

PHOTOCALL

EVENT: 19th century meets 21st century in Google Cultural Institute

collaboration with the National Library of Ireland. Photocall with

'Minister for Arts, Heritage and the Gaeltacht, Mr Jimmy Deenihan, TD; John Herlihy, Vice-President International SMB sales and head of Google in Ireland, and the Director of the National Library of Ireland, Fiona Ross; and model dressed

Downton Abbey-style

WHEN: Thursday, 31 October, 2013 at 11.30am

WHERE: Main Hall, National Library of Ireland, Kildare Street, Dublin 2

The National Library of Ireland (NLI) is pleased to announce a new collaboration with Google Cultural Institute.

Details of the initiative will be announced by the **Minister for Arts, Culture and the Gaeltacht, Mr Jimmy Deenihan, TD** at a photocall on Thursday morning next, 31 October at the National Library of Ireland. Also in attendance will be John Herlihy, Vice-President International SMB sales and head of Google in Ireland; the Director of the National Library of Ireland, Fiona Ross, and a model dressed in period costume – Downton Abbey-style.

The Google Institute, which has already partnered with hundreds of museums, art galleries and archives around the world, aims to make important cultural material available and accessible to everyone, and to digitally preserve this material in order to educate and inspire future generations.

The NLI is the first Irish cultural institution to partner with Google Cultural Institute.

Initially, three of the NLI's photographic exhibitions will be hosted on Google Cultural Institute. The first of these, *Power and Privilege: the Big House in Ireland*, depicts life in Ireland's 'Big Houses' during the mid-1800s and early 1900s through images of gardens and landscape, employees, transport, entertainment and recreation, the arts and sciences, and family life.

The second exhibition, *Witness to War*, comprises photographs taken by WD Hogan, who had unique access to the events of the War of Independence and Civil War in Ireland between 1920 and 1923.

The third exhibition, *Dubliners: the photographs of JJ Clarke*, provides a unique photographic record of life in the city at the turn of the last century, a period immortalised in the literary works of James Joyce. It features the work of Co Monaghan-born photographer John J Clarke, who was particularly talented at

capturing close-up, candid photographs of people going about their daily business. The images, which were recorded between 1897 and 1904, provide an intimate view of the city. The exhibitions will be live from 31 October.

Ends

For further information, contact Brenda O'Hanlon on 087-258 3292. Email brenda@ohanlonmedia.com or phone Laurie Mannix, MKC Public Relations, on 086 814 3710 or 01-703 8600. Email laurie@mkc.ie