

Attention: Members of the press

2025.9.29
Fukuda Art Museum

How Google Arts & Culture is helping the Fukuda Art Museum create “Moving Paintings”

On September 24, 2025, the Fukuda Art Museum, in collaboration with Google Arts & Culture—whose mission is to make art and culture accessible to anyone, anywhere—launched “*Moving Paintings*”, the world’s first project to apply Google’s video generation technology, Veo, to the museum’s collection.

Imagine standing before Utagawa Hiroshige’s *Sudden Shower over Shōno* from the series *Fifty-three Stations of the Tōkaidō*. You find yourself gazing at travelers climbing a steep mountainside as rain quietly pours down. Confronted with this work, a question naturally arises: What if the perfect moment captured in a painting was not the end of the story, but the beginning? What if the rain in Hiroshige’s ‘*Tōkaidō*’ could actually fall, and the figures on the mountain slope could finally continue their journey?"

At the heart of this project lies a scholarly inquiry that engages experts and technologists alike. Through this initiative, we aim to delve deeply into the very experience of viewing static artworks, using technology to unlock new stories within each painting.

Using Veo, we bring motion to 24 masterpieces from the Fukuda Art Museum’s collection, igniting a dialogue between the art and the viewer. Our goal is not merely to animate the works, but to unlock their hidden narratives, transforming their static beauty into vivid, living stories and opening a digital door to an entirely new way of experiencing them.

Nothing can replace the unique experience of standing before a masterpiece, yet by infusing these timeless works with movement, we aim to deepen the connection between the artwork, the painter, and the audience—creating a richer, more immersive encounter with art. Please step into the stories and experience art in a way you've never imagined.

Trailer: <https://youtu.be/TVXWcGXUMMk>

Moving Paintings: <https://artsandculture.google.com/experiment/vwGt6nKBuhLotg>

Inquiries from Press

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Two Distinct Operational Modes

Google Arts & Culture has developed two distinct operational modes for this process, each designed to answer a different kind of visual question:

1. Animation mode: revealing the narrative

This mode is driven by expert-defined inputs. Curators, in partnership with Google teams, are identifying the implied energy within the scene —such as the falling rain, the passing traveler, the fluttering banner — to translate these into specific movement vectors.” Veo then synthesizes this input to render a continuous, high-definition sequence. The result is a controlled narrative unfolding, transforming the composition's implied story into an explicit visual event, inviting viewers to analyze the moment after the artist's brush left the canvas.

2. Photorealistic mode: imagining the source

This mode addresses the question of what could actually have been here. It focuses purely on contextual and environmental plausibility. Veo uses the static image as a visual seed to generate a high-fidelity video that simulates the photorealistic world that might have inspired the original view. This computer vision process predicts a stable, temporally coherent environment from a single-frame cue, essentially offering a digital window into the reality that preceded the artistic interpretation.

With the help of Veo, we have prototyped a pathway to augment digital archives into dynamic, analysis-ready assets, forging a new pathway for both preservation and visual storytelling.



Message from Director

We're proud to announce our new collaboration with the esteemed Fukuda Art Museum in Kyoto - an initiative we call 'Moving Paintings' that has been crafted with the help of Veo, Google's video generation model, allowing us to bring Fukuda's collection to life.

Amit Sood

Director Google Arts & Culture

About Google Arts & Culture

Sharing the World's Cultural Heritage Online

Google Arts & Culture features content from over 2,000 leading museums and archives in more than 80 countries through partnerships with the Google Cultural Institute. It provides high-resolution digital images of over 200,000 original works of art, 7 million archival artifacts, Street View images of more than 1,800 museums, and over 3,000 expert-curated online exhibitions — all accessible within a single integrated platform. Beyond artwork, iconic architecture, and world heritage sites, the platform enables you to explore and discover the hidden stories behind the collections housed in cultural institutions around the globe.

For details, please refer to the official Google Arts & Culture website (artsandculture.google.com).

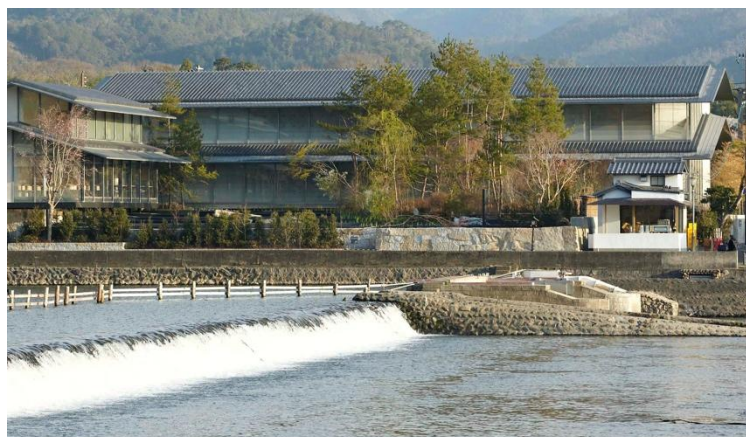
About the Fukuda Art Museum

Since ancient times, the Saga-Arashiyama area, home to the Fukuda Art Museum, has been loved by nobles and cultured people and served as a source of inspiration for outstanding art. Based on the concept of creating a facility that lasts for 100 years, the Fukuda Art Museum will convey Japanese culture, passed down over hundreds of years to the present day, to successive generations in order to foster its further development.

The museum's founder, Fukuda Yoshitaka, was born and raised in Kyoto, launched his business in the city, and remains active there today. Fukuda's decision to establish a museum was rooted in his sincere desire to repay locals and the entire Kyoto area for the generous support he has received over the years. The Fukuda Art Museum was established in October 2019. Today, Arashiyama has become one of Japan's leading tourist destinations, attracting domestic sightseers as well as visitors from all over the world.

By enabling viewers to enjoy the beautiful natural landscape along with works of Japanese art, we hope that Arashiyama will become one of the world's leading sites for culture.

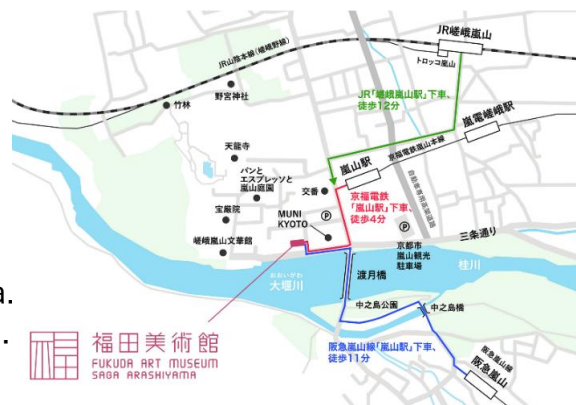
The Fukuda Art Museum celebrated its fifth anniversary in October 2024. With the concept of 'an art museum that will last for 100 years', the museum will continue to pass on Japanese culture handed down to the present day to the next generation and aims to connect it to further development.



Fukuda Art Museum Overview

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| ■ Name | Fukuda Art Museum |
| ■ Opening Hours | 10:00 - 17:00 (last entry 16:30) |
| ■ Closing | Exchange for exhibition, Facility inspection Year-end(Dec. 30 – Jan. 1) |

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| ■ Access | 3-16 Susukino-babacho Saga-tenryuji Ukyoku, Kyoto City 616-8385 4 min walk from Randen Arashiyama Sta. 11 min walk from Hankyu Arashiyama Sta. 12 min walk from JR SagaArashiyama Sta. |
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| ■ 料金 | <p><Fukuda Art Museum> General (over 18) : 1500 yen Student from 16-18 years old: 900 yen Student from 7-15 years old: 500 yen Disabled person and a carer : 900 yen each</p> <p><Combo ticket with Saga Arashiyama Museum of Arts & Culture> General (over 18) : 2300 yen Student from 16-18 years old: 1300 yen Student from 7-15 years old: 750 yen Disabled person and a carer : 1300 yen each</p> |
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Inquiries from Press

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General Inquiries

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