

Google Art Project: Democratizing Art

Zeynep İnanođlu

Product Marketing Manager, Google Turkey, İstanbul, Turkey. Email: zeynepi@google.com

Abstract

From the teenager browsing the web in an Internet cafe in Istanbul, to the student in New York seeking inspiration for a dissertation, the Google Art Project aspires to connect more people to art. Initially developed by a group of Google employees as a side project, the project aims to make art more accessible to the masses through state of the art technology, and to remove physical barriers between the individual and the artwork. Far from preventing people from visiting the museums in person, this unrivalled access to art will encourage the Internet generation to interact with art in new ways and ultimately inspire them to visit the 'real thing'. Starting with 17 museums, the Google Art Project aspires in the near future to create a variety of digital spaces where the new generation art lovers and art institutions will be brought together seamlessly.

Keywords: *Google Art Project; art museums; digital museums.*

Short Bio

Dr. Zeynep İnanođlu is currently Product Marketing Manager at Google Turkey, responsible for all consumer marketing operations. Zeynep holds an undergraduate degree in Electrical Engineering from Harvard University and a Master's and PhD degrees in Information Engineering from University of Cambridge. Her PhD thesis focuses on the area of voice conversion in speech signal processing and has recently been awarded the "2011 Best Paper Award" by EURASIP (European Association for Signal Processing). Zeynep has worked in various start-up ventures, including Angel.com and Phonetic Arts and has always believed in a balance of academic research and entrepreneurial pursuits.