



NOTA
DE PRENSA

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ENDESA SPONSORS THE PROJECT ‘LA LUZ DE LA PINTURA: OTRA MANERA DE MIRAR EL THYSSEN’ (THE LIGHT OF ART: ANOTHER WAY OF VISITING THE THYSSEN MUSEUM)

- *Up to 12 "3D" videos of works of art from the collection will be published on the Museum's social media sites to celebrate its 25 anniversary.*

Madrid, 20 April 2017- A 3D animated tour through some of the great works of art included in the Thyssen-Bornemisza collection sponsored by Endesa, the main sponsor of the Museum's 25th anniversary, begins with a 3D version of Vittore Carpaccio's *Young Knight in a Landscape*. Under the slogan "*La luz de la pintura*" (The light of art) and via a series of twelve videos, which will be published on the Museum's social media profiles (on Facebook, Twitter and Vimeo), people are invited to view these paintings from a different perspective:

- Twitter: **@museothyssen** <https://twitter.com/museothyssen>
- Facebook: <https://www.facebook.com/museothyssen/>
- Vimeo: <https://vimeo.com/museothyssen>

The videos use a technique that creates the illusion of a three dimensional space, which spectators can delve into and explore the paintings. *Metropolis* by George Grosz, *Christ in the Storm on the Sea of Galilee* by Jan Brueghel, *The Dream* by Franz Marc and *Les Vessenots*



in Auvers by Vincent van Gogh, are the next works of art that visitors can “take a stroll through” in the coming weeks.

Also sponsored by Endesa to celebrate International Museum Day on the 18th of May, visitors will be able to literally delve into a painting from the Thyssen-Bornemisza collection and take a photograph, which can be shared, for example, on social media sites. From the 18-21 May, a facility set up in the gardens that access the Museum, will enable visitors to form part of some of the museum’s great works of art.

Endesa and culture

Endesa, as part of its continuous development, is presenting the power and corporate markets with an opening proposal that is summarised in the term ‘open power’. Endesa opens up to the world. Endesa opens up to innovation, which its target audiences can provide for it. Endesa understands that the collaboration of all the stakeholders that form part of it, support it and need it, is not a bonus, it is fundamental. This is why it is marked by four fundamental pillars:

Culture. Culture, a vast and necessary concept that must be transformed towards that open concept that impregnates everything. Culture without barriers to use and share the advantages of all that makes us better people.

Innovation. Understood to be the capacity to create and direct processes that enable new methods to be implemented for producing, storing, distributing and using energy .

Technology. Small and large-scale development, with the investments and requirements of new systems and devices that meet the needs of existing and future customers.

Sustainability/CSR. Endesa’s commitment to the communities in which it carries out its activities is two-fold. As a company that provides value and opportunities. And as a company that takes into account the effects of its activity on the communities in which it works. Working with everyone in order to achieve sustainability in each project and idea and involving everyone in the execution thereof.