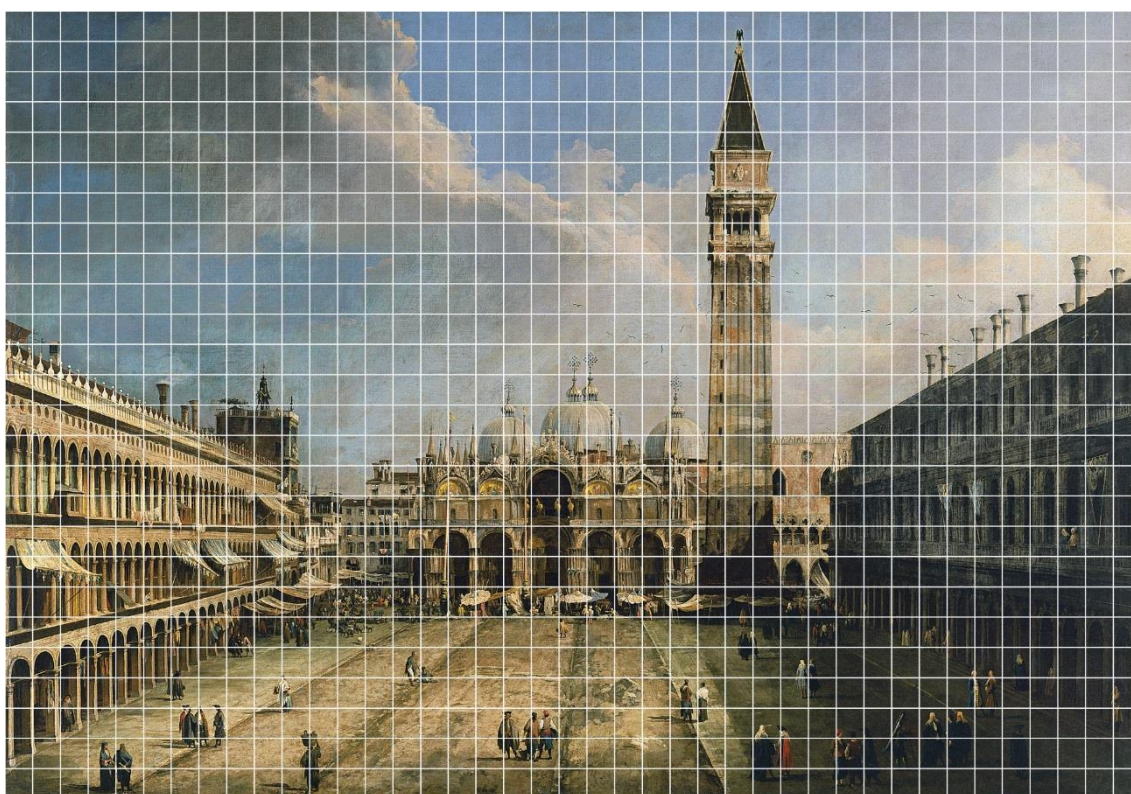


The Museo Thyssen is launching a crowdfunding campaign to restore one of its Canalettos

- 35,000 Euros are needed for the cleaning and technical analysis of *The Piazza San Marco in Venice*
- This is a pioneering micro-sponsorship initiative in the context of Spanish museums
- Minimum contribution: 35 Euros

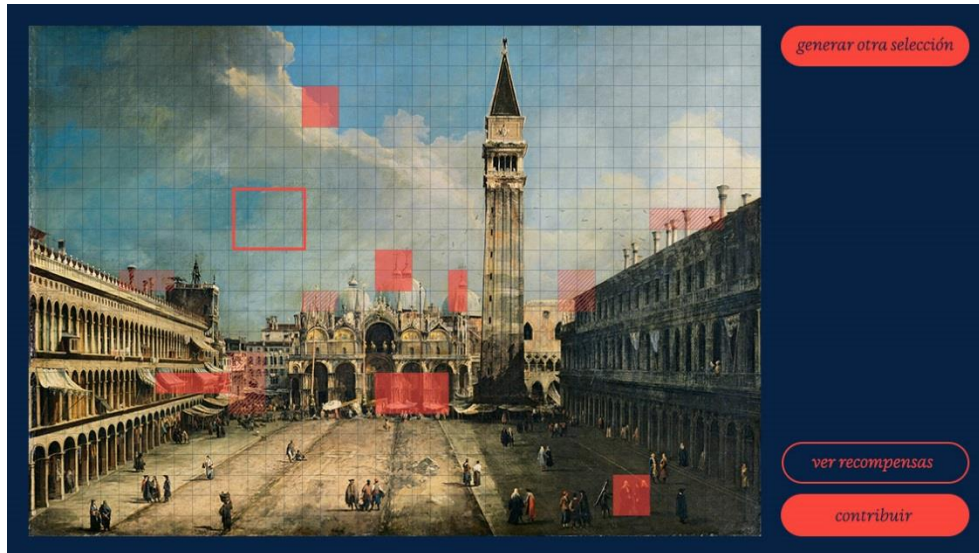


In a pioneering initiative within the context of Spanish museums the Museo Nacional Thyssen-Bornemisza has today launched a [crowdfunding campaign](#) to raise the 35,000 Euros needed to undertake the restoration (cleaning and technical analysis) of Canaletto's painting *The Piazza San Marco in Venice*. Through a micro-sponsorship appeal open to everyone and with a minimum contribution of 35 Euros, the Museum is focusing on companies and private individuals in order to fund key activities in a cultural institution.

There are almost no works by Canaletto in Spanish museums and none of the quality and importance of *The Piazza San Marco in Venice*, which entered the Thyssen-Bornemisza Collection in 1956. Painted between 1723 and 1724, it is an early work by the leading representative of the genre of urban views or *vedute* characteristic of 18th-century Venice. The painting already reveals the most notable characteristics of the artist's style, such as the use of an elevated viewpoint to construct the composition, the precision in the depiction of the

buildings with all their ornamental details, and the painstaking execution of the elements that create the atmosphere in the piazza.

Now, nearly 300 years after the work left Canaletto's studio, a technical analysis is required in order to learn more about the painting and the artist's technique as well as to establish the criteria to be followed in its subsequent cleaning, based on the most suitable procedures and techniques and ensuring its correct conservation.



The painting has been divided into 1,000 sections and each of them has been given a symbolic value of 35 Euros so that every supporter will become a patron of this work. Participants will receive a range of benefits depending on their donation, ranging from an invitation to the museum for two people, the restored version of the complete painting in HD format, and a link to see the (highlighted) section they have funded for donations of 35 Euros; to an annual pass to the museum, a puzzle and a print of the complete painting after restoration, an invitation to its presentation, a visit to the Restoration Department, a mention as sponsor of the painting's restoration and technical analysis on its plaque and a guided tour of the 18th-century Italian Painting galleries by the museum's artistic director for contributions of 3,500 Euros.

Contributions are tax-deductible up to 75% for Spanish tax payers within their annual tax return. This deduction is established by Law 49/2002 of 23 December covering non-profit-making entities and fiscal incentives for art sponsorship with the limits and conditions set out in Law 35/2006 on 28 November on individual income tax.

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25 AÑOS
MUSEO NACIONAL
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