

Press Release

Effective immediately, the MAK is a partner of Google Arts & Culture

The MAK launches its participation in this growing virtual art portal with a selection of highlights from its collection

Gustav Klimt's work drawings for the execution of a frieze in the dining room of the Stoclet House in Brussels (1910–1911), one of the highlights of the MAK Permanent Collection, can now be experienced in digital form. Gigapixel images of the nine panels, one of the most outstanding artistic achievements of the period around 1900, are a part of the MAK—Austrian Museum of Applied Arts / Contemporary Art—presentation that has just opened on the Google Arts and Culture platform. On 21 May 2017, the MAK became a part of this growing art portal that provides virtual access to more than 1 400 museums and galleries worldwide, allowing artworks to be explored in minutest detail online.

To inaugurate its presence on Google Arts & Culture, the MAK offers an insight into diverse areas of its comprehensive collection. High-definition scans made with the Art Camera allow works such as the *Hamzanama* to be experienced in close-up detail. This heroic epic, created around 1570 in what is today India, is one of the most outstanding works of painting from the Islamic world. Of the original 1 400 sheets, 200 are still preserved in various collections around the world. The MAK's 60 sheets constitute the largest set of all. The visual presentation of highlights from the MAK Collection is supplemented by a wealth of in-depth, extensive, and detailed background information.

A virtual tour based on Street View images whisks the visitor away to the MAK Branch Geymüllerschloß in Pötzleinsdorf, one of the few publicly accessible summer residences from the Empire and Biedermeier period in Austria. 360 degree views create a panoramic tour of this pleasure building, built after 1808 for the merchant and banker Johann Jakob Geymüller (1760–1834). Besides the 160 exquisite Old Viennese clocks from the Franz Sobek Collection, here on permanent exhibition, Empire and Biedermeier furniture from the MAK Furniture Collection complement the precious overall impression.

Christoph Thun-Hohenstein, General Director of the MAK: "Google Arts & Culture is

an outstanding example of the enormous possibilities of the digital age. Being able to visit art works and unique art locations around the world, at any time, represents both quality of life and knowledge gain. We look forward to welcoming many virtual art enthusiasts, as well as to numerous new museum visitors finding their way to the MAK via Google Arts & Culture.”

Simon Rein, Google Arts and Culture Manager for Germany, Austria, and Switzerland: “Google Arts and Culture has been enormously enriched by being able to welcome the Vienna MAK as a partner. From today, people can pay virtual visits to the museum from all over the world and see at first hand the MAK’s great wealth of art treasures. We have recorded a selection of masterpieces—such as the sheets from the world famous *Hamzanama* and the work drawings of Gustav Klimt for the mosaic frieze in the Stoclet House—with our special Art Camera, so that visitors can study them in great detail and be both fascinated and inspired by them.”

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