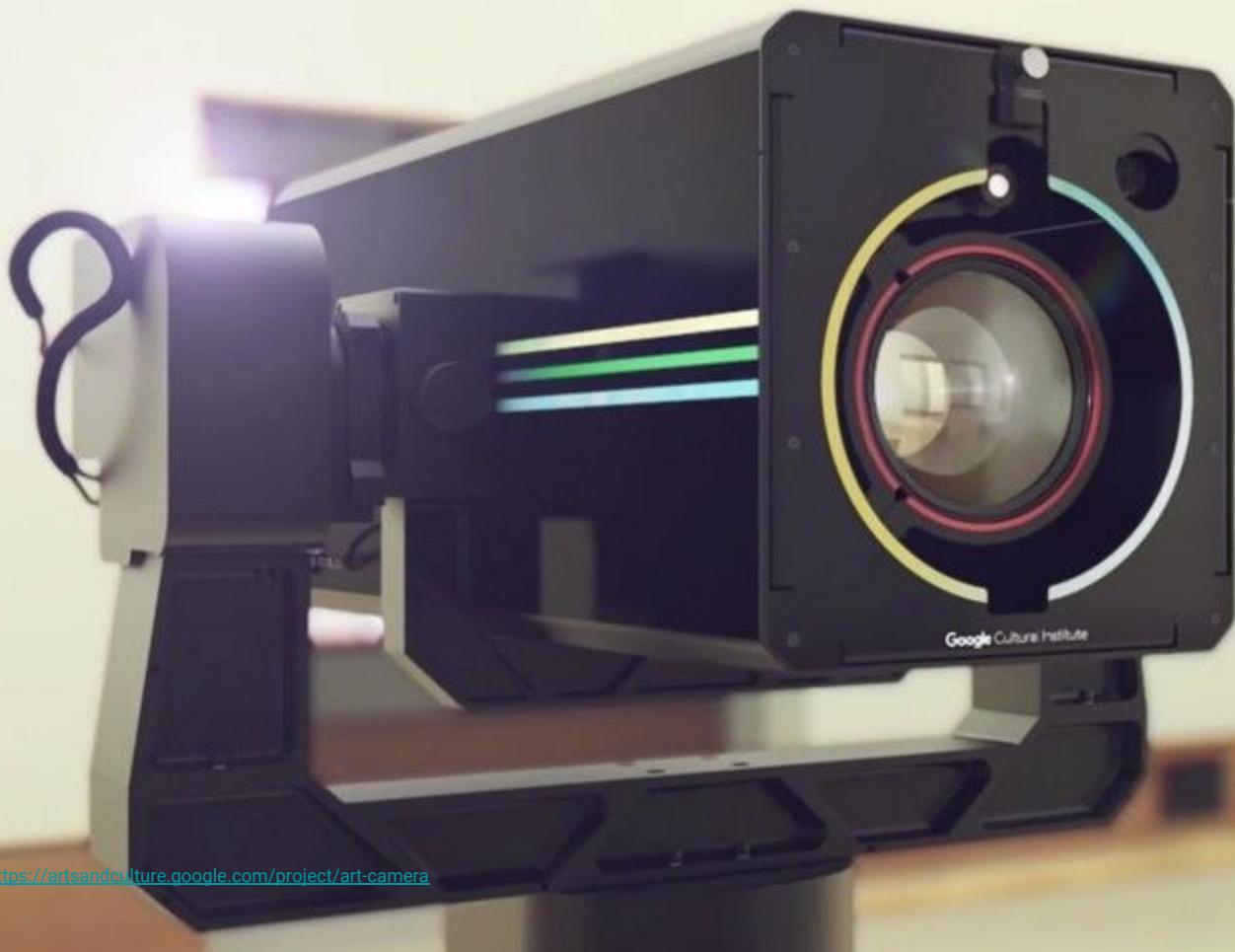
Florence, Italy

Capitoline Museums

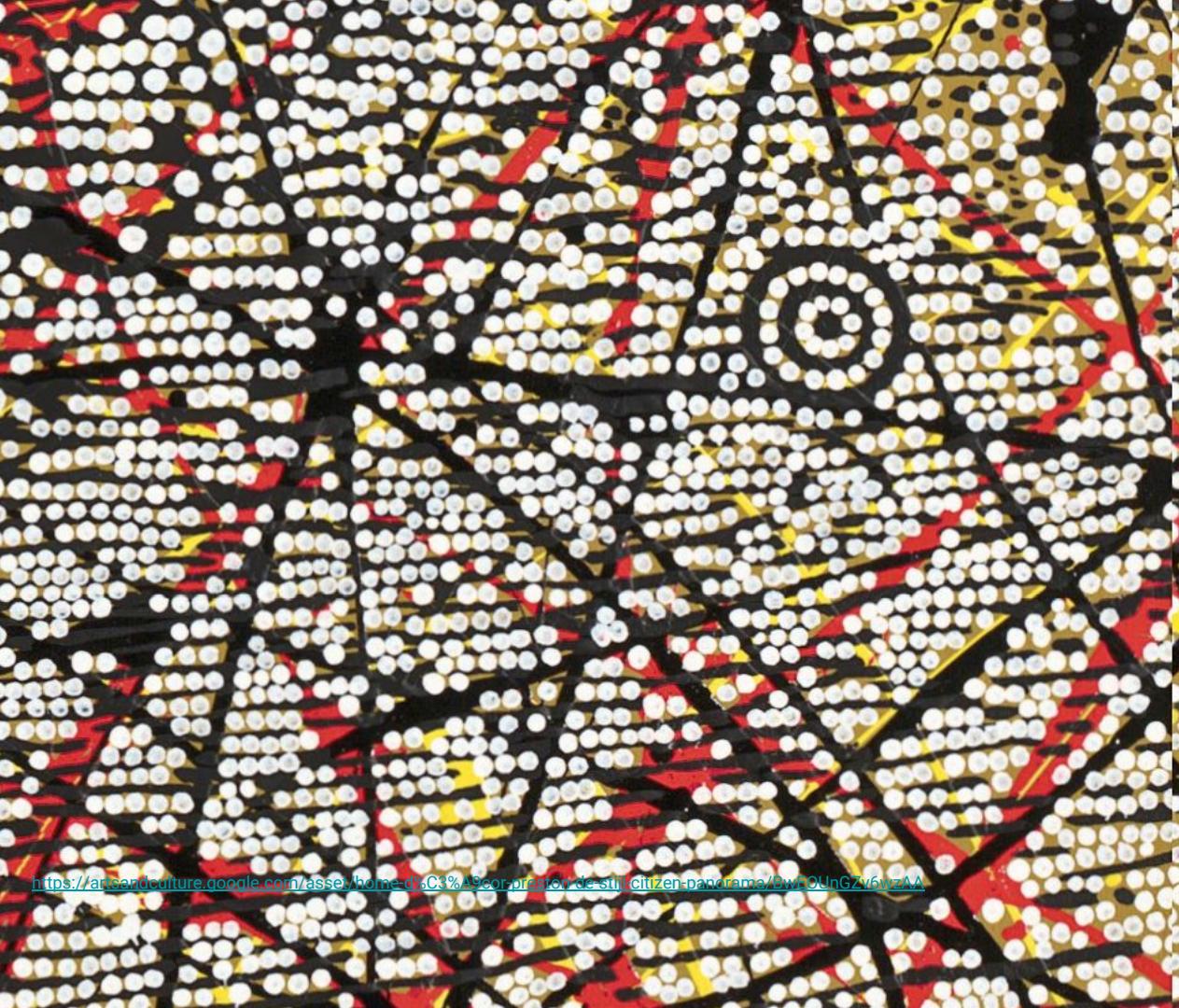
Rome, Italy

Van Gogh Museum

Amsterdam, Netherlands



<https://artsandculture.google.com/project/art-camera>









<https://artsandculture.google.com/asset/piedra-del-sol/9QF3u2vNtD8uf0>

<https://artsandculture.google.com/user/gallery/art-project-gigapixels/DAJi0wFKTTbQLQ>

Lahore Museum
Lahore, Pakistan



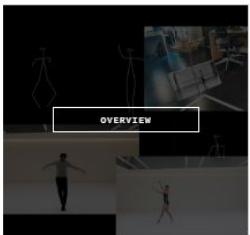
https://artsandculture.google.com/streetview/lahore-museum/uQFYwkswn9Hq7w?sv_lng=74.30814549170202&sv_lat=31.56854284309185&sv_h=184.0391740583956&sv_p=51.212057264584274&sv_pid=b28LrgeoApoAAQulHK_pQ&sv_z=1.0000000000000002

Google Arts & Culture | Collections





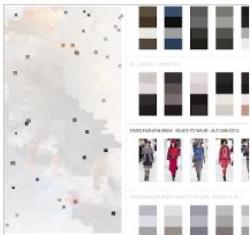
Arts & Culture Experiments



LIVING ARCHIVE

by Google Arts & Culture Lab

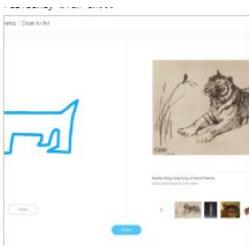
A collaboration between Google Arts and Culture Lab and Studio Wayne McGregor.



BUSINESS OF FASHION

by Cyril Diagne

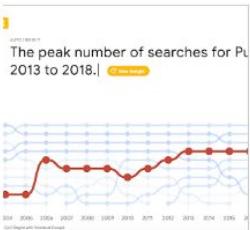
Browse through four years of catwalks



DRAW TO ART

by Google Creative Lab, Google Arts & Culture Lab, Kyle McDonald

Doodle to discover great works of art



20 YEARS OF SEARCH TRENDS

by Cyril Diagne

An interactive visualization of Search queries (English language only) to celebrate 20 Years of Google.



PLEASE FEED THE LIONS BY ES DEVLIN

by Es Devlin, Ross Goodwin

An interactive public sculpture driven by machine learning



NINIA CÉTII BY JENNA SUTELA

by Jenna Sutela, Google Arts & Culture

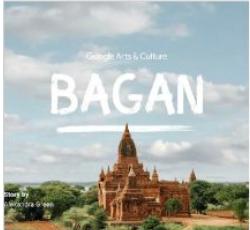
A machine learning and art project by Jenna Sutela



ART PALETTE

by Simon Doury & Etienne Ferrier

Find artworks that match your chosen color palette



BAGAN

by Google Arts & Culture

Discover Bagan's incredible temples in 3D and VR



LIFE TAGS

by Gael Hugo

Browse through the 20th century via Tags defined by Machine Learning.

Over 400 stories by curators from science and technology museums around the world

Once Upon a Try

A journey of invention and discovery
with CERN, NASA, and more than 100 museums around the world



https://artsandculture.google.com/streetview/the-atlas-detector/BwFvpRHxEA9SeQ?sv_lng=6.055431973740042&sv_lat=46.2356461335&sv_h=313.05136918784547&sv_ip=57.83511755493561&sv_pid=kNbDallbnqMAAAQJODkDmA&sv_z



<https://artsexperiments.withgoogle.com/nasavisualuniverse?k=mir%20space%20station&a=sts074-344-003>

<https://artsexperiments.withgoogle.com/nasavisualuniverse>



Open Heritage

Explore iconic locations in 3D, discover the tools of digital preservation, and download CyArk's collection

53%
match

Portrait of a Woman
Jan Mytens



36%
match

untitled
BToy



Kumail Nanjiani
@kumailin

Following

Hey this one ain't so bad.

59%
match
Portrait
Mohammed Al Mazrouie



55%
match

Portrait of a Man
Alessandro Magnasco



41%
match

Martha Graham



Martha Graham Center of
Contemporary Dance
Google Arts & Culture

39%
match

Khubilai Khan



Stephanie
@666styx

Replies to @jayspiankang
Can I join the suit vs Google and Art
5:31 PM - Jan 14, 2018

7 25 155

Clyfford Still
@clyffordstill

Following

49%
match
PH-672
Clyfford Still

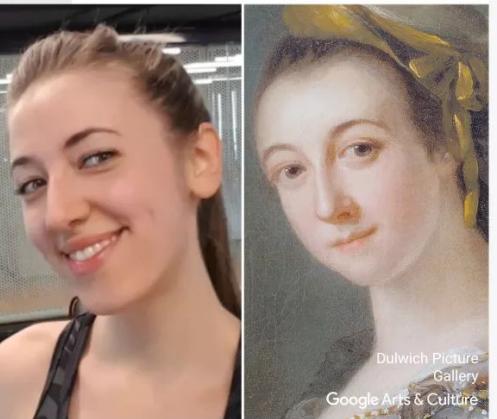
Ding Dong Daddi
@othsentz

Hey good morning everyone, this Google Arts and Culture app is scary.
11:52 AM - Jan 13, 2018 - Washington, DC

7 25 155

60%
match

Portrait of a Lady with Mask and...
Benjamin Wilson



Dulwich Picture
Gallery
Google Arts & Culture

47%
match

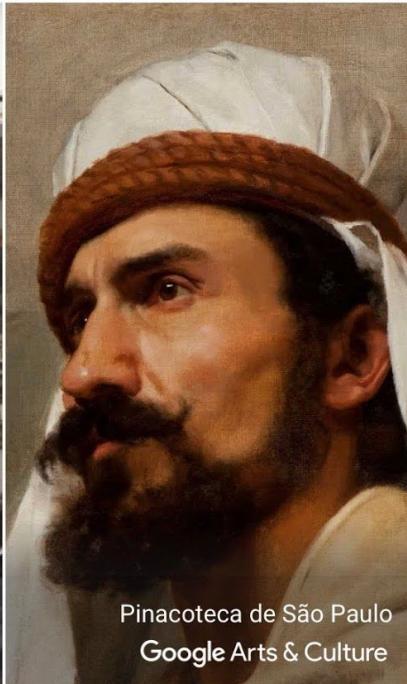
Shepherd in Fur
Ladislav Mednyánszky



Slovak National Gallery
Google Arts & Culture

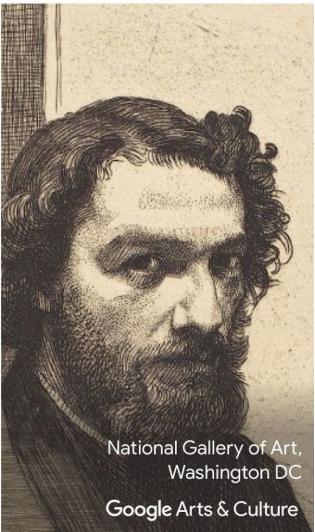
53%
match

Beduino
Berthe Worms



Pinacoteca de São Paulo
Google Arts & Culture

59%
Alphonse Legros
Félix Bracquemond



National Gallery of Art,
Washington DC
Google Arts & Culture

64%
Portrait of Alfred von Berger
Max Liebermann



New Masters Gallery, Dresden
State Art Collections
Google Arts & Culture

61%
Portret van Ferdinand von Kolonits
Aegidius Sadeler



Rijksmuseum
Google Arts & Culture

Questions:

Does the digital/virtual experience of viewing dilute or enhance the impact of the artworks and these collections?

Does touring a museum or gallery in streetview appeal to you?

Does the ability to visit a museum virtually detract from the desire to see fine art in real life? What are the pros and cons of each?

Have you used any GA&C smartphone applications? Is an augmented reality experience in a museum or outside of one something that would be valuable to you?

What are some data driven projects in the fine arts and curatorial spaces that you would like to see google drive resources toward?