

**From:** [Munira Mirza](#)  
**To:** [REDACTED]  
**Subject:** Re: June 3rd - Google/V&A dinner  
**Date:** 16 June 2015 10:42:07

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[REDACTED]  
Belated thanks for inviting me to dinner two weeks ago - much enjoyed the discussion. I'll follow up with [REDACTED] about the Institute next week when I'm back from Milan Expo.

Best wishes

Munira

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**From:** [REDACTED] [mailto:\[REDACTED\]](mailto:[REDACTED])  
**Sent:** Sunday, May 31, 2015 06:42 PM  
**To:** Munira Mirza  
**Cc:** [REDACTED]  
**Subject:** Re: June 3rd - Google/V&A dinner

Yes of course - no probs at all.

Thanks!

On Sat, May 30, 2015 at 12:38 PM, Munira Mirza <[REDACTED]> wrote:

Thanks for the kind invitation [REDACTED] I'd love to attend but I just need to check something else. Is it ok if I confirm on Monday morning?

Munira

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**From:** [REDACTED] [mailto:\[REDACTED\]](mailto:[REDACTED])  
**Sent:** Friday, May 29, 2015 03:05 PM  
**To:** Munira Mirza  
**Subject:** June 3rd - Google/V&A dinner

Dear Munira

I'm writing from Google to invite you to a dinner we are co-hosting with Intelligence Squared at the Victoria & Albert Museum **next Wednesday -- 3rd June**. Please forgive the very last minute nature of this invitation (!) but we thought it might be of interest to you in your role as Deputy Mayor for Education and Culture.

It'll be a very small group (10-15 attendees max) and the theme up for discussion is: **"Shallow or deeper: What is technology doing to our culture"**

A number of Google execs will be attending, including Carlo d'Asaro Biondo (VP Google, Europe), Yonca Brunini (VP Google, Marketing) and [REDACTED] (Head of [Google's Cultural Institute](#)).

Other attendees include:

[REDACTED]  
[REDACTED]  
[REDACTED],

[REDACTED]

I'm conscious that it's v short notice (!) so I'm sure you'll be busy but we would obviously love for you to join if you were, by any miracle, free that night. It should be a fun group and an interesting debate. Please do let me know if you'd like any more information

Many thanks

[REDACTED]  
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[REDACTED]

Google UK  
1-13 St Giles High Street  
London  
WC2H 8AG  
[REDACTED]

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[REDACTED]

Google UK  
1-13 St Giles High Street  
London  
WC2H 8AG  
[REDACTED]

From: [REDACTED]  
To: [Munira Mirza](#); [REDACTED]  
Cc: [REDACTED]  
Subject: Re: Contact  
Date: 26 June 2015 10:01:18

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Dear Munira:

Thanks for getting in touch. 100% look forward to meeting I am in France for next 10 days back Week of July7th so [REDACTED] will contact [REDACTED] and find us sometime soon

Regards

[REDACTED]

On Thu, Jun 25, 2015 at 3:58 PM, Munira Mirza [REDACTED] wrote:

Dear [REDACTED]

It was a pleasure to meet you at the V&A dinner a few weeks ago. It was a fascinating conversation and good to hear about Google Cultural Institute. Sorry it's taken me a while to follow up.

I'd be very happy to chat about your work in London and cultural organisations you could be engaged with. Let me know if you'd like to meet.

With good wishes,

Munira

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Munira Mirza  
Deputy Mayor, Education and Culture  
Greater London Authority

[REDACTED]

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[REDACTED]

[Google Art Project](#)

**From:** [REDACTED]  
**To:** [Munira Mirza](#); [REDACTED] [Peter Barron](#); [REDACTED]  
**Subject:** London Expo follow up with Google  
**Date:** 14 July 2015 14:39:44

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Hi Munira:

Was brilliant meeting you yesterday, I will send over the ideas we discussed on what we can do. [REDACTED]

Kind Regards

[REDACTED]

[REDACTED]

[Google Art Project](#)  
[Google Cultural Institute](#)  
[Wonders of the World](#)

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**From:** [REDACTED]  
**To:** [Munira Mirza](#); [REDACTED]  
**Subject:** Potential Projects with City of London  
**Date:** 15 July 2015 13:51:29

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Hello Munira:

Here are the 3 projects we discussed.

1. London Curriculum: Using our tech we could create mobile apps for various sections of the content and make available to your audiences

Link with more info: [Mobile Publishing](#)

2. Workshops or training for London institutions on digital: This we could organize on the back of existing meeting you may be organizing or do something separate?

3. Public Art of London: Here we could help digitize it create the exhibitions publish to CI platform for greater audience and also create a mobile app

Ready to go on all 3, let me know how you want to proceed

Thanks

[REDACTED]

[REDACTED] [REDACTED]  
[Google Art Project](#)  
[Google Cultural Institute](#)  
[Wonders of the World](#)

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**From:** [REDACTED]  
**To:** [Munira Mirza](#)  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** RE: London Expo follow up with Google  
**Date:** 15 July 2015 14:10:22

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Thanks Munira. Great to be in touch again. [REDACTED]  
[REDACTED]. I'll liaise with [REDACTED] to find time for a call over next few days. Thx.

On 14 Jul 2015 2:42 pm, "Munira Mirza" [REDACTED] wrote:

Thanks [REDACTED] - excellent to meet you too.

[REDACTED]. Let me know what suits you.

Best wishes,

Munira

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** 14 July 2015 14:39  
**To:** Munira Mirza; [REDACTED]  
**Subject:** London Expo follow up with Google

Hi Munira:

Was brilliant meeting you yesterday, I will send over the ideas we discussed on what we can do. [REDACTED]  
[REDACTED]

Kind Regards

[REDACTED]

--

[REDACTED] [REDACTED]

From: [REDACTED]  
To: [REDACTED]  
Cc: Munira Mirza; [REDACTED]  
Subject: Re: Potential Projects with City of London  
Date: 16 July 2015 12:58:30

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Hello All:

Lovely to meet you all. Piotr from Google Cultural Institute will be main POC and I will let [REDACTED] and Munira catch up while we find a date to schedule a deeper discussion on all these topics.

[REDACTED] can help organize a joint meeting for all 3 ideas.

Thank You

[REDACTED]

On Thu, Jul 16, 2015 at 10:58 AM, [REDACTED] wrote:

These sound like really exciting ideas, would love to discuss the possibilities in relation to the London Curriculum. Looking forward to meeting you soon.

Best wishes

[REDACTED]  
Education and Youth Team

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From: Munira Mirza  
Sent: 15 July 2015 15:41  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Potential Projects with City of London

Thanks [REDACTED] great to meet you and hear more about the Google Cultural Institute. There are plenty of ways we can work together. See my comments below yours.

I will ask [REDACTED] to suggest some dates when we can all meet together, although I appreciate summer may get in the way...

From: [REDACTED] mailto:[REDACTED]  
Sent: 15 July 2015 13:51  
To: Munira Mirza; [REDACTED]  
Subject: Potential Projects with City of London

Hello Munira:

Here are the 3 projects we discussed.

1. London Curriculum: Using our tech we could create mobile apps for various sections of the content and make available to your audiences

Link with more info: Mobile Publishing<<http://www.google.com/culturalinstitute/about/partners/#publish>>

I am copying in my colleague [REDACTED] who are running the London Curriculum (<http://www.london.gov.uk/priorities/schools-and-education/for-teachers/london-curriculum>). They can give you hard copies when you meet but in the meantime you can view a sample unit on 'The Art of Walking' about London architecture here: [http://www.london.gov.uk/sites/default/files/Art%20of%20Walking\\_Lesson%20Plans.pdf](http://www.london.gov.uk/sites/default/files/Art%20of%20Walking_Lesson%20Plans.pdf)  
This could be a perfect fit with Google Cardboard. No other city has done this model as far as we know, but there's no reason why it couldn't work for other major cities.

2. Workshops or training for London institutions on digital: This we could organize on the back of existing meeting you may be organizing or do something separate?

We recently launched a new Cultural Tourism plan for London (<https://www.london.gov.uk/priorities/arts-culture/promoting-arts-culture/cultural-tourism>). My colleague, [REDACTED], is running various workshops for the cultural sector on how to promote themselves to international visitors and it would be great if you guys could help with this. I can ask him to email you some more info.  
More generally, we'd be open to hosting an event at City Hall on how Google can support cultural organisations. Perhaps once you've spoken to the Arts Council we can determine content/audience etc?

3. Public Art of London: Here we could help digitize it create the exhibitions publish to CI platform for greater audience and also create a mobile app

My colleague, [REDACTED], has been trying to develop an app about free public art in London – as a complement to the Fourth Plinth scheme which we run. Again, can ask [REDACTED] to forward you her thinking to date.

Ready to go on all 3, let me know how you want to proceed

Thanks

[REDACTED]

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\*t\*  
\*m\*

Google Art Project<<http://www.googleartproject.com/>>  
Google Cultural Institute<<http://www.google.com/culturalinstitute/>>  
Wonders of the World<<http://www.google.com/intl/en/culturalinstitute/worldwonders/>>

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