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from

THE FRICK COLLECTION

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GOOGLE ANNOUNCES GLOBAL EXPANSION OF ITS ART PROJECT

Today, at a press conference in Paris and Chicago, Google announced the major global expansion of last year's groundbreaking Art Project. This unique collaboration merging art and technology now includes 151 partners in 40 countries around the world. In the United States alone, the project has expanded beyond the initial group of four museums, which included The Frick Collection, to represent 29 partners—ranging from large institutions to university galleries—in 16 cities. Additionally, significant technical improvements have been made to the site that resulted in a higher quality display of the virtual tour, the enhanced browsing of content, and the integration of Google+ and video hangouts, allowing visitors to create and share engaging personal galleries. The expanded global partnership can be explored at googleartproject.com.

With just a click of a mouse, the expanded site now allows the public to explore more than 30,000 works of art, including paintings, sculpture, decorative arts, and photographs, as well as street art and culturally significant sites around the world. The site also provides virtual access to 46 museums via Street View technology. Comments Ian Wardropper, Director of The Frick Collection, "We were deeply honored to be included in the initial group of international museums to launch the Art Project in 2011. This expanded version of the site allows us to represent the Frick's strong holdings in the areas of decorative arts and sculpture as well as the newest addition to our famed house-museum, the Portico Gallery, through an updated virtual tour. Additionally, our participation in the project coincides with a dramatic increase in our own interactive Web content, and we are thrilled that through this collaboration our offerings will be enjoyed by a larger audience."

KEY FEATURES OF THE PROJECT

Virtual museum tour: This updated feature allows the Art Project site visitors to virtually navigate through the galleries of a museum using Street View "indoor" technology. Additionally, the user can learn more about artworks of interest and view them at closer range than is possible during a museum visit by using a mouse to dive deeper into the high-resolution images provided. The information panel next to the image allows visitors to find additional examples by the artist and watch related videos created exclusively for the Art Project by curators of each participating museum.

Super high-resolution feature artworks: Each of the participating institutions selected one artwork to be photographed in extraordinary detail using super high-resolution or “gigapixel” photo-capturing technology. Each such image contains up to 14 billion pixels, enabling the viewer to study details of the brushwork and patina beyond that possible with the naked eye. For this groundbreaking element of the Art Project, the Frick selected its iconic *St. Francis in the Desert*, by Giovanni Bellini. In stunning detail, visitors now can explore this remarkable late Renaissance panel painting, observing in sharp focus not only the central figure, but the brushstrokes used to depict nearby animals, plants, and objects such as the skull and sandals. For a masterpiece so finely painted and rich in meaning, it is an exciting new opportunity. In addition, the Frick and other museums provided high-resolution images of other holdings, creating with Google an image library that now totals more than 30,000 zoomable works of art. Visitors to the Frick site may now discover details never before seen in masterpieces from our collection of decorative arts and sculpture as well as in favorites such as Rembrandt’s *Self-Portrait* of 1658 and Vermeer’s *Officer and Laughing Girl*.

Curate your own collection: The “Create an Artwork Collection” feature allows users to save specific views of any of more than one thousand artworks and to build their own personalized collections for viewing online. Comments can be added to each painting’s page, and the resulting annotated selection can then be shared with friends, family members, colleagues, and others. Indeed, it’s an ideal tool for museum educators, teachers, students, and anyone interested in the arts that may benefit from collaborative projects and dialogues.

Multi-platform support: With this launch Google has brought the Art Project to the tablet. Currently they support the Android platform and are hoping to have the iPad version ready post launch.

Find out even more about Art Project on [YouTube](#).

ART PROJECT BY THE NUMBERS

151 Partners, 40 Countries

29 United States Museums/Galleries, 16 Cities

46 “Gigapixel” images

30,000 + Images

46 Museum “Street View” virtual tours to date

To view Google’s full press release and for more information on the Art Project, please visit the following links:

[Full Google Art Project Press Release](#)

[Art Project Press Site](#)

[The Frick Collection](#)

BASIC INFORMATION

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