Once Upon a Try
Epic journeys of invention and discovery

Explore humanity’s greatest inventions and discoveries in a new interactive online project by Google Arts & Culture, in collaboration with the Oak Spring Garden Foundation.

Wednesday, March 6th – Today, Google Arts & Culture launched Once Upon a Try - the largest online exhibition about inventions and discoveries ever curated. Collections, stories and knowledge from over 110 renowned institutions across 23 countries, including the Oak Spring Garden Foundation, are brought together, highlighting millennia of major breakthroughs and the great minds behind them.

Everybody can now explore more than 400 interactive exhibitions that pay tribute to humanity’s greatest leaps in science and technology progress, and the visionaries that shaped our world, as well as tales of epic fails and happy accidents. Once Upon A Try also lets you dive into Street View to tour the sites of great discoveries, from deep underground inside CERN's Large Hadron Collider to high in the sky onboard the International Space Station. Zoom into more than 200,000 artifacts in high definition, including the first recorded map of the Americas from 1508, and Albert Einstein’s letters, never before published online.

Online visitors can explore the Oak Spring Garden Foundation’s collections and learn stories about the amazing discoveries of medicinal plants, and the incredible people whose observation of plants has led to medical breakthroughs that have saved countless lives.

Google Arts & Culture also invites people to join Tilda Swinton and CERN particle physicists to experience the birth and evolution of the universe in augmented reality - a state-of-the-art use of this new technology. And people can explore NASA's archive of 127,000 images in a new storytelling tool, powered by Google machine learning.

Peter Crane, President of the Oak Spring Garden Foundation said: “We have a magnificent library filled with unique and significant works on plants, gardens and landscapes that date from medieval times to the present, but we are restricted from being open to the general public. Platforms like Google Arts & Culture allow us to share our unique materials more broadly, while at the same time making these beautiful and fascinating works accessible in dynamic, educational, and interesting ways.”

Explore Once Upon a Try on Google Arts & Culture (g.co/onceuponatry) or using our app on iOS or Android, and join the conversation with #onceuponatry.

Google Arts & Culture puts the collections of more than 1,800 museums at your fingertips. It’s an immersive way to explore art, history and the wonders of the world, from Van Gogh’s bedroom paintings to the women’s rights movement and the Taj Mahal. The Google Arts & Culture app is free and available online for iOS and Android. The Google Arts & Culture team has been an innovation partner for cultural institutions since 2011. They develop technologies that help preserve and share culture and allow curators to create engaging exhibitions online and offline, inside museums. Read about our latest projects on the Google Keyword blog.