

## VISITORS CAN VIRTUALLY VISIT THE MIES VAN DER ROHE PAVILION VIA THE INTERNET



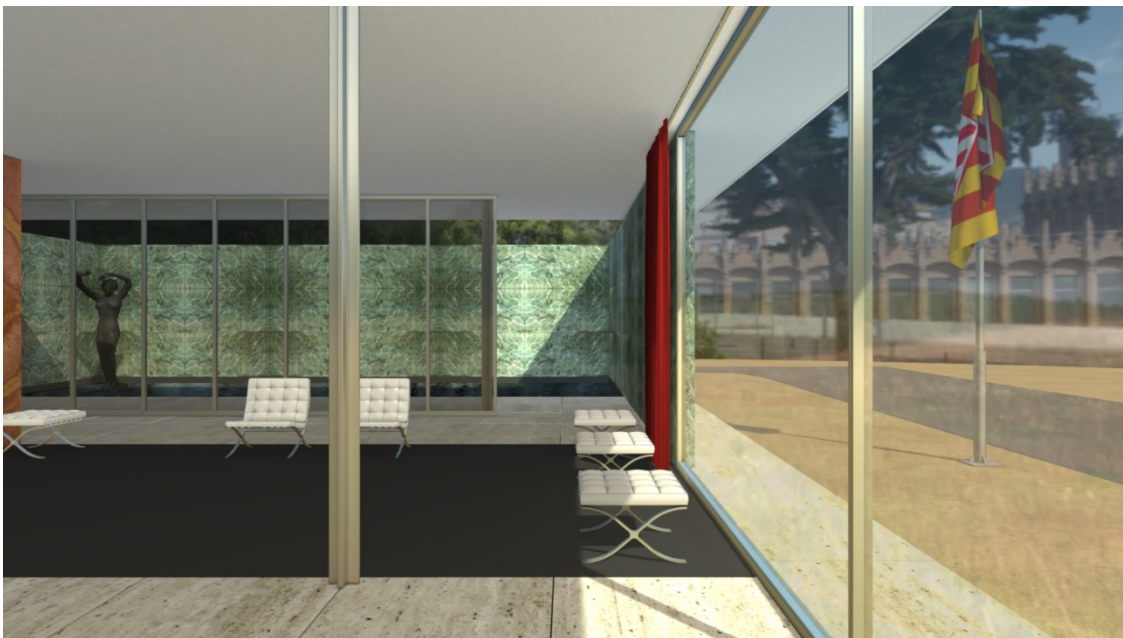
### The Mies van der Rohe Foundation and CL3VER seal an agreement to offer virtual visits to the Mies van der Rohe pavilion

**Barcelona, 7 March 2017** - The Mies van der Rohe Foundation has signed an agreement with CL3VER, a leading startup in the 3D visualization sector based in Barcelona, whereby CL3VER will provide the Mies van der Rohe Foundation with **3D presentations via web, mobile and virtual reality**. 3D has a great value to contextualize and evaluate an architectural project both aesthetically and functionally because it offers an interpretive tour either complementary or alternatively to the face-to-face visit.

This agreement will allow both organizations to exploit their synergies within the architectural world by helping to spread awareness of the Pavilion Mies van der Rohe. This agreement opens the door to future collaborations centered around educational projects, virtual visits and mobile applications **to extend the experience before, during and after the visit to the pavilion.**

“Being able to have the most advanced technology allows us to provide better interpretive resources to show the cultural value of the Mies van der Rohe Pavilion”, comments Anna A. Ramos Sanz, *Director of the Mies van der Rohe Foundation*.

The Interactive **3D tour** of the Pavilion, which **incorporates information and plans of the building** for its better interpretation, is already accessible directly on The Foundation’s website <http://miesbcn.com/the-pavilion/virtualtour/>. "CL3VER is thrilled to collaborate with one of the most respected institutions in the architectural world. We also have the opportunity to work directly with **one of the most influential buildings in modern architecture**", adds Viktor Nordstrom, *CEO and Founder of CL3VER*.



In June 2016, CL3VER received the most innovative application recognition for the second consecutive year at the Philadelphia AIA Congress, issued by Architosh. CL3VER’s clients include more than half of the top 20 architecture studios in the world.

#### **More information:**

- Mies van der Rohe Pavilion Tour Link

<http://miesbcn.com/the-pavilion/virtualtour/>

- Images of the Virtual Visit:

[https://www.dropbox.com/sh/xzlz8bmjifganry/AADgo\\_Zuqyqz3BmuuZGWDMsSa?dl=0](https://www.dropbox.com/sh/xzlz8bmjifganry/AADgo_Zuqyqz3BmuuZGWDMsSa?dl=0)

- Images of the virtual application in the Barcelona Pavilion

[https://www.dropbox.com/sh/7t157tondzhg0zp/AAARWnfsZP\\_-VhcXNgBfMeswa?dl=0](https://www.dropbox.com/sh/7t157tondzhg0zp/AAARWnfsZP_-VhcXNgBfMeswa?dl=0)

## **About the Mies van der Rohe Foundation**

The Mies van der Rohe Foundation was created in 1983 by the Barcelona City Council with the initial aim of carrying out the reconstruction of the German Pavilion designed by Ludwig Mies van der Rohe and Lilly Reich for the 1929 Barcelona International Exhibition.

In addition to attending to the conservation and knowledge of the Mies van der Rohe Pavilion, The Foundation promotes debate, diffusion and awareness on issues of contemporary architecture and urbanism. In pursuit of its aims, The Foundation carries out different activities such as awards, congresses, conferences, exhibitions, workshops and facilities.

For more information:

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## **About CL3VER**

Recently partnered with Chaos Group, creators of Academy Award-winning rendering technology V-Ray, CL3VER is one of the most transgressive startups in the BIM sector and 3D visualization for Architecture, Engineering and Construction. In June 2017, CL3VER will be launching its new product connecting V-Ray, the renderer currently used by 92 of the world's 100 top architecture firms, with CL3VER's 3D interactive presentation platform for compelling real time visuals on any browser or mobile device.

Sign up for the CL3VER beta program.

<https://www.cl3ver.com/beta/>

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