

Samsung Art Store Expands Its Collection With 30 Exclusive Works From the British Museum

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Additions include masterpieces by celebrated British artists Joseph Mallord William Turner and John Constable.

Samsung Electronics today announced that it is adding a new exclusive British Museum collection consisting of 30 artworks to Samsung Art Store.¹ Available on compatible Samsung Art TVs, the curated selection features works by John Constable, Joseph Mallord William Turner, and other renowned artists.

The collection includes Constable's English countryside vistas, famous for the artist's rare ability to portray shifting weather patterns in the sky. Turner's watercolors, on the other hand, range from stormy seascapes to views of Venice, Rome, and Zurich.

"Samsung is committed to using our technology to make world-class art more accessible to everyone," said Gwiho Lee, Executive Vice President of the Visual Display (VD) Business at Samsung Electronics. "By welcoming these iconic British Museum pieces into our platform, we are proud to offer our global audience an effortless way to appreciate historic art at home."

Samsung Art Store subscribers will have access to the British Museum collection and will be able to simply browse the selection, choose a work to display on their TV, and switch to another work whenever they like.

"We're delighted to work with Samsung to make more of the Museum's collection available to people at home," said Lisa San Martin, Interim Commercial Director of the British Museum. "We hope it encourages viewers to explore works they already know and discover others for the first time."

The launch builds on Samsung's relationship with the British Museum. Samsung is also a corporate partner of the museum's "Korea" exhibition that opened on Oct. 1 and runs through Jan. 31, 2027.

The British Museum collection will be available on Samsung Art Store starting Oct. 6.

About The British Museum

Founded in 1753, the British Museum was the first national public museum in the world. From the outset it was a museum of the world, for the world, and this idea still lies at the heart of the Museum's mission today. The collection tells the stories of cultures across the world, from the dawn of human history, over two million years ago, to the present. Objects range from the earliest tools made by humans and treasures from the ancient world to more recent acquisitions from Africa, Oceania, and the Americas, the Middle East, Asia,

and Europe, as well as the national collections of prints and drawings, and coins and medals.

The British Museum communications@britishmuseum.org

1. Samsung Art Store subscription required. Subscription fees apply. Artwork availability and collection contents are subject to change at any time without notice or user notification. ↵

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