



Fundación BBVA

**The Thyssen-Bornemisza Collections
are now accessible on mobile devices
thanks to the sponsorship of
Fundación BBVA**

Madrid, 30 January 2013

- *Selected Works* is the first App in the programme of digital publications of the Museo Thyssen-Bornemisza and Fundación BBVA
- The Museo and the Fundación have signed an agreement to create a programme for the development of applications, digital publications and educational information
- This joint venture is launched with an application that includes 143 selected works from the Museum with information on the paintings, the 131 artists and related subjects

The Museo Thyssen-Bornemisza and Fundación BBVA today signed an agreement for developing an *Applications, Digital Publications and Educational Information Programme*, comprising a wide range of applications and digital publications based on contents of the highest academic and technical quality.

This programme, aimed at existing mobile devices (Smartphones, tablets, electronic books etc) will offer all sectors of the visiting public (both virtual and real) new experiences relating to the works and artists in the Museum's collections and to a range of educational proposals, information channels and channels for communicating with the Museum.

Evelio Acevedo, the Museum's Managing Director, locates this agreement within the strategic vision of the Museo Thyssen, which aspires to be the reference point for 21st-century museums, making use of all the opportunities offered by the new technologies, including digital publications, in order to disseminate knowledge of its collections among the public, visitors and specialists in a global manner.

For his part, Francisco González, President of Fundación BBVA, emphasised that this agreement perfectly responds to BBVA's strategic policy of promoting an intensive and innovative use of the technologies of information and the Internet, understood as a new space and as extremely powerful tools for bringing goods and services to society. Through this programme, Fundación BBVA will be involved in expanding and enriching the experience of access to art for all sectors of the public.

Within its programmes that encourage, promote and reward research and culture, for some decades Fundación BBVA has maintained an ongoing and sustained commitment with Spain's principal museums, to which this collaboration with the Museo Thyssen-Bornemisza can now be added.

The agreement will be for two years with the option of renewal, and involves the contribution of 512,000 Euros. It guarantees the future updating of the applications and electronic publications that will appear during this period.

The first application that launches this agreement between the Museo Thyssen-Bornemisza and Fundación BBVA was presented at the act of signing. A compilation for iPad entitled *Selected Works*, it brings together 143 masterpieces by 131 artists and covers more than seven centuries of art history. Developed by TF Editores & Interactiva, it offers a voyage through art, starting with the 12th-century Italian Primitives and including Rembrandt, Rubens, Holbein, Caravaggio, Degas, Monet, Picasso, Kandinsky, Rothko, Hopper and other artists. It is based on high quality images of the works, biographies and explanatory texts written by the Museum's curators, as well as the wide range of resources that publications of this type allow: videos, high resolution images, gigapixels, links, the possibility of sharing content on the social networks such as Twitter and Facebook, and of sending it via e-mail.

The App can be navigated from the starting point of the selected painting, the artist or a range of themes that allow for different approaches to the Thyssen-Bornemisza collections. Eight gigapixel images offer close-ups of the smallest details of eight works in a surprising manner. In a video, the Museum's Artistic Director, Guillermo Solana, explains how the collection was created while the heads of the departments of Old Master and Modern Painting, Mar Borobia and Paloma Alarcó respectively, discuss their favourite works in two more exclusive videos. There is also practical information for preparing a visit and an exhibitions and activities calendar.

The *Selected Works App* is now available from the AppStore and will be out from February for Android devices.

The *Applications, Digital Publications and Educational Information Programme* of the Thyssen-Bornemisza Museum will also include a large annual publication aimed at the general public, others of smaller size with regard to content and resources but similarly monographic and of identical quantity, adaptation of the Thyssen's website (www.museothyssen.org) to mobile devices, apps for every temporary exhibition, a multimedia guide of the permanent collections and downloadable audioguides, as well as a wide range of material designed by the Museum's education department and aimed at the teaching community.



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