

Abstract

Nowdays, cultural institutions use modern ways how to communicate to people. Institutions tend to be interactive and engaging attendees to expositions. Technological improvements bring even new kinds of art pieces presentation. Thesis focuses on virtual gallery concept, called Google Art Project. Concept brings selected art pieces from art collection institutions. Google Art Project has given opportunity to use high quality technology to upload institutional works for free. In fact platform enables closer interaction than before. Work gives complex understanding on project technical and organisational point of view. Further focuses on Czech Google partnership organisations, stress is put on mutual perception of cooperation, technological tasks, views, whole project contribution and at the same time on Google Cultural Institute communication.