



ART
BEYOND
GAZE

Arts & Culture

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Google Arts & Culture

🔍 Google Arts & Culture is an **online platform** of high-resolution images and videos of artworks and cultural artifacts from partner cultural organizations throughout the world.

It utilizes high-resolution image technology that enables the viewer to tour partner organization collections and galleries and explore the artworks' physical and contextual information. The platform includes advanced search capabilities and educational tools.



Google Arts & Culture

The exploration of the artistic works contained within the platform is **facilitated** by grouping them into **categories**:

- Color
- Museum
- Artist
- Artistic movement
- Style
- Date
- Collection



Google Arts & Culture

Other contents that can be found are:

- Historical events
- Historical characters
- Places
- Interactive experiments and games



Google Arts & Culture – Color Category

Choice of artworks based on the predominant color



What's your favorite color?
Discover over 100,000 artworks by color

<https://artsandculture.google.com/culturalinstitute/beta/u/1/color?col=BLUE>



Google Arts & Culture - Museum Category

List of museums that can be visited virtually

<https://artsandculture.google.com/cultural-institute/beta/u/1/streetview/the-erazm-cio%C5%82ek-palace-art-of-old-poland-the-12th-18th-century/PQHNNphnMmTWcg?sv lng=19.93726981067295&sv lat=50.05634958627564&sv h=6.966565270431023&sv p=2.0669427089546275&sv pid=SMOKG3uUnZ8AAQrCvlwkg&>

Museum explorer

Where do you want to visit today?



EXPLORE

The State Russian Museum

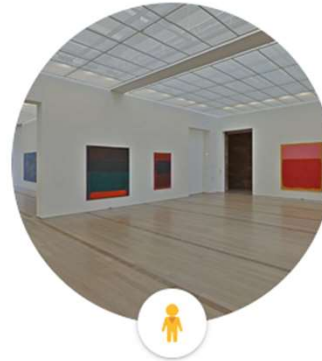
Saint Petersburg



EXPLORE

Ohara Museum of Art

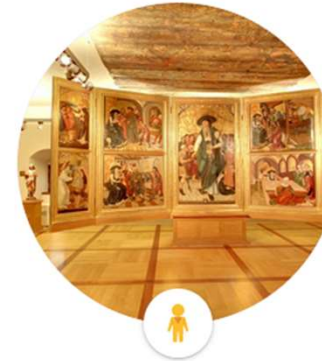
Kurashiki



EXPLORE

Fondation Beyeler

Basel



EXPLORE

The National Museum

Krakow



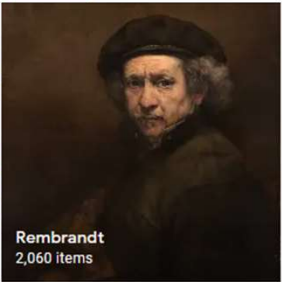

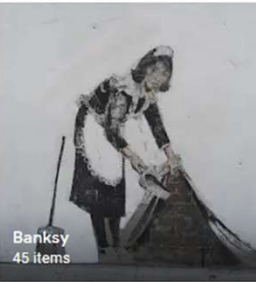





Google Arts & Culture - Artists Category

List of artists with related artworks



Artists

All A-Z Time

 <p>Vincent van Gogh 266 items</p>	 <p>Claude Monet 259 items</p>	 <p>Rembrandt 2,060 items</p>	 <p>Raphael 213 items</p>	 <p>Banksy 45 items</p>
 <p>Paul Cézanne 287 items</p>	 <p>Gustav Klimt 155 items</p>	 <p>Paul Gauguin 370 items</p>	 <p>Francisco Goya 909 items</p>	 <p>Pierre-Auguste Renoir 202 items</p>

Google Arts & Culture - Games and Experiences

Games to be played individually or collaboratively on artistic themes



<https://artsandculture.google.com/culturalinstitute/beta/u/1/project/games>





Game - Puzzle Party

Get together with your friends and family to piece together a famous artwork

<https://youtu.be/I6af6EjWbO8>





Game - Play what come first

Compare cultural moments in time

<https://youtu.be/ro5Cbg-Q8bM>

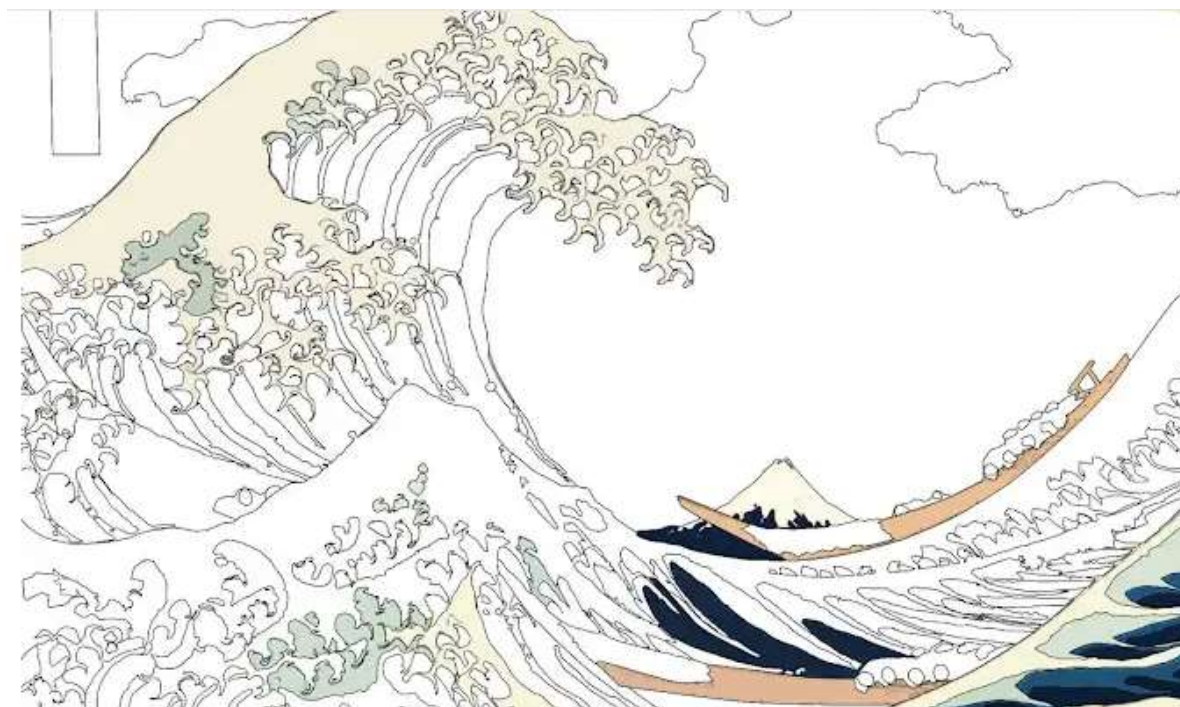




Game - Art Coloring Book

Color your way through famous canvases

<https://youtu.be/7xgJDO--BwM>





Game - Play a Kandinsky

What if you could hear color? Explore Vassily Kandinsky's synesthesia and "play" his pioneering masterpiece, Yellow-Red-Blue, with the help of machine learning

<https://artsandculture.google.com/experiment/sgF5ivv105ukh>
A





Thank you for
your attention

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