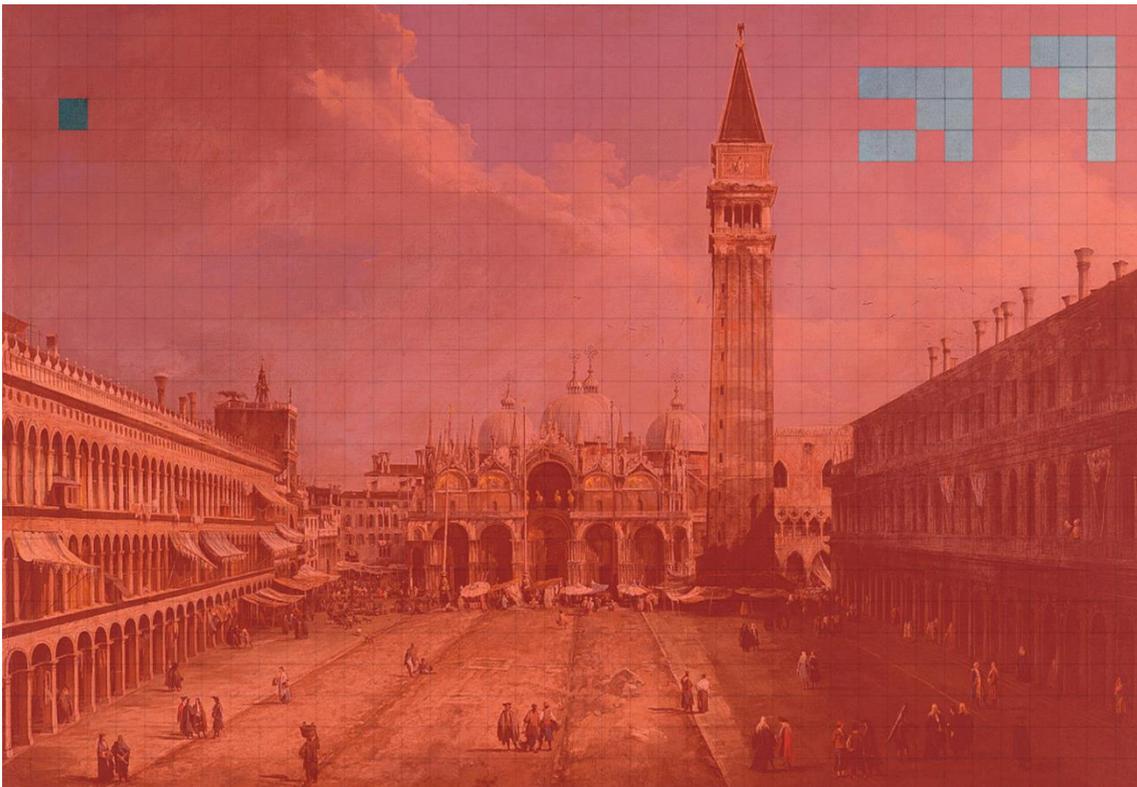


## Successful completion of the Museo Thyssen's crowdfunding campaign for the restoration of one of its Canalettos

- 35,000 euros were needed to clean and carry out a technical study of *The Piazza San Marco in Venice*, and 54,335 euros have been raised
- 601 donors made this possible over the course of a four-month campaign
- The final contribution from Artika publishers allowed the initial target to be surpassed



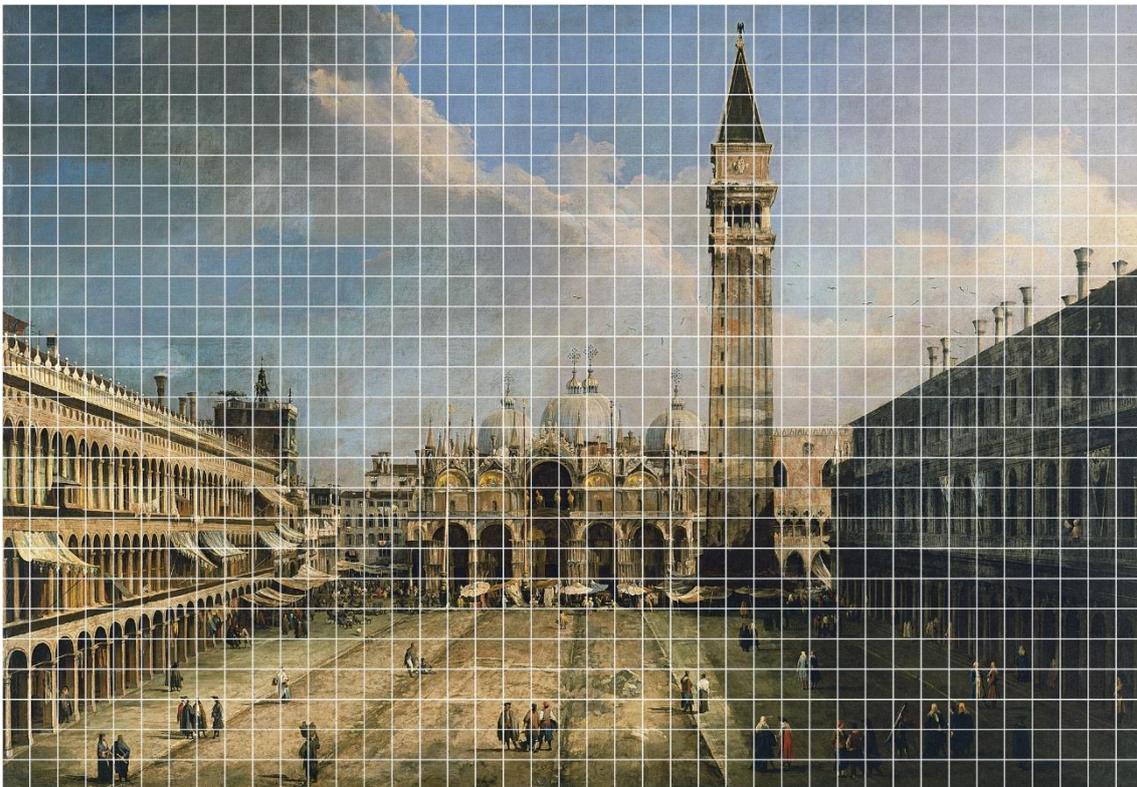
On 12 June the Museo Nacional Thyssen-Bornemisza started up a [crowdfunding campaign](#) to raise the 35,000 euros needed to restore (cleaning and technical study) Canaletto's painting of the *Piazza de San Marco in Venice*. Four months later, 54,335 euros have been raised thanks to 601 donors. Work will begin in December and will last approximately one year.

This pioneering initiative in the Spanish museum sector was open to everyone, as the minimum contribution was 35 euros. One of the Museum's aims was to stress its call for support from individuals and companies in funding the core activities of a cultural institution.

Most of the 601 donors – 77 percent – gave the minimum sum of 35 euros. Many of them belong to the Friends of the Museum programme, though contributions were also made by companies like Artika, specialists in artists' books, and Mastercard, which sponsors the opening of the permanent collection free of charge on Mondays.

The painting was divided into a thousand sections, each with a symbolic value of 35 euros. Participants will receive *rewards* depending on their donation: an invitation to the museum for two people, the restored version of the complete painting in digital HD format and a link to a site where it can be viewed with the portion they helped restore, an annual pass for visiting the museum, a jigsaw and a reproduction of the complete painting once it is restored, an invitation to the presentation of the work, a visit to the Restoration Department, a mention on the nameplate as a sponsor of its restoration and technical study...

Crowdfunding donors can claim tax relief on up to 75% of their donations provided they include the information in their tax return. The deduction will be calculated in accordance with Law 49/2002, of 23 December, on the tax regime of non-profit entities and tax incentives to sponsorships and with the limits and under the conditions laid down in Law 35/2006, of 28 November, on Spanish personal income tax.



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**More information:**

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<https://microsites.museothyssen.org/crowdfunding/canaletto/>

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