



Thursday, June 8, 2017-- *Launch of Google Arts & Culture's We wear culture virtual exhibition Gordon Parks: Fashion Photographer created in collaboration with The Gordon Parks Foundation.*

From the courtly fashions of Versailles to the street styles of modern Tokyo, the world of fashion is brought to your fingertips in a new virtual exhibition collection by Google. The ["We wear culture" project by Google Arts & Culture](#) is a collaboration with The Gordon Parks Foundation and over 180 other renowned cultural institutions from New York, London, Paris, Tokyo, São Paulo and around the world. [Gordon Parks: Fashion Photographer](#) by [The Gordon Parks Foundation](#) is now available online as part of the global exhibition opening today. The exhibition celebrates Parks' long career as a fashion photographer working for magazines such as *Life* and *Vogue*. Although best known as a social documentarian, Parks began his career shooting fashions in the 1940 and continued to do so through 1990s. Peter W. Kunhardt, Jr., executive director of The Gordon Parks Foundation said: "We are so pleased to partner with Google Arts & Culture on their initiative to use innovative technology to provide access to cultural institutions and their collections globally. Their goals match our mission to provide access to the work of Gordon Parks through a variety of media."

*Gordon Parks: Fashion Photographer* is presented among 3000 years of the world's fashion brought together in the largest virtual exhibition of style. Using state-of-the-art technology, the project allows you to explore everything from the [ancient Silk Road](#), through the courtly [fashions of Versailles](#), to [British punk](#) and the stories behind the clothes you wear today. Iconic pieces that changed the way generations dressed, such as Marilyn Monroe's high heels or the Black Dress by Chanel are brought to life in virtual reality. Fashion experts, curators and designers as well as universities, museums and not-for-profits from around the world collaborated on the collection of exhibitions to show that fashion is a part of our culture, a form of art and a result of true craftsmanship with a multifaceted impact. Over 400 online exhibitions and stories from 42 countries share a total of 30,000 photos, videos and other documents. Amit Sood, director of Google Arts & Culture, said: "We invite everyone to browse the exhibition on their phones or laptops and learn about the stories behind what you wear. You might be surprised to find out that your jeans or the black dress in your wardrobe have a centuries-old story. What you wear is true culture and more often than not a piece of art."

The *We wear culture* exhibition is available online at [g.co/wewearculture](http://g.co/wewearculture) and through the Google Arts & Culture app on [iOS](#) and [Android](#) for everyone.

## About The Gordon Parks Foundation

The Gordon Parks Foundation's mission is to permanently preserve the work of Gordon Parks, make it available to the public through exhibitions, books, and electronic media, and support artistic and educational activities that advance what Parks described as "the common search for a better life and a better world." The Foundation is a division of the Meserve-Kunhardt Foundation and is a section 501(c)3 not-for-profit organization.

## About Google Arts & Culture

[Google Arts & Culture](#) puts over 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.