

**Albany Institute of History & Art**  
**Partners with Google Cultural Institute**  
Technology brings local artwork to life online

ALBANY (January 27<sup>th</sup>, 2014)- The Albany Institute of History & Art announced today it will join over 400 existing online art collections through its partnership with the Google Cultural Institute, a collaboration between Google and acclaimed art partners from across more than 50 countries that work to preserve and promote culture online.

By making a sampling of the Museum's works available online, the Albany Institute of History & Art aims to encourage art enthusiasts and visitors to come experience other great works of art that are offline. This partnership has the potential to increase local tourism and places Albany on par with other global cultural centers.

"The key goal of the Cultural Institute is to provide access to high quality art to anyone through a few clicks of the mouse," said William Floyd, Google Head of External Affairs for New York.

"The Albany Institute of History & Art is thrilled to partner with the Google Cultural Institute. This exciting platform with its global mission and cutting edge technologies will encourage people to explore the richness of museum collections around the world. New York State's oldest museum, the Albany Institute, invites everyone to explore 400 years of art, history, and culture related to the famed Hudson River Valley," said Tammis K. Groft, executive director of the Albany Institute of History & Art.

"New technologies advance every aspect of our day, including the way we consume and enjoy art. This partnership between the Albany Art Institute and Google is yet another example of the culture of innovation that permeates every aspect of our lives in the Capital Region. I thank Mayor Sheehan and the team at AIHA for their leadership in continuing to make Albany and surrounding areas a part of living life on the cutting edge," said Congressman Paul Tonko.

"I am thrilled with this new partnership between the Albany Institute of History & Art and Google. Anyone with an internet connection now has access to the Institute's amazing collection and some of the most prized art from the Hudson Valley. It provides tremendous exposure to AIHA, which is one of the oldest museums in our country and one of our city's greatest treasures," said Mayor Kathy M. Sheehan.

Google Cultural Institute will photograph and virtually map local works of art featured in the Albany Institute of History & Art later this week. A specially designed Street View 'trolley' will take 360 degree images of the interior of selected galleries which will be stitched together, enabling smooth navigation of the museum. This technology will allow people around to world to explore the museum's objects in never-before-seen angles and detail with the click of a mouse.

The Albany Institute of History & Art collections included in the project offer a broad perspective on artistic traditions and cultural traditions from New York State's rich Hudson River Valley. Highlights include colonial portraits, Hudson River School landscape paintings, sculpture, American folk art, works on paper, and art by twentieth-century and contemporary artists. The museum's decorative arts collections feature New York silver and furniture, American and imported ceramics from the Netherlands and Qing Dynasty China, glass, and ornate cast-iron stoves from regional manufacturers.

Visitors to the Google Cultural Institute can browse 57,000 high-resolution objects by the artist's name, the type of art, the museum, the country, collections and the time period. Google+ and video hangouts are integrated on the site, allowing viewers to invite their friends to view and discuss their favorite works in a video chat or follow a guided tour from an expert to gain an appreciation of a particular topic or collection.

The Google Cultural Institute is dedicated to creating technology that helps the cultural community to bring their art, archives, heritage sites and other material online. The aim is to increase the range and volume of material from the cultural world that is available for people to explore online.

###