

# cincinnati art museum

## **FOR IMMEDIATE RELEASE**

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**\*Images Available Upon Request**

## **Cincinnati Art Museum and University of Cincinnati partner for Google Arts & Culture's Frida Kahlo retrospective project**



**CINCINNATI**— Experience Frida Kahlo as you never imagined, thanks to the largest online retrospective art project dedicated to commemorating the life and legacy of one of the most important artists of the twentieth century.

This initiative is the result of the collaboration between Google Arts & Culture, the Cincinnati Art Museum, the University of Cincinnati, and more than 30 other cultural institutions from seven countries that focused on gathering pieces of public and private collections about the artist, with the purpose of making art accessible to all.

[\*Faces of Frida\*](#) gives you access to a virtual collection composed of more than 800 iconic pieces including 700 files of photos, letters and portraits that you can enjoy in different ways through Google Arts & Culture

technology.

Her most famous portraits, such as *Self-portrait dedicated to Leon Trotsky* will come to life through Art Camera, a technology that allows you to see details of an art piece in an exceptional way. You can also find [\*Frida Kahlo: Photographic Portraits by Bernard Silberstein\*](#), a digital exhibition organized by the Cincinnati Art Museum and the University of Cincinnati, which is now available as a part of the virtual collection.

The project seeks to celebrate the legacy of Frida Kahlo and recognize her position as one of the most important figures in modern art. Now, thanks to the support of the network of museums and experts involved in it, the public will be able to learn about the artist's deepest stories: from her impact on fashion, music and dance to the influence she had on her colleagues.

With just one click on [g.co/facesoffrida](http://g.co/facesoffrida), all internet users will be able to access this series of exhibitions that highlight the works, the milestones and all the moments that marked Kahlo's life, using the tools that Google has developed to make them accessible to all. This virtual collection will include: Street View tours, virtual reality and gigapixel images through Art Camera.

*Frida Kahlo: Photographic Portraits by Bernard Silberstein* came about as an opportunity for the Cincinnati Art Museum and the University of Cincinnati to collaboratively publish a digital exhibition. Combining pieces from UC's 2016 *Frida in Focus* exhibition and works from the art museum's permanent collection, *Frida Kahlo: Photographic Portraits by Bernard Silberstein* features intimate portraits of Kahlo by Cincinnati photographer Bernard Silberstein.

"Museums and public urban universities such as ours have a mission to serve students, researchers and the community. *Faces of Frida* enhanced our mission and made it possible for us to increase accessibility, not only to this historic and culturally-relevant collection, but also to new scholarship about it by UC researchers,

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Cincinnati Art Museum specialists and UC affiliates,” said Jennifer Krivickas, University of Cincinnati Assistant Vice President for Integrated Research.

*Faces of Frida* is available at Google Arts & Culture: [g.co/carasdefrida](https://g.co/carasdefrida) - [g.co/facesoffrida](https://g.co/facesoffrida).

View *Frida Kahlo: Photographic Portraits by Bernard Silberstein* and other Cincinnati Art Museum digital exhibitions at <http://cincinnatiartmuseum.org/art/exhibitions/online-exhibitions/>. To access the Cincinnati Art Museum’s Google Cultural Institute collection, please visit <https://www.google.com/culturalinstitute/beta/partner/cincinnati-art-museum>.

Image credit: Bernard Silberstein, *Frida Kahlo in Tehuana Costume*, ca. 1940, gelatin silver print, 9 11/16 x 7 11/16 in. (24.6 x 19.5 cm), gift of the artist, 1986.574.

## **About the Cincinnati Art Museum**

The Cincinnati Art Museum is supported by the generosity of individuals and businesses that give annually to Artswave. The Ohio Arts Council helps fund the Cincinnati Art Museum with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The Cincinnati Art Museum gratefully acknowledges operating support from the City of Cincinnati, as well as our members.

Free general admission to the Cincinnati Art Museum is made possible by a gift from the Rosenthal Family Foundation. Special exhibition pricing may vary. Parking at the Cincinnati Art Museum is free. The museum is open Tuesday – Sunday, 11 a.m.–5 p.m. and Thursday, 11 a.m.–8 p.m. [cincinnatiartmuseum.org](http://cincinnatiartmuseum.org).

## **About Google Arts & Culture**

[Google Arts & Culture](https://www.google.com/culturalinstitute/) is a new, immersive way to experience art, history, culture and world wonders from over a thousand organizations worldwide. Google Arts & Culture has been created by the Google Cultural Institute and it is available for free for everyone on [the web](#), on [iOS](#) and [Android](#). Read more [here](#).

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