

For immediate release: October 30, 2012

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Marshall M. Fredericks Sculpture Museum

Google Goes Local with Expanded Art Project

Tuesday, October 30: Google today announced a partnership with the Marshall M. Fredericks Sculpture Museum, Saginaw Valley State University to bring its path-breaking Art Project to the United States of America.

The partnership is part of a global expansion of the project, which now counts 180 partners in over 40 countries. The latest additions bring 10% more art to the site, taking the total number of high resolution objects to more than 35,000.

Explore contemporary works at the Istanbul Modern Art Museum, admire works from the Art Gallery of South Australia (who have contributed almost 600 objects), and access the treasures of the famous Palazzo Vecchio in Italy. This round also has seen contributions from more unusual sources including the National Ballet of Canada, pre-Columbian art from Peru, and decorative arts from China.

Two new educational and social features have been added to the Art Project experience.

- A tool called “Compare” allows you to examine two pieces of artwork side-by-side. Look at how an artist’s technique evolved over time, connect features in decorative arts across cultures, or delve deeply into two parts of the same artwork. For example, view an early sketch of Winslow Homer's “The Life Line” from the Cooper-Hewitt, National Design Museum next to the completed painting from the Philadelphia Museum of Art to see how the artist's vision developed over the life of the work.
- With over 2 million followers to the Art Project's Google + page, it's clear that people like to share their experiences of art online. To help them do this, we've created a new Google Hangout app which lets visitors create a personalized guided tour. Invite your friends to view and discuss your favorite works in a video chat or follow a guided tour from an expert to gain an appreciation of a particular topic or art collection.

"Bringing art or any object online takes a huge amount of commitment and resource from our partners so it's incredible to think that in a few short years we have built up such a wealth of precious material in one online destination. We have visitors to the Art Project from people ranging from Brazil, to India, to Japan. Far from slowing down, the appetite for bringing art online is growing. Add that to the technology we're developing to allow you to explore the objects in an ever-growing number of ways and it's an exciting time for art lovers," said Amit Sood, Head of Art Project, Google.

The Art Project epitomizes Google’s commitment to bringing culture online and making it accessible to the widest possible audience. Under the auspices of the Cultural Institute, Google is producing high resolution images of the Dead Sea Scrolls, digitizing the archives of famous figures such as Nelson Mandela, and bringing online the historical archives of many institutions in the shape of online exhibitions.

“We were extremely pleased when the Google Art Project contacted us several months ago and invited the Marshall M. Fredericks Sculpture Museum to be part of this important art on line project because it speaks to recognizing and promoting the work of a significant American sculptor, Marshall Fredericks, to an international audience,” said Museum Director Marilyn L. Wheaton.

Find out more about Art Project on YouTube and the Google + page.