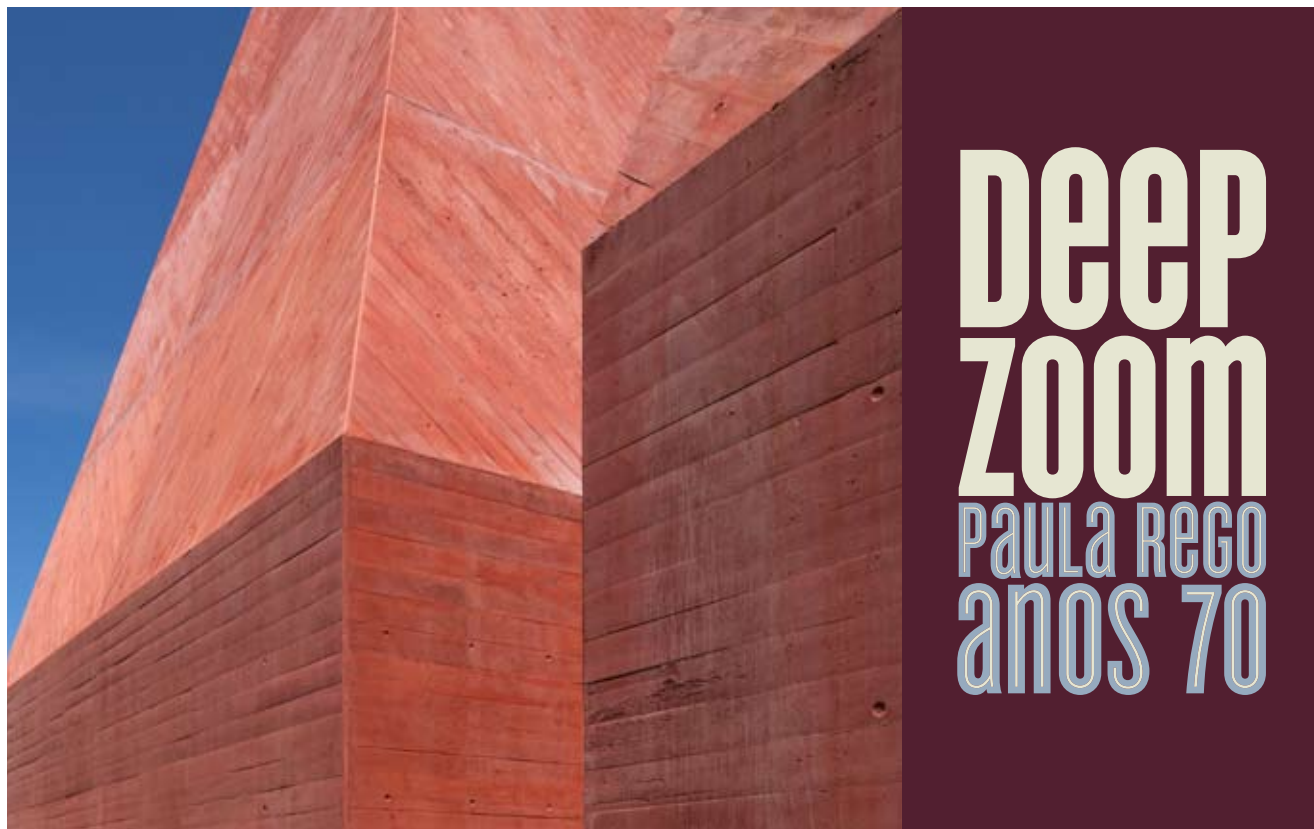


DEEP ZOOM PAULA REGO THE 1970s

MICROSOFT AND CASA DAS HISTÓRIAS PAULA REGO
PRESENT WORK BY PAULA REGO IN HIGH DEFINITION



Deep Zoom Paula Rego – the 1970s, has been created thanks to a partnership between Microsoft Portugal and Casa das Histórias Paula Rego (Cascais), and puts high definition images of the artist's work online.

It is based around an important series of Paula Rego's work created in the 1970s, which is spread among museums and private collections, and which was brought together for the first time at Casa das Histórias Paula Rego between September 2010 and January 2011. During the exhibition, a photograph was taken of each piece, which was then digitally processed in high definition using Deep Zoom and Silverlight™ technology.

Using these images, a new online study, research and information platform was created, part of Windows Azure's "Cloud", which is available online, completely free, via the MSN homepage at http://viagens.pt.msn.com/deepzoom_paula_rego and on the Casa das Histórias website at www.casadashistoriaspaula_rego.com.

Cascais, 7 June 2011 – Microsoft Portugal and Casa das Histórias Paula Rego have launched on a pioneering project in Portugal, which brings together Technology, Innovation and Culture with the creation of an online platform which shows pieces from the exhibition **Paula Rego, the 1970s – Folk Tales and Other Stories**.

For the first time, a Portuguese museum has made some of Paula Rego's work available on its website for free, as a way to continue the exhibition and create an opportunity for multidisciplinary research, on the [Casa das Histórias Paula Rego](#) website, and the [MSN Homepage](#).

The **Deep Zoom Paula Rego – the 1970s** project uses Microsoft's latest image viewing and construction technology (Deep Zoom and Silverlight™) and gives users online interaction with high definition images as an extension of the museum, always thinking of its visitors. It allows people to, for example, virtually touch images and get extremely close to them, something which would not be possible when viewing the work in person. It aims to encourage new ideas for accessing, experiencing and studying collections in Portugal, particularly the work of Paula Rego.

Using Microsoft's Deep Zoom technology, hosted on the Casa das Histórias Paula Rego website and the MSN Homepage, it was possible to combine a large number of pieces made by the artist from a lesser known period of her career with information about Paula Rego and create a tool which will be a reference for future research.

Until a short time ago, many of these works had little written about them, but now, thanks to collectors who allowed their pieces to be added to be seen freely online, a new instrument has been created which makes access to culture more democratic, and stimulates interest in art and museums among younger people, the biggest users of the internet and new technology.

For **Helena Freitas, Director of Casa das Histórias Paula Rego**, *“the Deep Zoom project allows us to give more contact and detailed knowledge about a fundamental but still little known period in Paula Rego's career. It is a project which we consider to be essential to reach out to new audiences, both in Portugal and abroad, and give them contact with Paula Rego's work, especially when it is not available to be visited at the museum.”*

TECHNOLOGY WORKING WITH ART: DEEP ZOOM AND SILVERLIGHT

Microsoft works on many different areas related to research and managing large amounts of information. Deep Zoom is one of these types of technology which allows interaction with high definition images, allowing people to zoom in and out of different pieces without losing the high definition.

The pieces displayed at the exhibition “The 1970s – Folk Tales and Other Stories”, whose collectors authorised their inclusion in the Deep Zoom project, were all photographed, by taking several photographs which were then joined to create the full image. An average of 200 photos were used for each piece.

The pieces and information about them are now available on the Casa das Histórias Paula Rego website and on the MSN homepage, and are free to everyone.

For **Claudia Goya, the CEO of Microsoft Portugal**, *“this is one of Microsoft’s most innovative projects and aims to bring together innovative technology with new sectors for the company in Portugal. The fact that we are making our most up-to-date Silverlight and especially Deep Zoom technology available for a cultural project is extremely pleasing for us, and is a pioneering example of an enriching joining of different sectors.”*

For more information:

- Deep Zoom Paula Rego project
_ <http://www.casdashistoriaspaularego.com>
_ http://viagens.pt.msn.com/deepzoom_paula_rego
- Microsoft Portugal press releases: **Virtual press room “Deep Zoom Paula Rego project”**
- MSN Homepage

About Casa das Histórias Paula Rego

Casa das Histórias Paula Rego was opened in Portugal in September 2009 and has become a nationally and internationally renowned centre for knowledge about Paula Rego's work, together with that of her late husband, Victor Willing. Its collection of 745 pieces show her artistic and creative development over the many years of her career.

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About Microsoft

Founded in 1975, the Microsoft Corporation (Nasdaq "MSFT") is a world leader in software, services and solutions to allow people and businesses reach their potential.

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