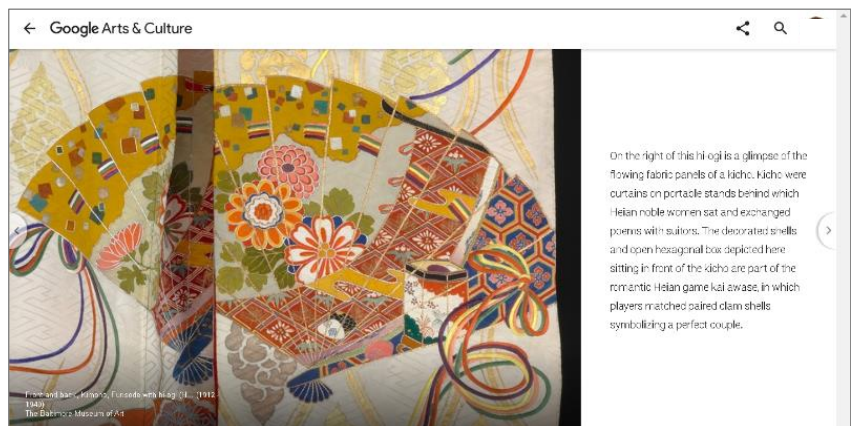


## BMA SHOWCASES STUNNING JAPANESE KIMONO AND OBI WITH NEW GOOGLE ARTS & CULTURE ONLINE EXHIBITION

**BALTIMORE, MD** (June 8, 2017)—The Baltimore Museum of Art (BMA) is showcasing [\*Kimono and Obi: Romantic Echoes from Japan's Golden Age\*](#), as part of *We wear culture*, a Google Arts & Culture project launching today that uses state-of-the-art technology to present 3,000 years of fashion in the world's largest virtual exhibition of style.

The *We wear culture* project invites virtual visitors to explore 400 online exhibitions from 180 cultural institutions presenting everything from the ancient Silk Road and the courtly fashions of Versailles to iconic creations by Coco Chanel and other famous fashion designers. The BMA's selection of exquisite Japanese kimono robes and obi sashes were originally shown at the museum from July 2016

to January 2017. Many of the images in the online exhibition can be magnified to examine the individual gold threads that were woven into or embroidered onto the garments. Viewers can also click on image titles for detailed descriptions of the many elaborate techniques used to create these stunning kimono and obi.



“We chose kimono and obi made in the last 150 years, during Japan’s period of modernization, that still paid homage to a high point of traditional Japanese culture—the Heian period (794-1185) from a thousand years ago,” said BMA Curator of Textiles Anita Jones. “The symbols on these textiles refer to the artistic achievements of the men and women of the Heian Court and are created with extraordinary labor intensive techniques that produced breathtakingly beautiful garments.”

Consulting Curator Ann Marie Moeller adds, “The women who first wore the exhibition kimono displayed their knowledge of Japanese history, art, and literature with the subjects they chose to adorn their clothes. This online exhibit provides an opportunity for the world to discover the messages they wished to convey to their peers.”

This is the BMA’s second online exhibition collaboration with Google Arts & Culture. [\*Questioning the Canon\*](#), a survey of 17 works by African American artists in the museum’s collection, was launched in February 2016.

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## **GOOGLE ARTS & CULTURE**

Google Arts & Culture puts more than a thousand museums at your fingertips. It's a new, immersive way to explore art, history and wonders of the world. Following projects that made street art, performing arts, and natural history accessible to people all over the world, *We wear culture* allows everyone to explore the world of fashion. The Google Arts & Culture app is free and available on the web, on iOS, and Android. The Google Arts & Culture team is an innovation partner for cultural institutions. The team works on technologies that help preserve and share culture and allow curators to create engaging exhibitions online and offline, inside museums.

## **THE BALTIMORE MUSEUM OF ART**

Founded in 1914, The Baltimore Museum of Art is a major cultural destination recognized for engaging diverse audiences through dynamic exhibitions and innovative educational and community outreach programs. The BMA's internationally renowned collection of 95,000 objects encompasses more than 1,000 works by Henri Matisse anchored by the famed Cone Collection of modern art, as well as one of the nation's finest holdings of prints, drawings, and photographs. The galleries showcase an exceptional collection of art from Africa; important works by established and emerging contemporary artists; outstanding European and American paintings, sculpture, and decorative arts; significant artworks from China; ancient Antioch mosaics; and exquisite textiles from around the world. The 210,000-square-foot museum is also distinguished by a grand historic building designed in the 1920s by renowned American architect John Russell Pope and two beautifully landscaped gardens featuring an array of 20th-century sculpture. The BMA is located in Charles Village, three miles north of the Inner Harbor, and is adjacent to the main campus of Johns Hopkins University. General admission to the BMA is free so that everyone can enjoy the power of art.

## **VISITOR INFORMATION**

General admission to the BMA is free. Special exhibitions may be ticketed. The BMA is open Wednesday through Sunday from 10 a.m.–5 p.m. The museum is closed Monday, Tuesday, New Year's Day, July 4, Thanksgiving, and Christmas. The BMA is located at 10 Art Museum Drive, three miles north of Baltimore's Inner Harbor. For general museum information, call 443-573-1700 or visit [artbma.org](http://artbma.org).

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