

GOOGLE CULTURAL INSTITUTE

FOUNDED IN 2011, THE GOOGLE CULTURAL INSTITUTE IS A NOT-FOR-PROFIT INITIATIVE THAT PARTNERS WITH CULTURAL ORGANIZATIONS TO BRING THE WORLD'S CULTURAL HERITAGE ONLINE. WE BUILD FREE TOOLS AND TECHNOLOGIES FOR THE CULTURAL SECTOR TO SHOWCASE AND SHARE THEIR GEMS, MAKING THEM MORE WIDELY ACCESSIBLE TO A GLOBAL AUDIENCE.

SEE A VIDEO ABOUT INDIAN WONDERS ON THE CULTURAL INSTITUTE [HERE](#).

LEARN MORE ABOUT THE CULTURAL INSTITUTE [HERE](#).

DIGITISE

ART CAMERA

Art Camera is our state-of-the-art system for capturing paintings at ultra high-resolution. We focused on making the system easy to use, and by improving the capture time, we can shoot a painting in an hour or less.

Example: [Apple Harvest](#), [Radha and Krishna in the boat of love](#)

MUSEUM VIEW

Specially-designed Street View tools create seamless, 360° virtual tours for our partners, with floor plans and information about the location. Visitors can also jump from a gallery's interior into a high resolution artwork image with additional details.

Examples: [British Museum](#), [Taj Mahal](#)

ORGANISE

COLLECTION MANAGEMENT SYSTEM

Control, manage and access your digital assets and metadata with our advanced collection management support. It offers virtually unlimited content hosting space, advanced publishing and image processing technology, and sophisticated searching and filtering tools.

STORYTELLING TOOLS AND PLATFORMS

Bring your artworks and artifacts to life and create beautiful stories. Our easy-to-use tools include a high-res zoom viewer, expertly narrated videos, viewing notes, and maps. Our partners can also curate online exhibitions to preserve their story.

Example: [Collection Highlights from the Dr. Bhau Daji Lad Mumbai City Museum](#)

PUBLISH

ON THE CULTURAL INSTITUTE PLATFORM

Engage with audiences, old and new, with our interactive platform. Compare and match artworks, genres and periods, or pan and zoom simply and intuitively. The integrated social tools also allows our partners to form deep connections with users.

[Website](#)

ON THE ARTS & CULTURE MOBILE APP

Share your collection through the free Mobile App (Android and iOS). You use the storytelling tool to create tours of objects and publish them to the app as many times as you like.

Download mobile app for [Android](#), [iOS](#)

ON YOUR OWN WEBSITE

Similar to YouTube embedding, content embedding lets you use the same technology that powers the Google Cultural Institute website, to use the high-resolution image zoom viewer and the storytelling tools on your website.

[Example](#)

ON CHROMECAST BACKDROP

Show images from your collection as the rotating background on TVs or large displays with the Chromecast media streaming device.

[Video](#)

ON THE CHROME BROWSER

Share your beautiful artworks with millions of users through their Chrome browser every time they open a new tab.

ON CARDBOARD

Use Virtual Reality to present cultural locations through a curated immersive experience, as if you were actually there.

[Video](#)

IN GOOGLE NOW

When travelling near your museum, Google Now users see a card showing a highlight of your collections. By clicking on the card, the user can get directions to your museum, or learn more about the artwork on the Cultural Institute site.

PARTNERSHIP

We'd be delighted to can work together to celebrate Indian culture on the web. This could include

- embedding your images and exhibitions created with Cultural Institute on MEA and public diplomacy websites,
- creating cultural kiosks in Indian Missions,

- partnership with ICCR to promote Indian culture.

Your contacts at Google:

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