Google Arts and Culture

Who are we:
[Google Arts & Culture](#) is a not-for-profit initiative that partners with cultural organisations to bring the world's culture heritage online. Our aim is to increase organisations online presence and celebrate their work and stories in new ways.

How do we do this:
We build free tools and technologies for cultural organisations to showcase and share their cultural treasures and stories with a global online audience. We support over [2,000](#) cultural institutions in 80 countries, with more than [200,000](#) images of original artworks, 6 million archival artefacts, thousands of [360° virtual museum views](#), and more than [2,000](#) online exhibits curated by experts. All of this exists together in a single unified [experience.](#)

We can support organisations with the following:

- **Collection**: Digitizing the world's cultural heritage
  Digitize & upload artworks / artifacts at scale.
- **Storytelling**: New ways to explain culture digitally
  Support organisations to tell their stories in the most impactful and engaging way online.
- **Audience**: Making it easier to find culture online
  Help organisations reach as many people as possible globally, in new ways.
- **Innovation**: Where art, culture and technology meet
  Providing innovation by bringing Google's cutting-edge technologies to the cultural sector.

We work with a diverse range of institutions across art, craft, performing arts, history, street art, the natural world, science, architectural wonders and many other cultural disciplines. So, no matter what type of organisation you are, and no matter the size - everyone is welcome.

You simply need to fit the following criteria:
1. You are a not-for-profit organisation
2. You have a collection of high resolution work to upload (images, videos, audio files etc)
3. You hold the copyrights for the work, or it's copyright free

How to get in touch:
If you're interested, you can sign up your organisation on: [g.co/cisignup](#).
A member of our team will then be in touch to discuss the opportunity in more detail.

Useful links:
- Website: [g.co/artsandculture](#)
- App: download for [iOS](#) or [Android](#)
- Social: #googlearts [YouTube](#), [Instagram](#), [Twitter](#) and [Facebook](#)
- About page: [google.com/culturalinstitute/about/partners/](#)
- Google Keyword blog: [blog.google/outreach-initiatives/arts-culture/](#)
- Art Camera: [youtube.com/watch?v=dOrJesw5ET8](#)
- [Ted Talk with Director Amit Sood](#)