Asia-Europe
Museum Network

> The Asia-Europe Museum Network (ASEMUS) currently has **83 museum members** across Asia and Europe. A recent review of the Google Art Project found six ASEMUS members had setup virtual galleries on this new and innovative platform.

What is the Google Art Project?

The **Google Art Project** is an online platform through which the public can access high-resolution images of artworks housed in the initiative's partner museums.The project was launched on 1 February 2011 by Google, in cooperation with 17 international museums, including the Tate Gallery, London, the Metropolitan Museum of Art, New York City, and the Uffizi, Florence.

The platform enables users to virtually tour partner museums' galleries, explore physical and contextual information about artworks, and compile their own virtual collection.

> The Google Art Project is a major project of the **Google Cultural Institute** which was established in 2010 with a simple mission – to 'help preserve and promote culture online'.

Today the Google Art Project has over 200 partners from 43 countries, continuing their quest to open up access to art to millions of professionals, students, beginners and amateur enthusiasts.

> "One minute is the average time spent looking at any given painting on the Art Project website, compared to under 20 seconds (according to several studies) in a museum."
>
> **Google Official Blog**

ASEMUS members on the Google Art Project platform

- **Quai Branly Museum, France**
- **National Museum of Indonesia**
- **Ayala Museum, Philippines**
- **National Museum of Anthropology, Spain**
- **National Museums of World Culture, Sweden**
- **Victoria and Albert Museum, United Kingdom**

The **Singapore National Heritage Board** also has a presence on the **Google Art Project**. It manages a total of five ASEMUS members.

> *Experience the Ayala Museum through the Google Art Project googleartproject.com/#collection/ay...* — Ayala Museum (@ayalamuseum) *March 25, 2013*

[Sources] Wikipedia: Google Art Project Google Official Blog; Taking a minute to enjoy some art on World Art Day

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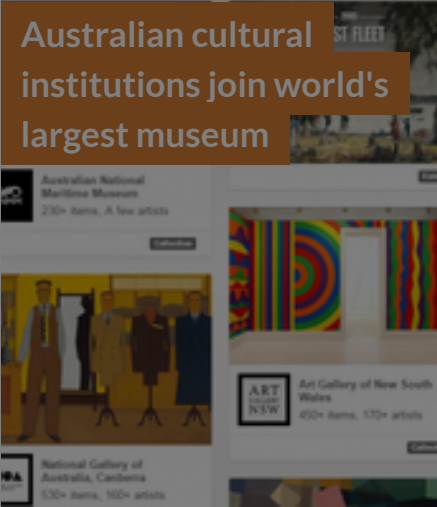
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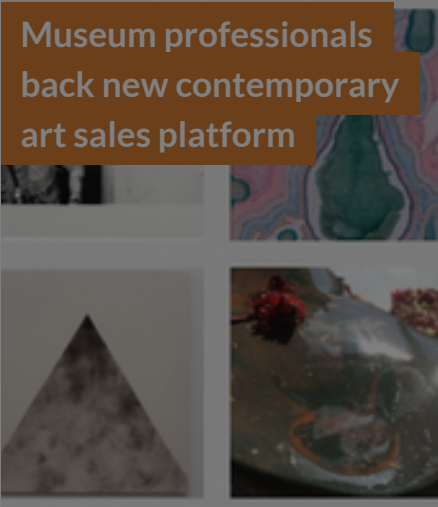
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